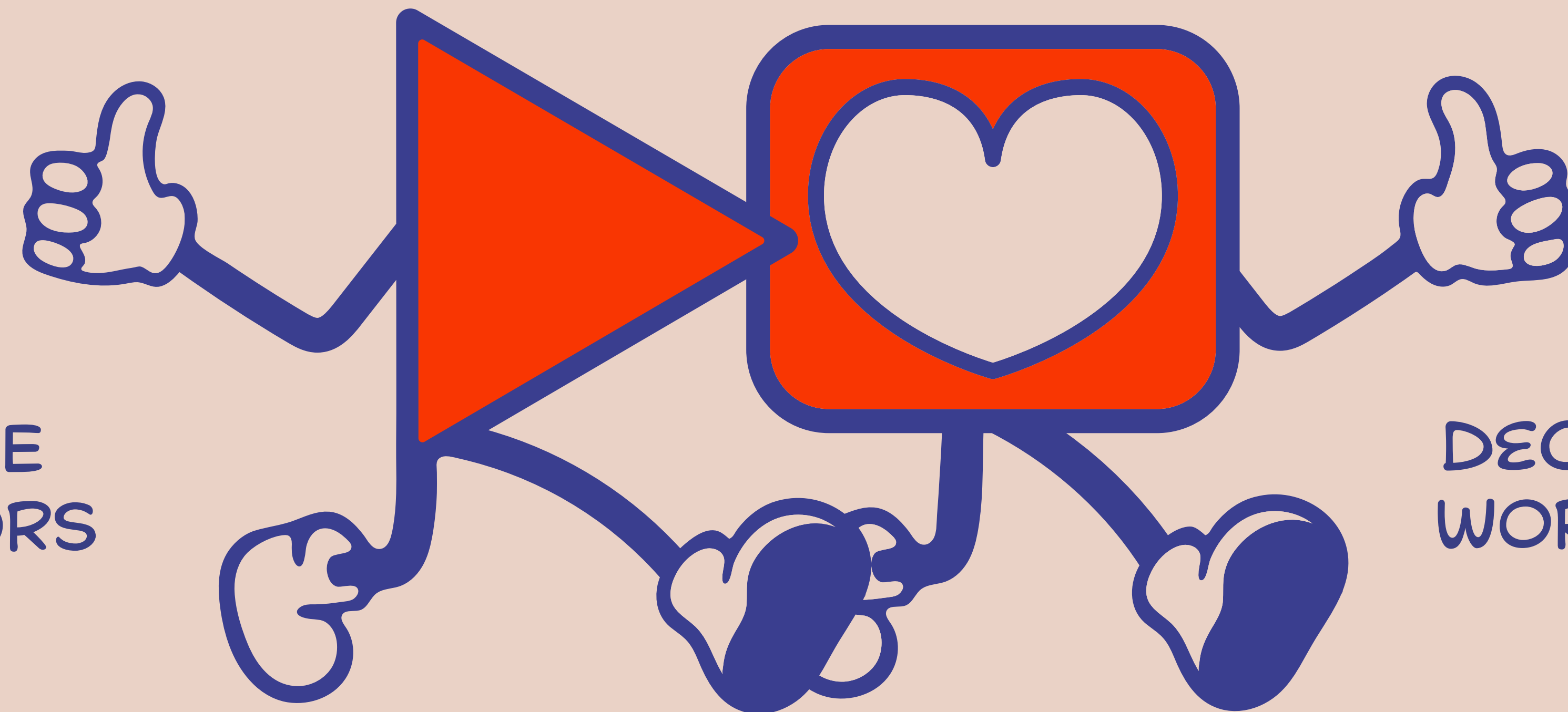


PROJECT FOR

ONLINE
CREATORS



DECREASING
WORLD SUCK

AWESOME

2023 Brand Guidelines

Logo

Use the full logo when possible and appropriate.

The favicon is intended for use as a profile picture and website icon.

