



2024 BRAND IDENTITY GUIDE

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# 2024 Promotional Logo



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# Color Palette

## CORE COLORS

Navy  
#3B3E8B

R: 59  
G: 62  
B: 139

C: 31  
M: 30  
Y: 0  
K: 45

Scarlet  
#E64923

R: 230  
G: 73  
B: 35

C: 0  
M: 68  
Y: 85  
K: 10

## EXPANDED COLORS

Emerald  
#1B9C64

R: 27  
G: 156  
B: 100

C: 51  
M: 0  
Y: 22  
K: 39

Mustard  
#F3A632

R: 243  
G: 166  
B: 50

C: 0  
M: 30  
Y: 76  
K: 5

Rose  
#FF7B9B

R: 255  
G: 123  
B: 155

C: 0  
M: 52  
Y: 39  
K: 0

Camel  
#FFE8C5

R: 255  
G: 232  
B: 197

C: 0  
M: 9  
Y: 23  
K: 0

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# Typography

The display typeface may be used in promotional graphics for the 2024 Project for Awesome.

All general information pertaining to the Project for Awesome brand should be presented in one of the core brand typefaces.

## DISPLAY

**BUNGEE REGULAR**

## HEADINGS

**COOPER BLACK**

## ACCENTS

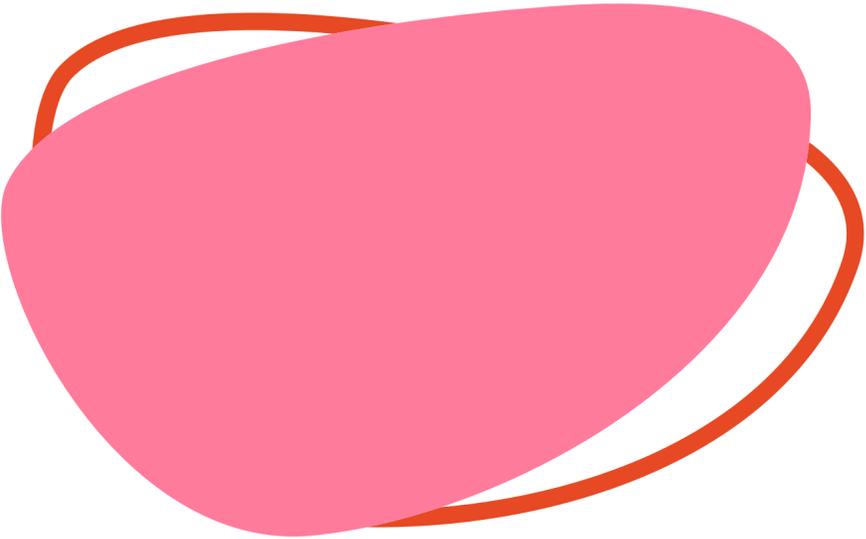
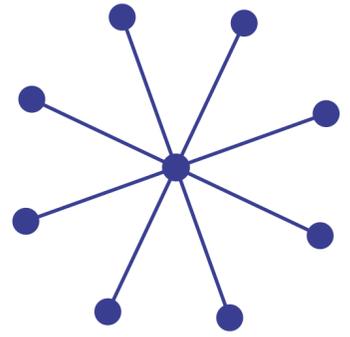
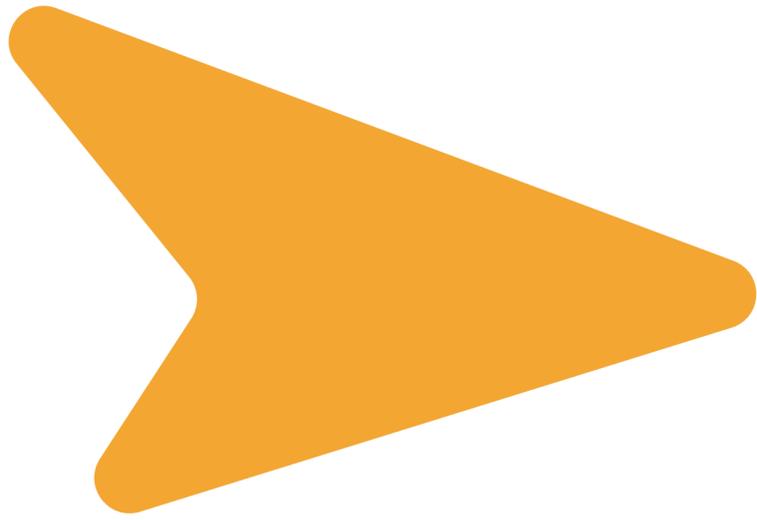
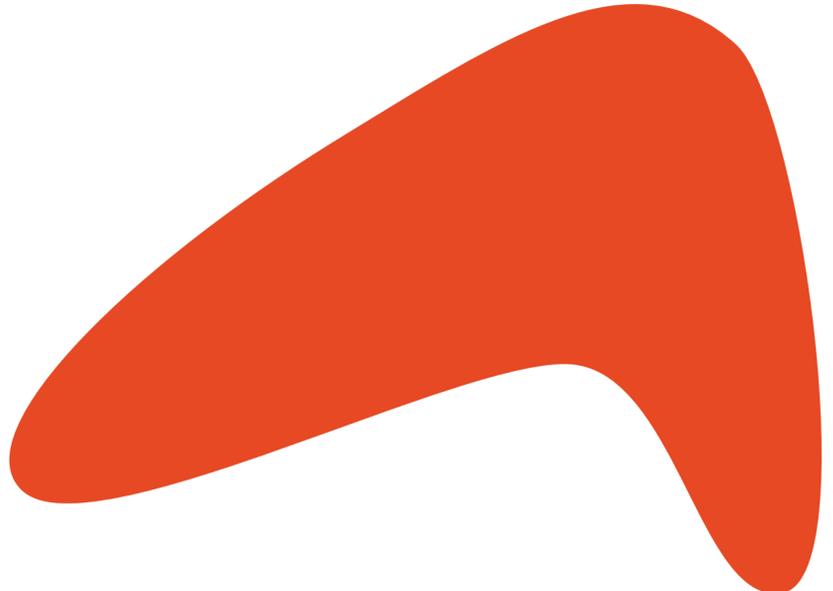
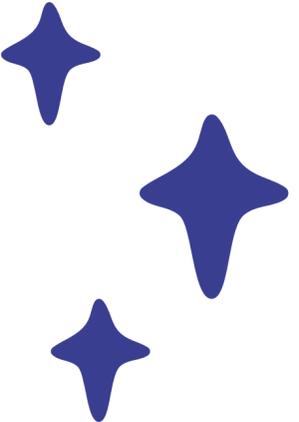
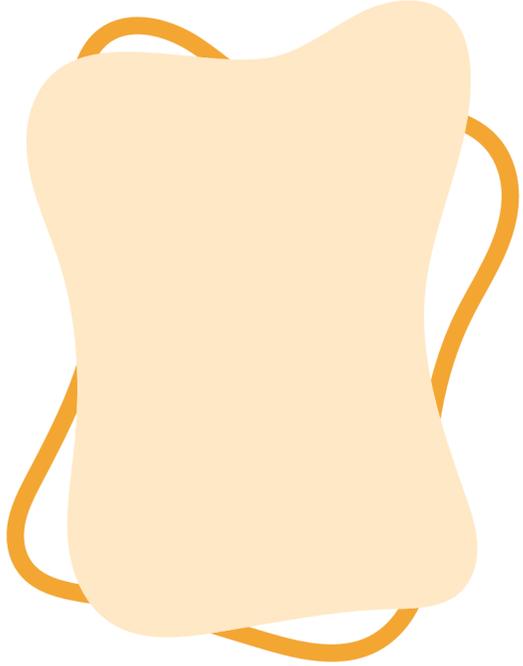
**COLLECTOR COMIC BOLD**

