

2022

BRAND GUIDELINES

Consolidated Overview



VISION

A world in which humans are never bought, sold, or exploited.

MISSION

We disrupt the darkness of modern-day slavery by partnering with law enforcement to fight human trafficking crime, equipping communities to protect the vulnerable, and empowering survivors as they walk into freedom.

BRAND COLORS



RGB 83 | 176 | 203
CMYK 64 | 13 | 15 | 0
HEX# 53B0CB



RGB 224 | 156 | 38
CMYK 12 | 42 | 100 | 0
HEX# E09B15



RGB 235 | 86 | 64
CMYK 2 | 82 | 80 | 0
HEX# EC5540



RGB 27 | 27 | 27
CMYK 73 | 67 | 65 | 78
HEX # 1B1B1B

THE EXODUS ROAD LOGO

Our logo can be set horizontally or vertically, whichever works best with your design. We want our logo to remain visible and proportional in each use case. The Exodus Road logo can be black or white, whichever is most clear on your background. We recommend the following sizes to ensure that it stands out clearly.

These are minimum widths for stacked, vertical, and icon-only formats.

HORIZONTAL

Screen : 130 px | Print : 160 px



STACKED

Screen : 60 px | Print : 85 px



ICON

Screen : 40 px | Print : 65 px



LOGO USE DO'S AND DON'TS



Avoid stretching or squishing the logo.



Never alter the color of our logo beyond the approved black and white.



Don't change the font of The Exodus Road wordmark.



Avoid placement on busy backgrounds.



Ensure that the logo has enough space to visually stand out.



Don't add modifier's to The Exodus Road logo such as program names or country identities.

TYPOGRAPHY

ARTIFEX CF

Primary Use : Body copy (paragraph text) in print and digital applications.

Approved Weights : *Book, Book Italic, Demi Bold, Demi Bold Italic, Bold, Bold Italic, Extra Bold, Extra Bold Italic, Heavy, and Heavy Italic.*

VANGUARD CF DEMI BOLD

Primary Use : Headline font used in print and digital application. *Never used for paragraph text.*

Approved Weights (ALL-CAPS) : *Demi Bold, Demi Bold Oblique, Bold, and Bold Oblique.*

IBM PLEX SANS

Primary Use : Stylistic use in digital and print applications. *Never headlines or paragraph text.*

Approved Weights (ALL-CAPS) : *Semi Bold, Bold.*

Blancha Casual

Primary Use : Handwritten font used very sparingly (*one or two words in each design*).

SOCIAL MEDIA

SOCIAL IMAGE SIZES

All sizes listed in pixels.

Instagram

Post : 1080x1080 or 1080x1350

Story : 1080x1920

Twitter

Post : 1600x1900

Header : 1500x500

Facebook

Cover : 1200x628

Post : 1200x630

Ads: 1080x1080

LinkedIn

Post : 1200x628

SOCIAL MEDIA DO'S + DON'TS

Do utilize high resolution imagery.

Do properly credit an image source, especially if sharing an image collaboratively with another account.

Do always ensure that images are correctly sized for native platform requirements.

Do not select imagery that is washed out or features extreme color edits that look 'unrealistic.'

Do not use lots of text on graphics created for social. Aim for text to take up less than 30% of an image most often.

QUESTIONS?

Please don't hesitate to reach out to us with any brand-related inquiries : marketing@theexodusroad.com.