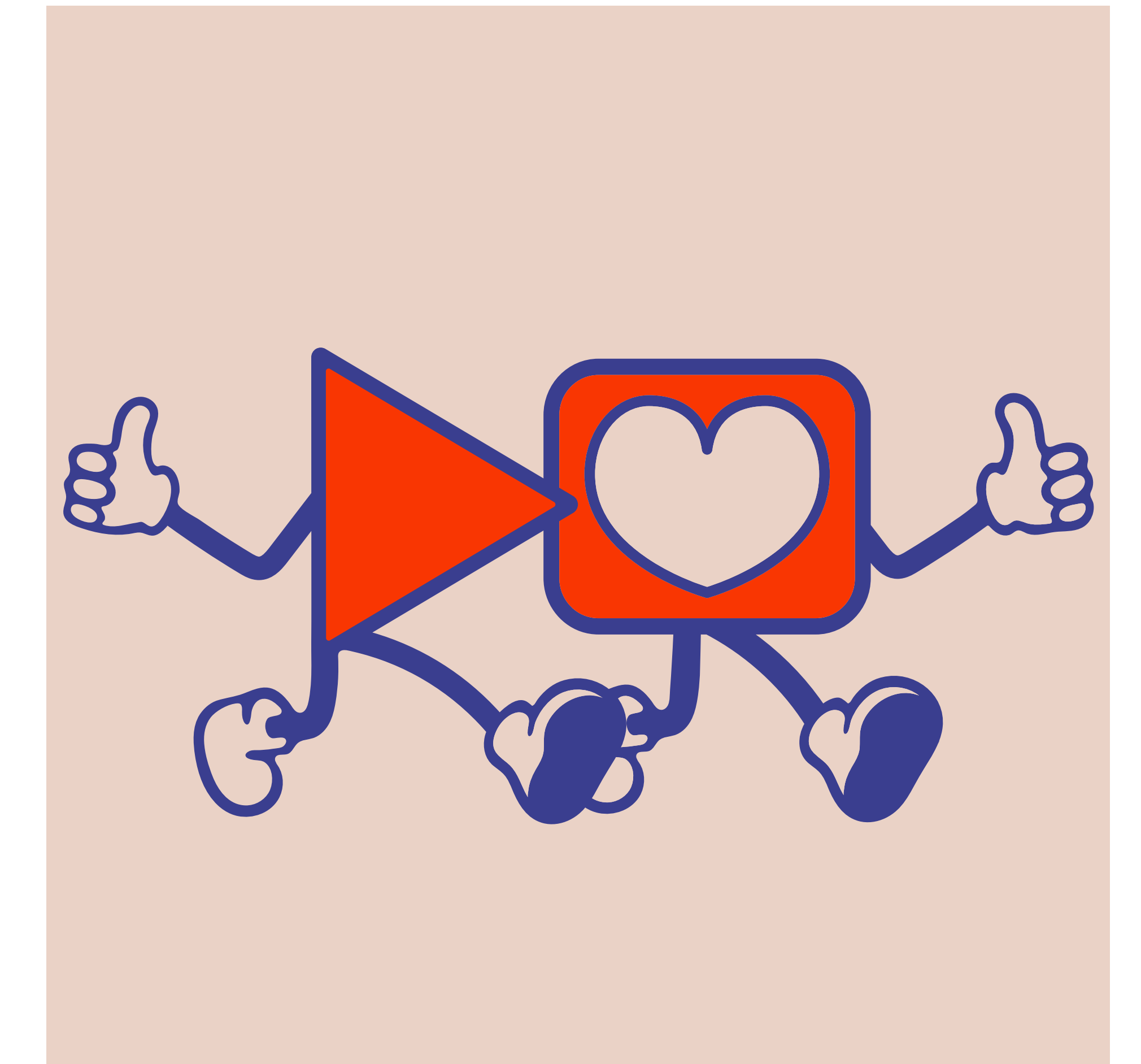
Use the wordmark or abbreviated logos in situations where the full logo is impractical.

This logo should never be distorted or recolored in any way besides the variations displayed here.

Full Logo



Favicon



Wordmark



Abbreviated Logo Variations



Color

Project for Awesome is a celebration of the bold, creative, and generous Nerdfighter community coming together to decrease world suck.

These colors were selected to emulate the community's excitement and enthusiasm.