## BODY

**Poppins Medium**

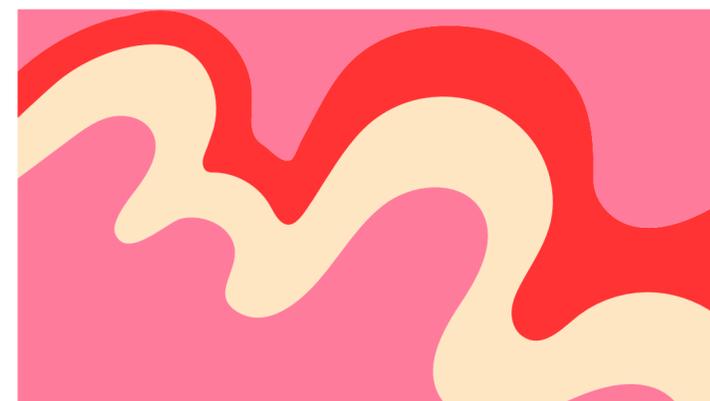
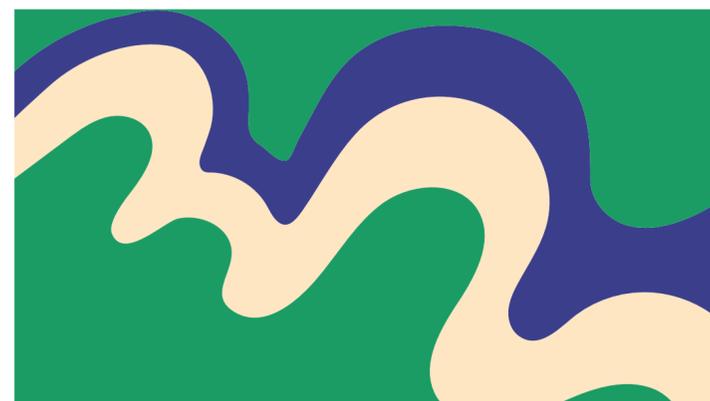
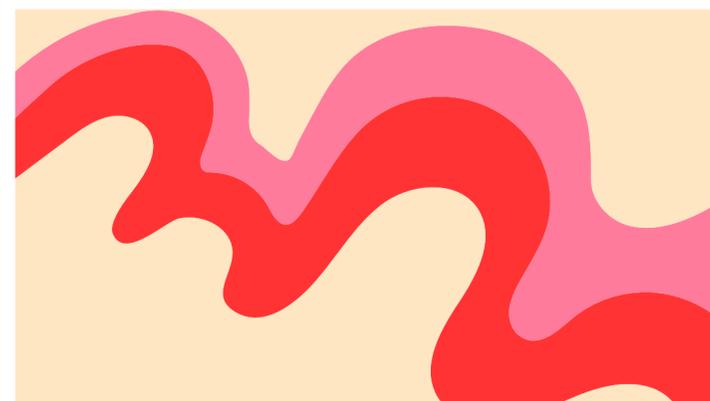
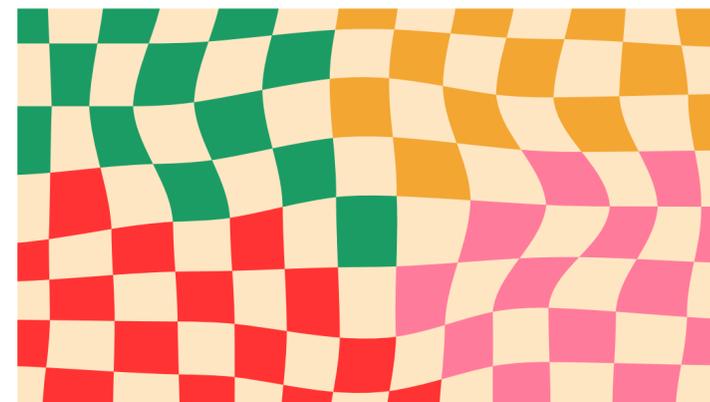
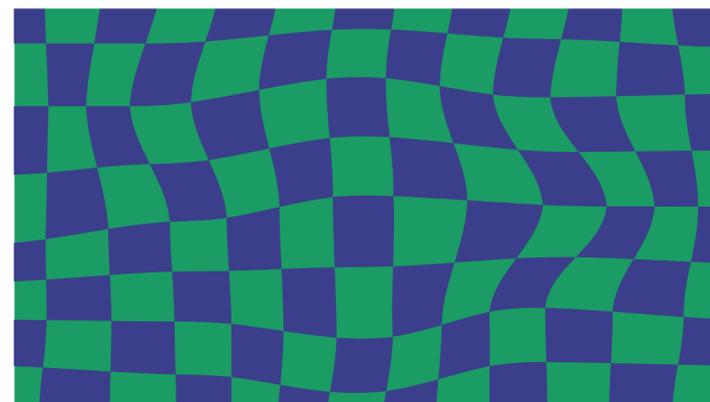
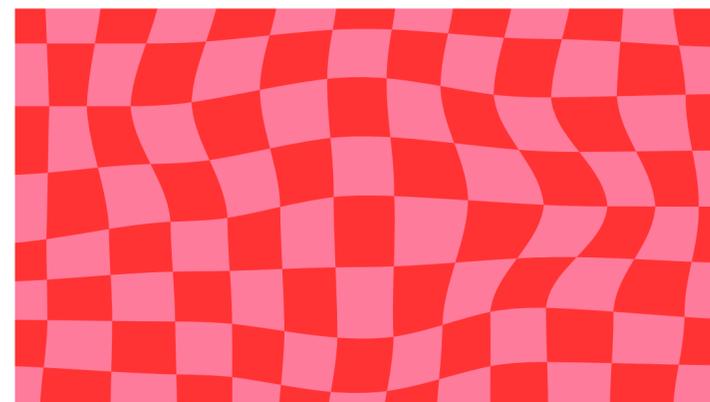
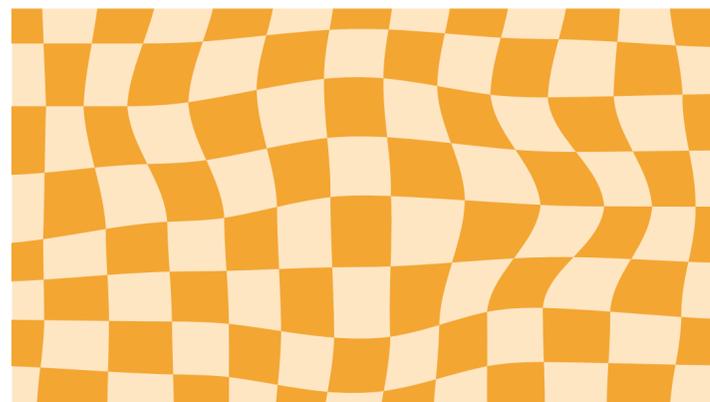
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# Shapes



