



BRAND STANDARDS

LAST UPDATED: FEBRUARY 28, 2017

LOGO

© JESSICA KENNEDY, 2016



VARIATIONS



BLACK ONLY



KNOCKOUT/WHITE ONLY



UNACCEPTABLE USE

DO NOT...



ALTER THE COLOR SCHEME



DISTORT THE PROPORTIONS



ADD EFFECTS



USE AT VERY SMALL SIZES



UNACCEPTABLE USE

DO NOT...

The logo may **NOT** be paired with any other messaging or slogan. For example, do NOT print a t-shirt with the All Kinds logo on the back and a slogan like "Love Trumps Hate" on the front.

This requirement is intended to avoid politicizing, polluting or diluting the All Kinds message.

Exceptions may be made if written approval is obtained in advance from the All Kinds team.



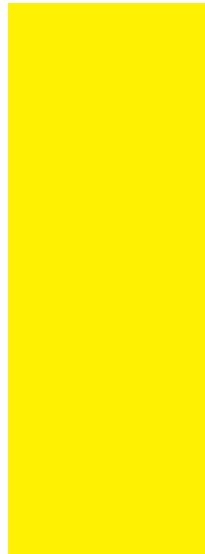
COLOR PALETTE



C M Y K
0 100 61 0



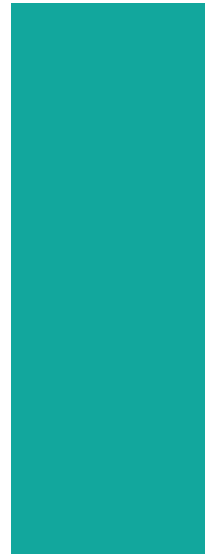
C M Y K
0 95 20 0



C M Y K
0 0 100 0



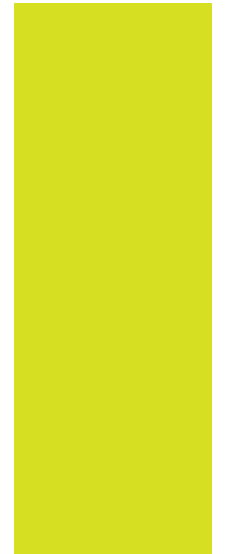
C M Y K
85 50 0 0



C M Y K
80 10 45 0



C M Y K
75 0 75 0



C M Y K
20 0 100 0



CONTACT

COPYRIGHT

The copyright for the All Kinds Are Welcome Here in West Virginia image held by the artist, Jessica Kennedy, of Dunbar, West Virginia. © 2016

CONTACT

The creators of the All Kinds Are Welcome Here in West Virginia campaign are Rob Crowley, Paul Greco, Jessica Kennedy, and Heather McChesney. They may be contacted at allkindsarewelcomehere.com.