R: 230
G: 211
B: 200
#E6D3C8

R: 230
G: 73
B: 35
#E64923

R: 245
G: 200
B: 11
#F5C80B

R: 16
G: 161
B: 159
#10A19F

R: 59
G: 62
B: 139
#3B3E8B

Type

Cooper Black is the primary typeface for headings.

Poppins is the primary typeface for body text and captions.

Collector Comic may be used sparingly for accent type.

All fonts are available on fonts.adobe.com

Headings

COOPER BLACK

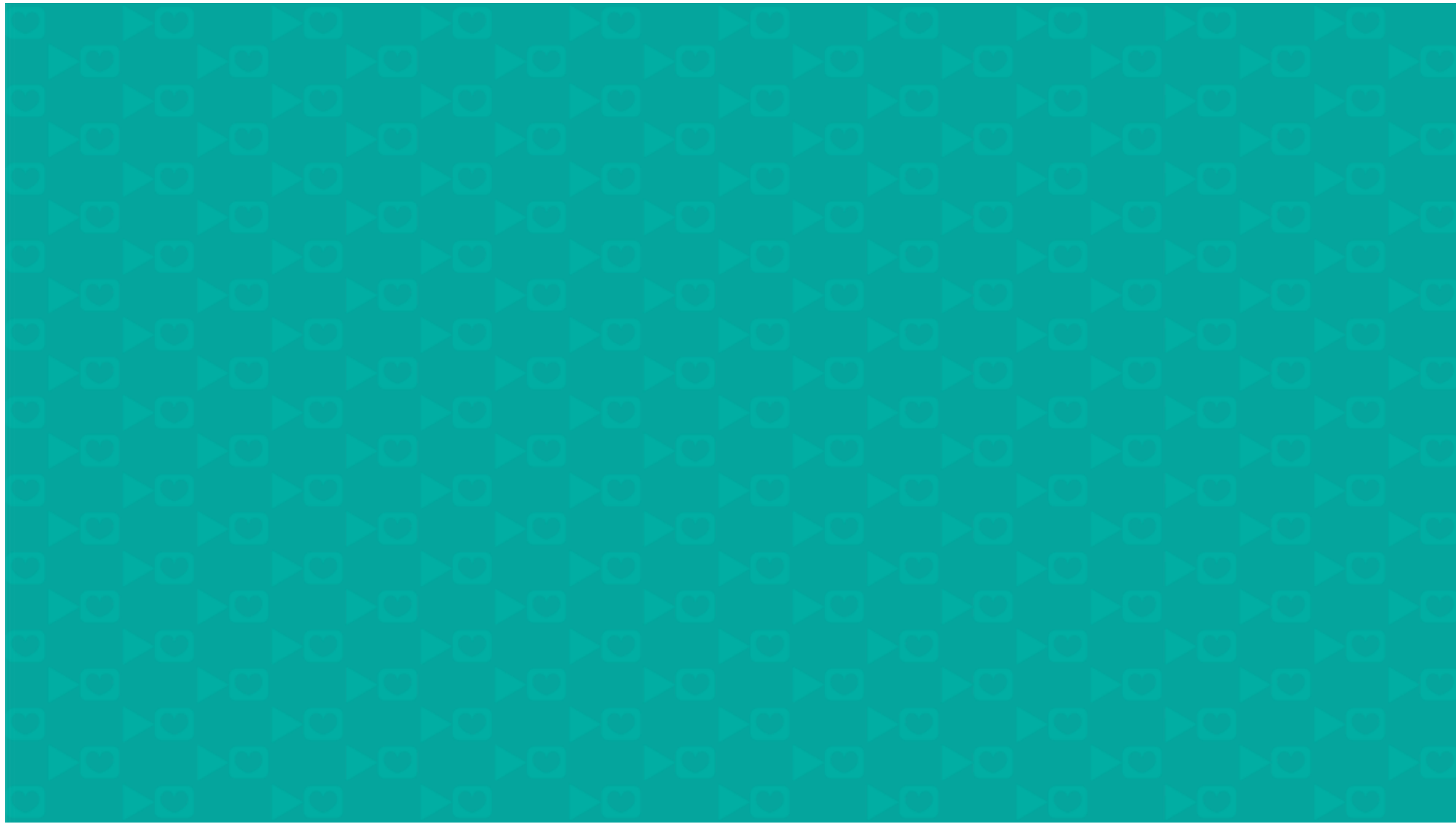
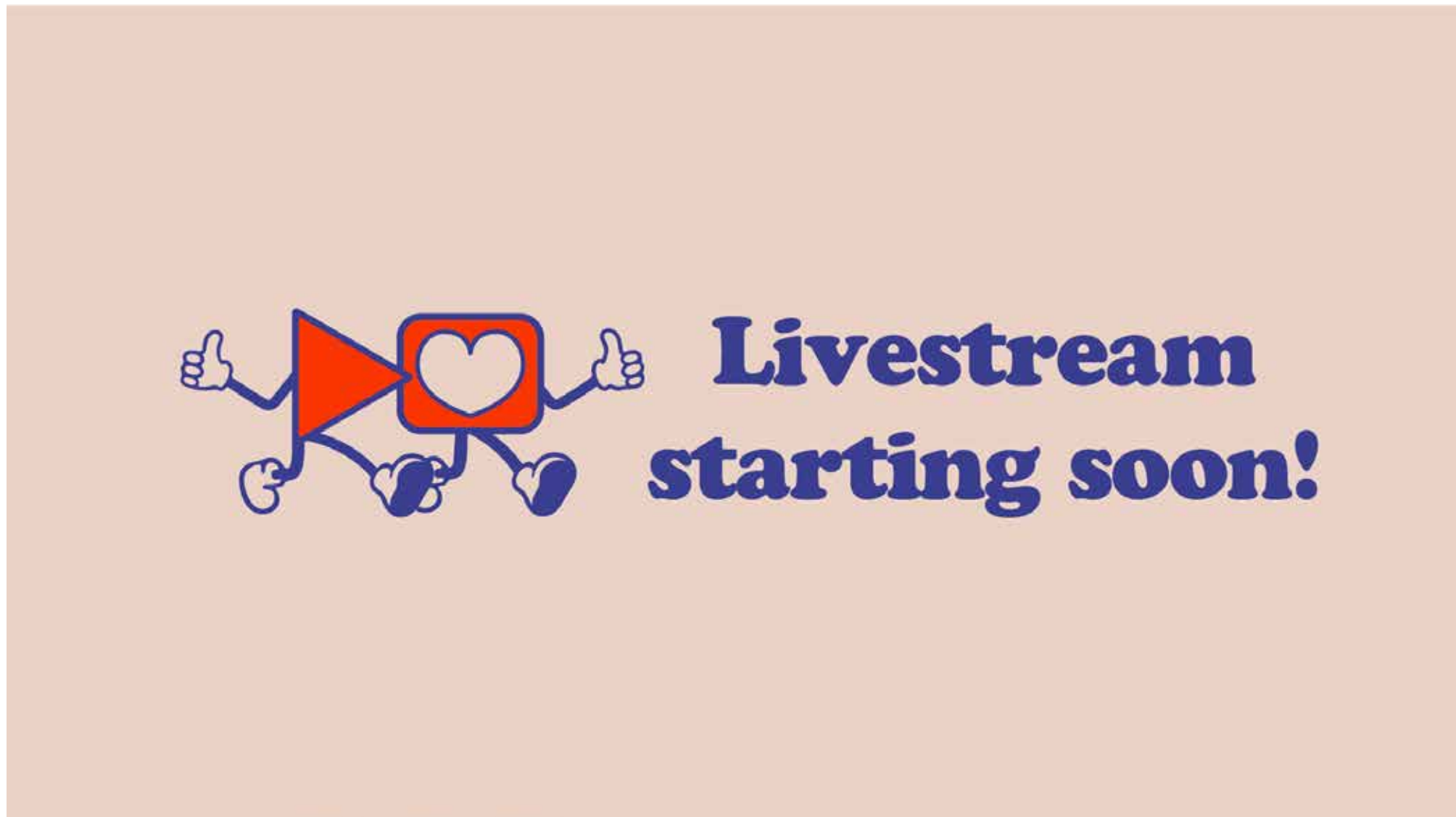
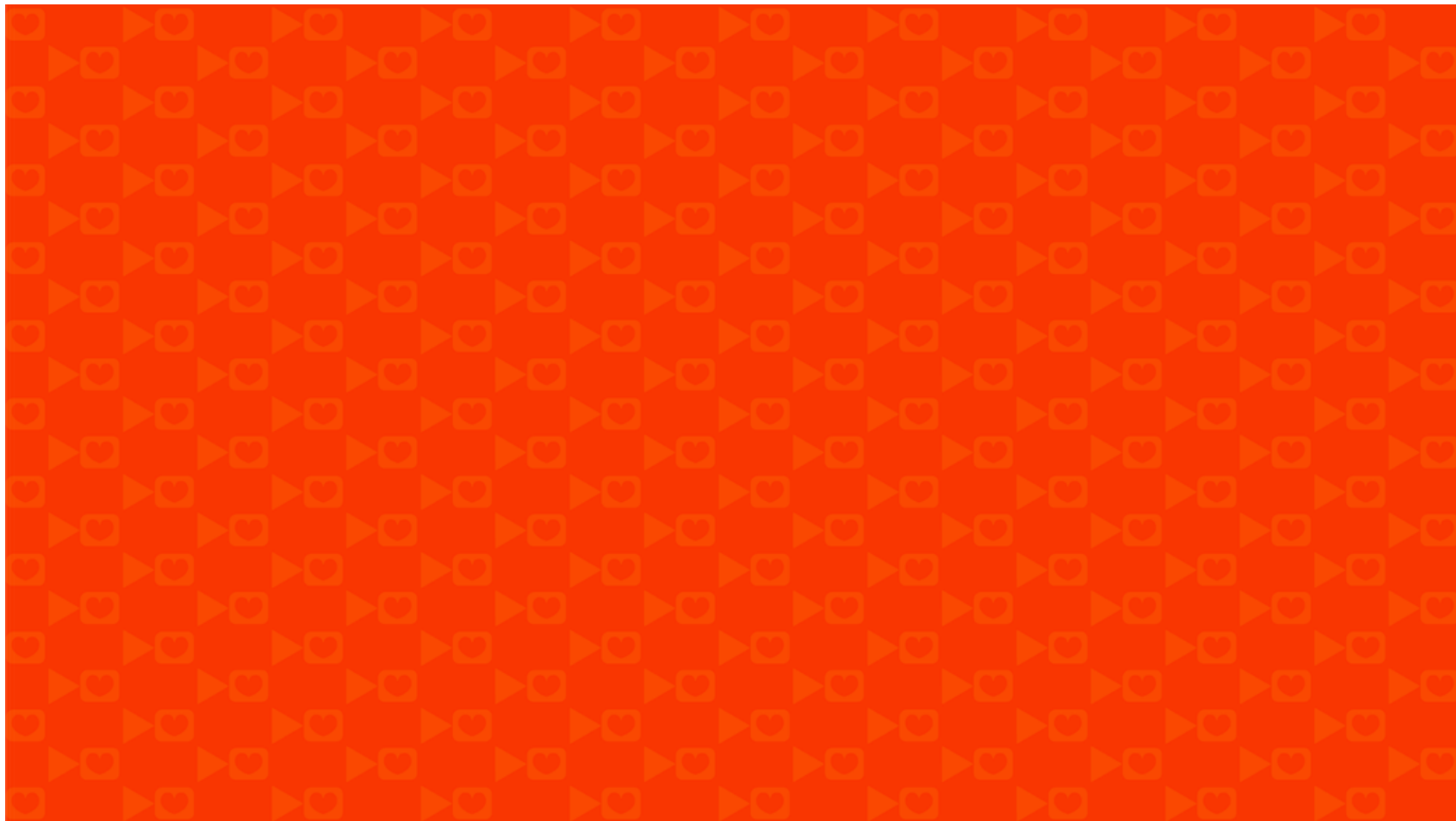
Body Type

