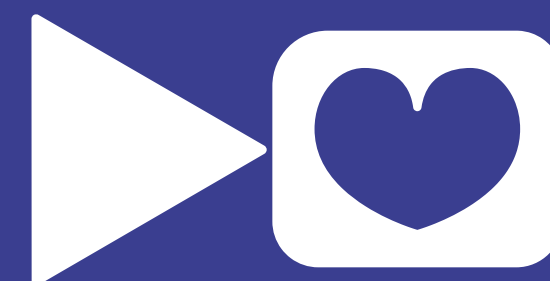

Brand Identity & Style Guide

Updated Oct. 2023



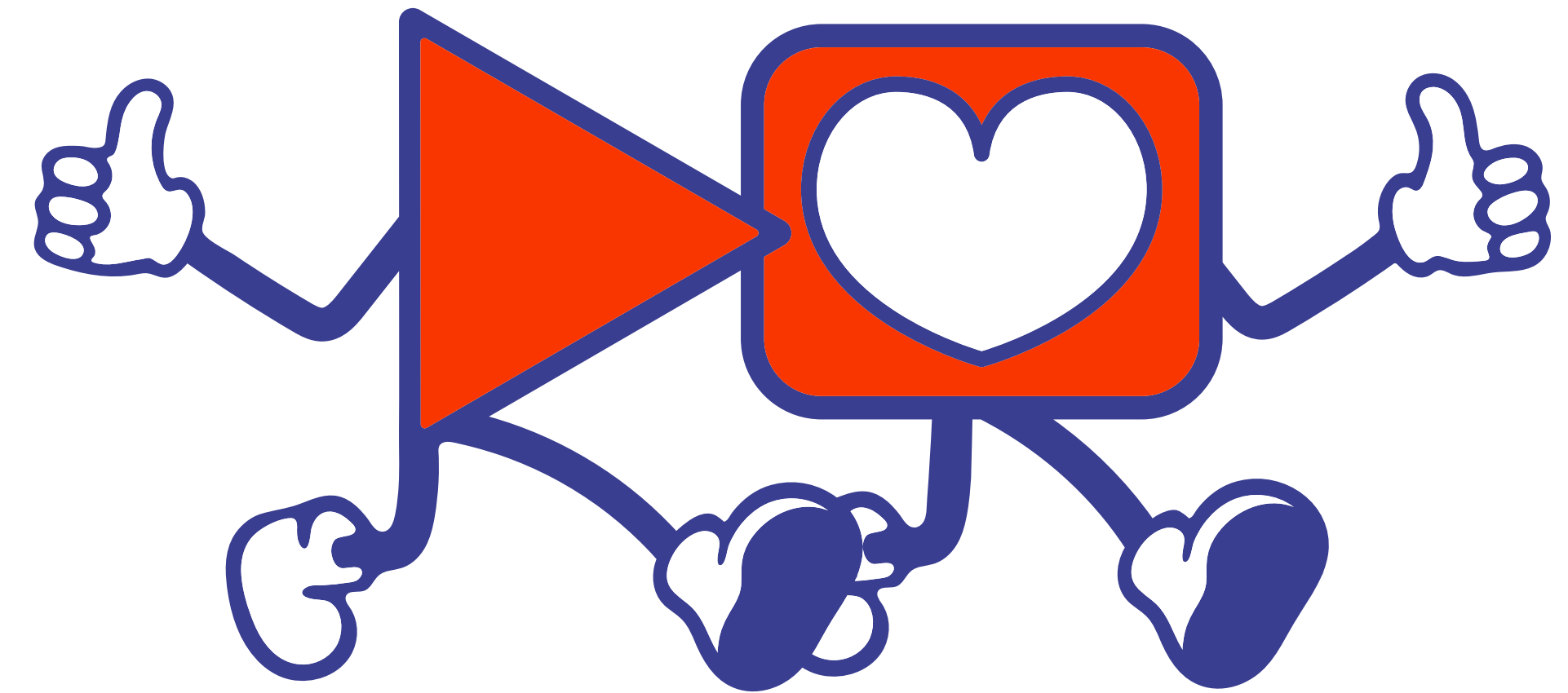
Introduction

Project for Awesome is an annual charity event in which thousands of online creators post videos advocating for charities that decrease the overall level of world suck. The P4A community is energetic, enthusiastic, and committed to uplifting others.

The P4A core brand identity was designed to capture the spirit of partnership of our community. While assets for each annual campaign may differ from year to year, the core brand identity should remain intact for consistency and brand recognition.

