

## STYLE GUIDELINES

The vision of TWR Women of Hope is to bring women around the world and across generations by encouraging and equipping them to pray, listen, learn, grow and give.



twr  
**WOMEN  
OF HOPE**

## TYPOGRAPHY

### Aleo

Use this font for display type.  
There are six different weights.

DOWNLOAD ALEO FOR FREE AT:  
<http://www.fontsquirrel.com/fonts/aleo>

### Source Sans Pro

Use this font for body copy and small type.  
There are 12 different weights available.

DOWNLOAD SOURCE SANS PRO FOR FREE AT:  
<http://www.fontsquirrel.com/fonts/source-sans-pro>

## LOGO OPTIONS

When possible, the logo should be used in full color as shown in the two options on the top right.

Other options to be used sparingly and only if necessary.

FULL COLOR



REVERSED FULL COLOR



SOLID COLOR



REVERSED WHITE



## COLOR PALETTE

### PRIMARY

PMS 303	PMS 7710	PMS 710
HEX: 002d3e RGB: 0/45/62 CMYK: 97/72/51/53	HEX: 28a6b6 RGB: 40/166/182 CMYK: 74/15/27/0	HEX: ef4755 RGB: 239/71/85 CMYK: 0/87/62/0

### SECONDARY

PMS 642	PMS 7669	PMS 240
HEX: dbebf1 RGB: 219/235/241 CMYK: 13/2/3/0	HEX: 5d5490 RGB: 93/84/184 CMYK: 75/76/15/2	HEX: d323bc RGB: 211/35/140 CMYK: 13/97/3/0