

This identity manual created for **¡Para Todos!** is a comprehensive guide on all branding aspects—including logo variations, typography, colors, and icons.

Use this Brand Guide when designing collateral for **¡Para Todos!** to ensure consistency across all printed and digital assets and to strengthen brand recognition.

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LOGO

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1. The main version of the logo should be used for most applications, especially when introducing the brand for the first time.
2. The stacked version of the logo can be used when space constraints require it.
3. The icon-only version should only be used in conjunction with the main logo, or in cases when the brand is already established. (See logo usage section)
4. All logo versions have a 1-color counterpart. 1-color variations can be used on colorful or busy backgrounds, and the color should be picked for maximum contrast.

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LOGO USAGE



Maintain a .25" clear space when using the logo to avoid crowding. The logo should be a minimum of .5" tall for best legibility.



The full color logo should only be placed on a solid, light color background—preferably white or the brand colors at a 20% opacity or lighter. If the logo is being used with a photo or busy background, use a 1-color version and choose the color for maximum contrast, like the examples shown here.



Primary Logo rule of thumb:
Do not distort, place at an angle, or make transparent. Do not alter the colors. 1-color versions should only be black, white, or brand colors.



For apparel, the primary logo should be used as often as possible.

However, the icon-only version can be a great option for smaller accessories, such as embroidered hats.



TYPOGRAPHY

Lexend is a Google Font designed for easy readability and is the primary typeface used for ¡Para Todos!. As a sans serif font with variable weights, Lexend is a versatile typeface that can be used for headlines and body copy.

[DOWNLOAD](#)

Times New Roman is a classic and easily accessible serif typeface. Times New Roman can be used when additional emphasis is needed or in instances when Lexend is unavailable.

Lexend

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

COLORS

The colors for **¡Para Todos!** were chosen to represent the hopeful colors of the Sonoran Desert. The logo is comprised of three primary colors: lupine purple, sunflower yellow, and poppy orange.

Desert green and dusk may be used as accent colors.

Note: colors appear differently from screen to print, and even screen to screen. The brand colors were chosen for digital usage and may appear differently for print. For print usages, the CMYK values may need to be adjusted to produce colors with appropriate vibrancy.

LUPINE PURPLE

CMYK 84, 91, 04, 00
RGB 080, 062, 146
HEX #503E92

SUNFLOWER YELLOW

CMYK 03, 35, 85, 00
RGB 243, 174, 067
HEX #F3AE43

POPPY ORANGE

CMYK 02, 75, 94, 00
RGB 236, 102, 044
HEX #EC662C

DESERT GREEN

CMYK 40, 18, 49, 00
RGB 159, 181, 146
HEX #9FB592

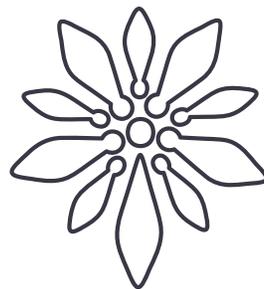
DUSK GRAY

CMYK 74, 70, 51, 46
RGB 057, 055, 068
HEX #393744

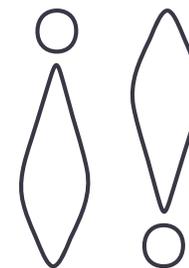
ICONS

This custom icon set was created for both style and function, pulling inspiration from key elements of the **¡Para Todos!** brand image. These icons can be used to create patterns (as seen on the cover of *this Brand Guide*), on web graphics, or any other designed collateral that need some visual variety.

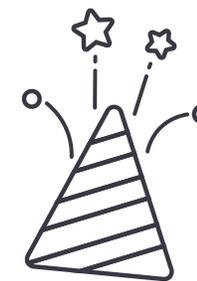
Keep the icons within the brand colors, or black and white. Transparency maybe used when needed for the desired look.



Sunflower



Exclamation points



Party hat



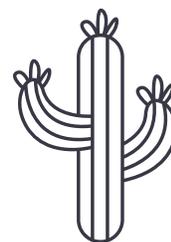
Shirt



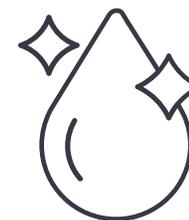
Noise canceling headphones



Helping hand



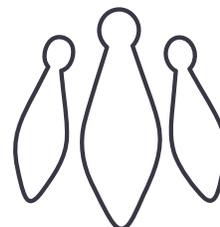
Saguaro



Water droplet



Mobility



Group of people



Two people



Single person

This Brand Guidelines and Identity Manual
was created for **¡Para Todos!** by

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