Primary Logo

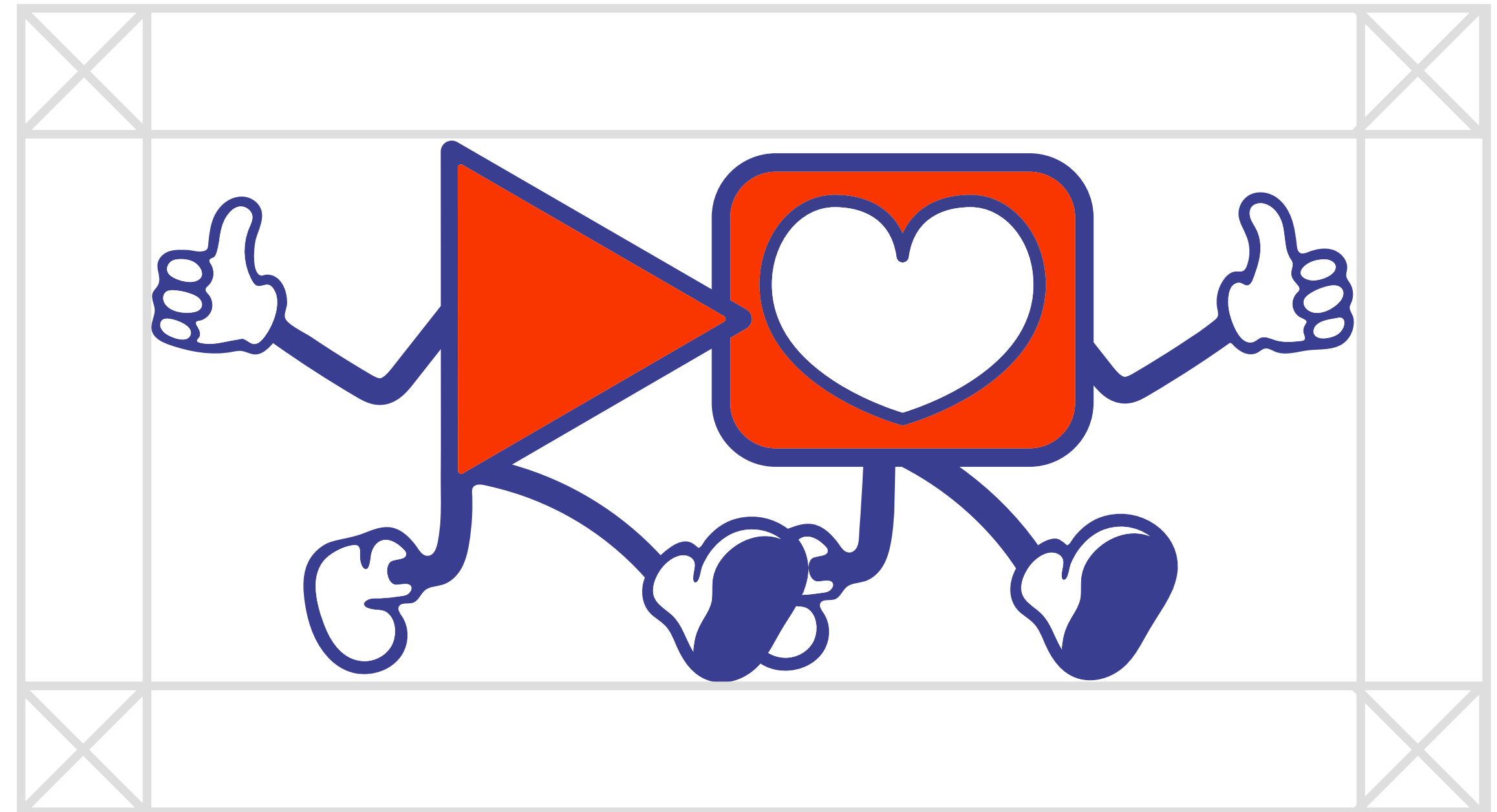
The primary logo should be used in most circumstances, and should be featured in all future branding variations.



Logo Spacing

Be sure to leave space around the logo to avoid obscuring it.

A good rule is to leave space equal to the width of the characters' gloves on all sides.



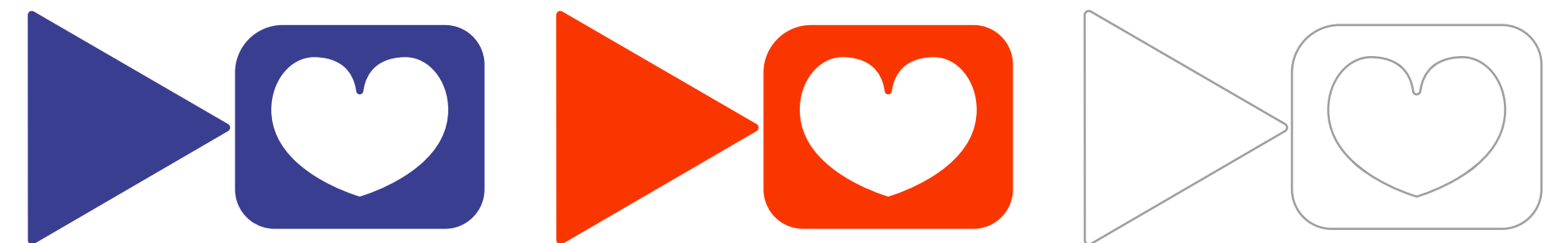
Secondary Marks

Secondary marks should be used in contexts where the primary logo can't be properly displayed.

WORDMARK

**PROJECT^{FOR}
AWESOME**

SUBMARK



Color

These are the primary brand identity colors for P4A. More colors may be added to expand the color palette annually, but the signature navy and scarlet colors should be represented in each iteration.

Navy

R: 59	C: 31
G: 62	M: 30
B: 139	Y: 0
#3B3E8B	K: 45

Scarlet

R: 230	C: 0
G: 73	M: 68
B: 35	Y: 85
#E64923	K: 10

Typography

These are the primary typefaces for the P4A core brand.

Annual iterations may select an additional display font for differentiation, but the core typefaces should stay the same.

HEADINGS

COOPER BLACK

ACCENTS

COLLECTOR COMIC BOLD

BODY

Poppins Medium

Character Rules

These dudes are the heart and soul of the P4A brand identity. Future iterations may illustrate the characters into different poses, but these general rules should be followed at all times:

- They should always wear boots and gloves
- Their hands only have 3 fingers and a thumb
- They should always appear together, with the play button on the left and the heart on the right, and should be equal to each other in size
- The shade of white can change, but the scarlet and navy colors should stay the same.

These are some examples of appropriate variations.

