

We Belong Lebanon

BRAND STANDARDS

Who We Are:

We're a nonprofit organization dedicated to providing a safe place where discussions about diversity, equity, and inclusion can happen. We're here to add momentum to a movement of diversity and inclusion we already see happening in Lebanon. We hope to help every Lebanon resident feel proud of the town where they live and belong.

Word Choices:

Progress, evolving, belonging, accepting, neighbors, caring neighbors, caring community, celebrating each other, taking care of each other and family, community

Two Word Position Statement:

———— Celebrate Diversity ————

Logo:



Do Not:

change the proportions of the brandmark elements; alter the location of the logomark; skew, stretch, or distort; use alternate brand colors in the primary brandmark; add effects, such as harsh drop shadows, glow, or dimension; or add an outline to the brandmark..



Typography

The logo is set in Mundial. *Red Hat Display* and *STIX Two Text* are recommended for use in copy text.

STIX Two Text

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890?!

Red Hat Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890?!

**These fonts are available for free through Google Fonts.*

Colors | We Belong Lebanon

Hex: #B9E2DD
RGB: 185, 226, 221
CMYK: 27, 0, 14, 0



Hex: #5AC2AE
RGB: 90, 194, 74
CMYK: 61, 0, 40, 0



Hex: #37B39D
RGB: 55, 179, 157
CMYK: 72, 5, 47, 0



Hex: #00997F
RGB: 0, 153, 127
CMYK: 83, 17, 62, 2



Hex: #006C5A
RGB: 0, 108, 90
CMYK: 89, 36, 69, 22



Hex: #AA2188
RGB: 170, 33, 136
CMYK: 36, 100, 5, 0



Hex: #D265A6
RGB: 210, 101, 166
CMYK: 14, 74, 0, 0



Hex: #EFBFD9
RGB: 55, 179, 157
CMYK: 3, 30, 0, 0



Hex: #5D5F61
RGB: 93, 95, 97
CMYK: 63, 54, 51, 24



Hex: #CCDCDF
RGB: 204, 205, 207
CMYK: 19, 15, 14, 0