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# Patterns





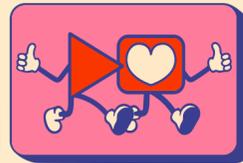
# 2024 P4A MERCH BUNDLE



Includes  
**EXCLUSIVE**  
sticker set  
designed by  
**DRAWFEE!**

**1 WEEK**

**UNTIL**

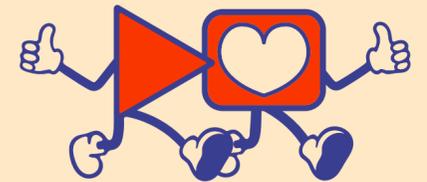


**PROJECT FOR AWESOME!**

## SUBMITTING A P4A VIDEO:

- Anyone can make a video, whether you are a fan of a charity, work closely with one, or are part of an organization.
- Create a video explaining the charity of your choice and submit it to the Project for Awesome website. Then, share it anywhere and everywhere else you'd like!
- Video submissions will be open January 30 to February 13. Be sure to review our video guidelines in the website FAQ!

**THANK YOU!**



## VIDEO CHECKLIST

- Use a P4A thumbnail
- Make your video public
- Submit your video between Jan 30 - Feb 13
- Submit with the browser URL (not share URL)
- Link to the charity in your video description
- Share your video with friends and family
- Encourage viewers to vote at [projectforawesome.com](http://projectforawesome.com) on Feb 16-18

**BE AWESOME!**



CREATORS  
ONLINE  
DECREASING  
WORLD SUCK  
PROJECT FOR AWESOME  
FEBRUARY 16-18, 2023  
WORLD SUCK  
ONLINE  
CREATORS  
DECREASING