Poppins Medium

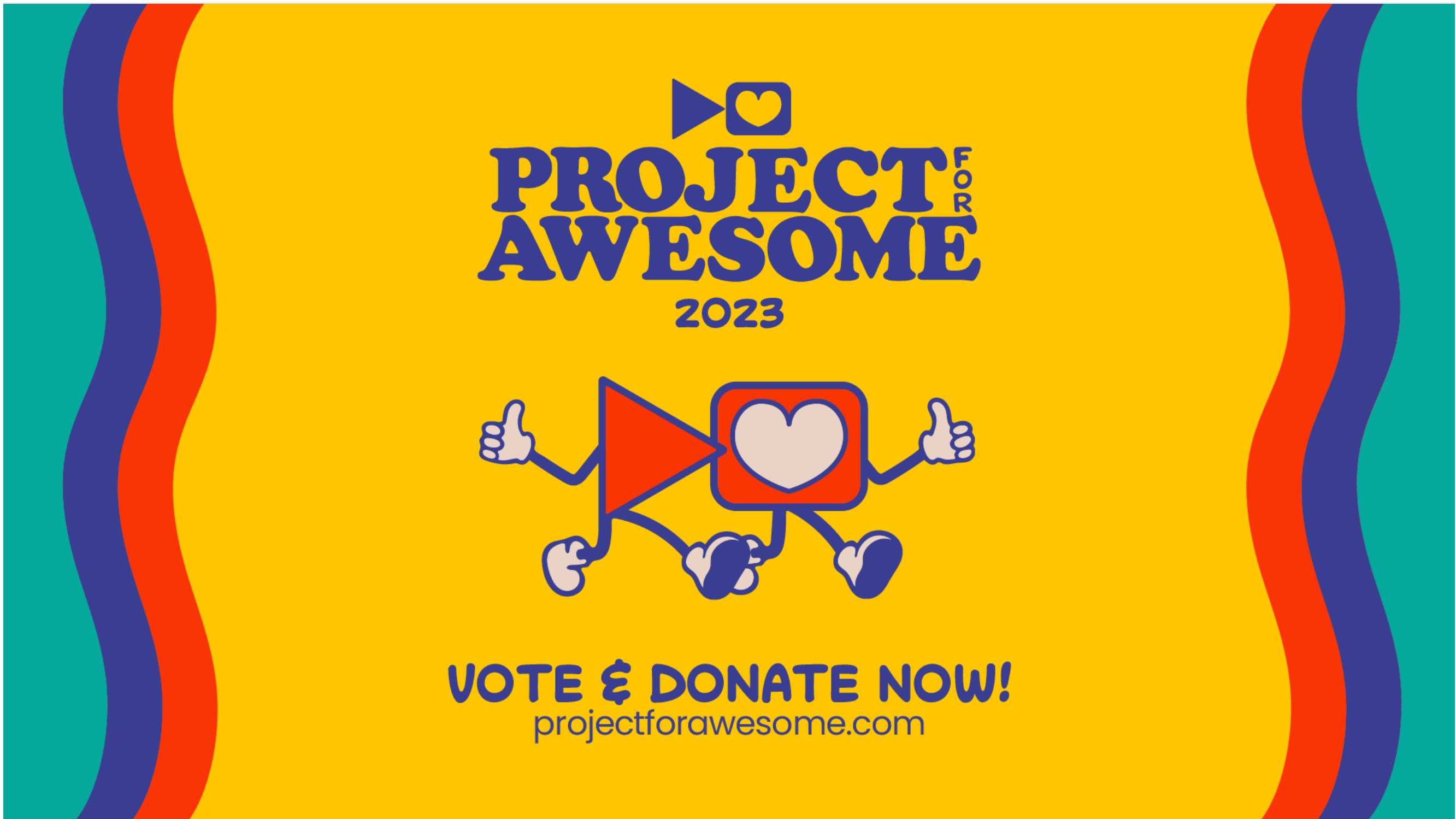
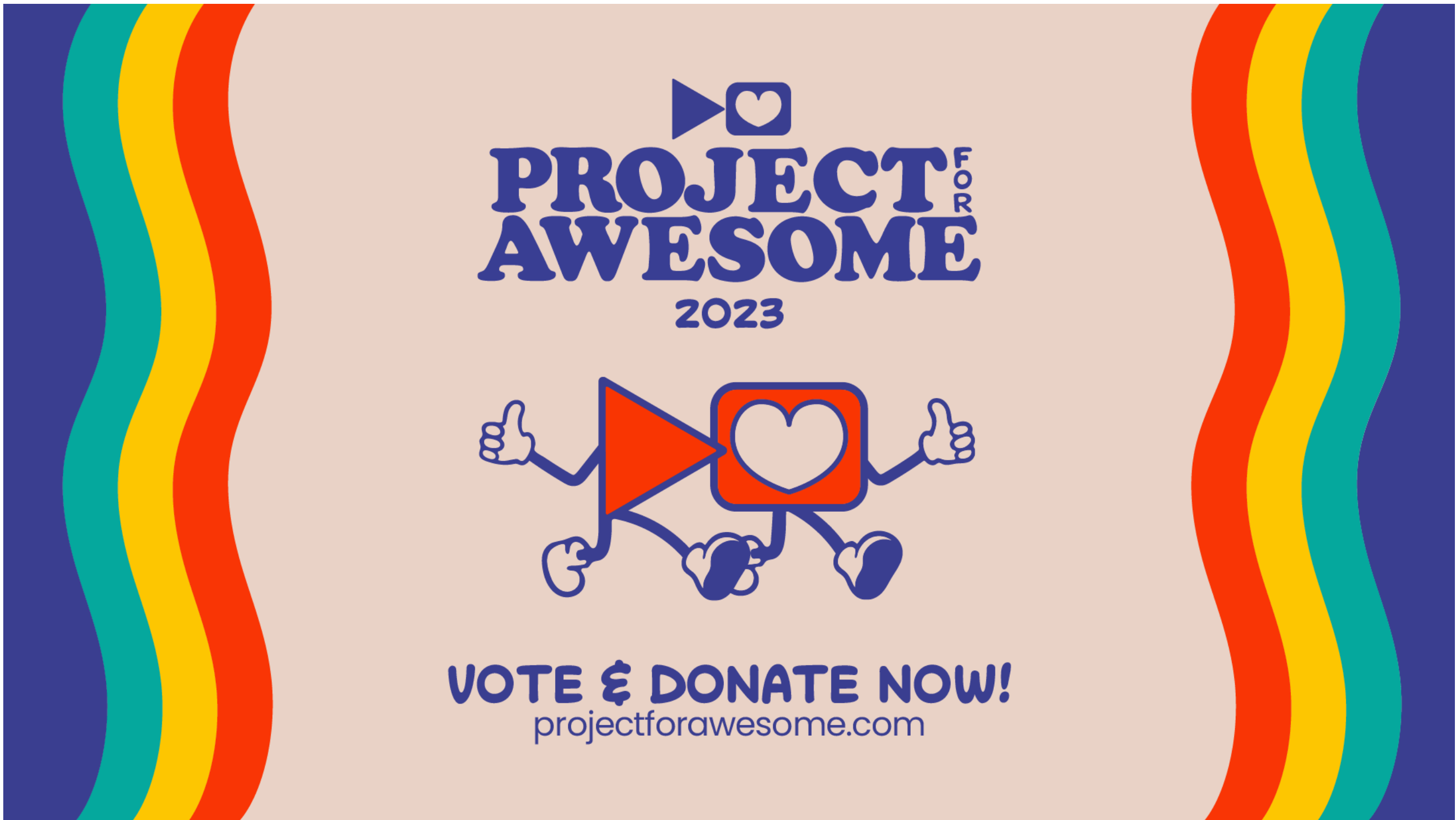
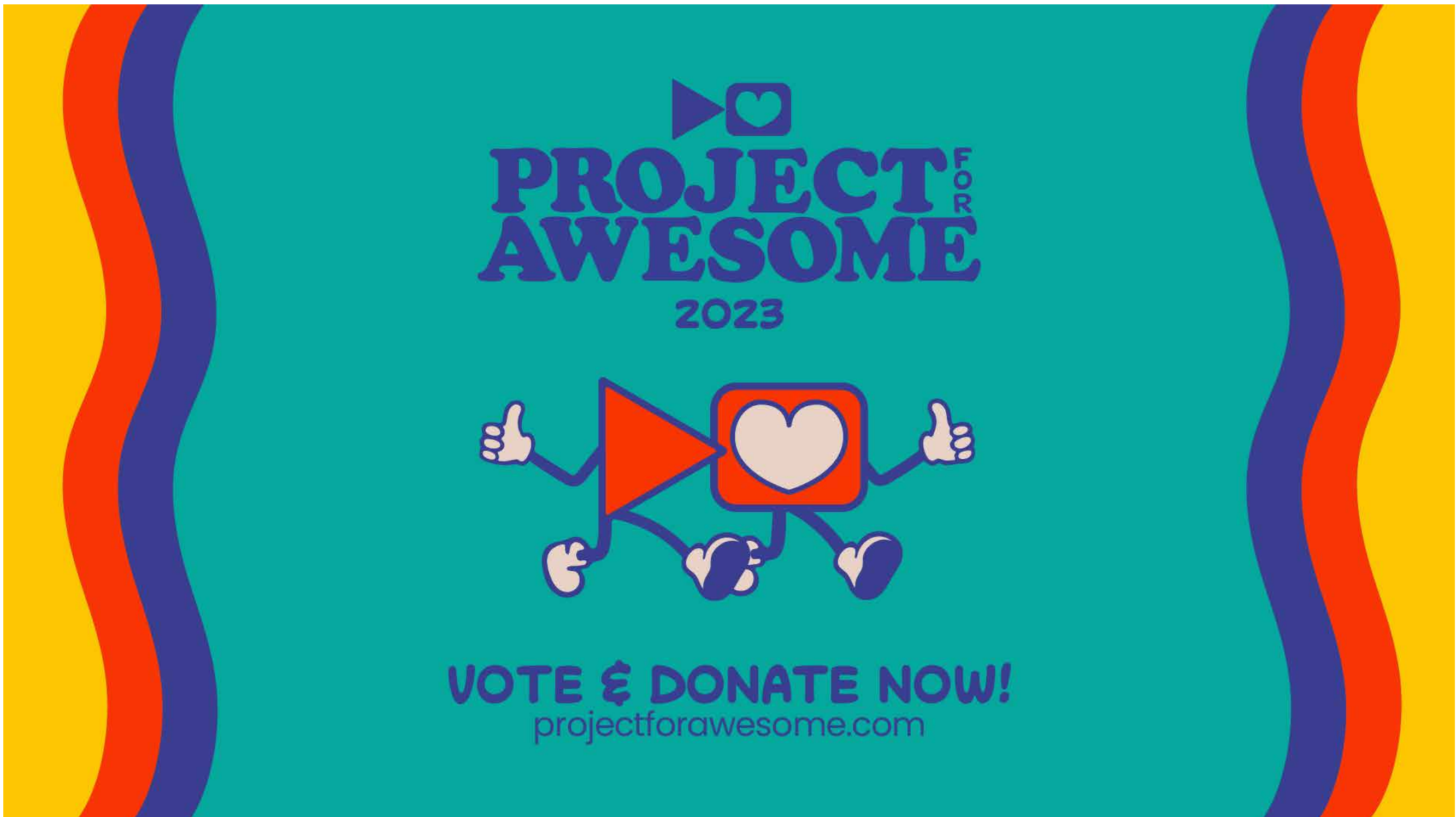
Accent Type

COLLECTOR COMIC BOLD

Backgrounds & Hold Screens



Thumbnails



Social & Web Assets

P4A Video Checklist

- ☐ Upload your video to and set it to public
- ☐ Use one of the provided thumbnail templates
- ☐ Put links to your charity in your video description
- ☐ Submit your video using the browser url
(not the share url)
- ☐ Share your video with friends and family!
- ☐ Encourage your viewers to vote for your video on the P4A website during the livestream on February 17-19

☒ **BE AWESOME!**

5

DAYS UNTIL P4A!

PROJECT FOR

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AWESOME

FEB 17-19, 2023

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FEB 17-19, 2023

Branded Collateral

