

VETERANS
COMMUNITY PROJECT

Partner Brand Guidelines



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Who we are

Veterans Community Project is a team of thinkers and doers on a mission to support Veterans across the country. We stand by our words and follow through with action.



How it started

It all started when a group of Veterans got together, determined to make a difference.

START

Founded in Kansas City, Missouri, in 2016, Veterans Community Project was founded by a group of combat Veterans shaped by their military service and with a determination to do better for Veterans in need.

Their determination to make a difference began with individual efforts to support Veterans in the Kansas City community. Even though the co-founders didn't know each other at first, their efforts brought them together through volunteer work where they discovered a shared commitment to doing better for Veterans; serving them as they would want to be served.

The solution was simple: provide Veterans experiencing homelessness with a home of their own, provide wraparound case management services, and leverage the support of the community to not only get them back on their feet but ensure they continue standing.



Our founders exemplify doing the work

Our founding Veterans are here every day, not just as the ones who started our mission but as the heart and soul ensuring it thrives.

Their passion to serve their fellow Veterans is unwavering, ensuring we move the mission forward.

Meet them. From left to right:

Brandonn Mixon—U.S. Army—Chief Project Officer

Mark Solomon—U.S. Navy—National Board of Directors

Bryan Meyer—U.S. Marine Corps—Chief Executive Officer

Vincent Morales—U.S. Army—National Veteran Services Program Manager

GROW

The concept for Veterans Community Project was straightforward but the execution would be much more complicated. Endeavoring to build something never done before, and lacking financial resources, the co-founders bootstrapped the project, relying on determination, grit, and innovation.

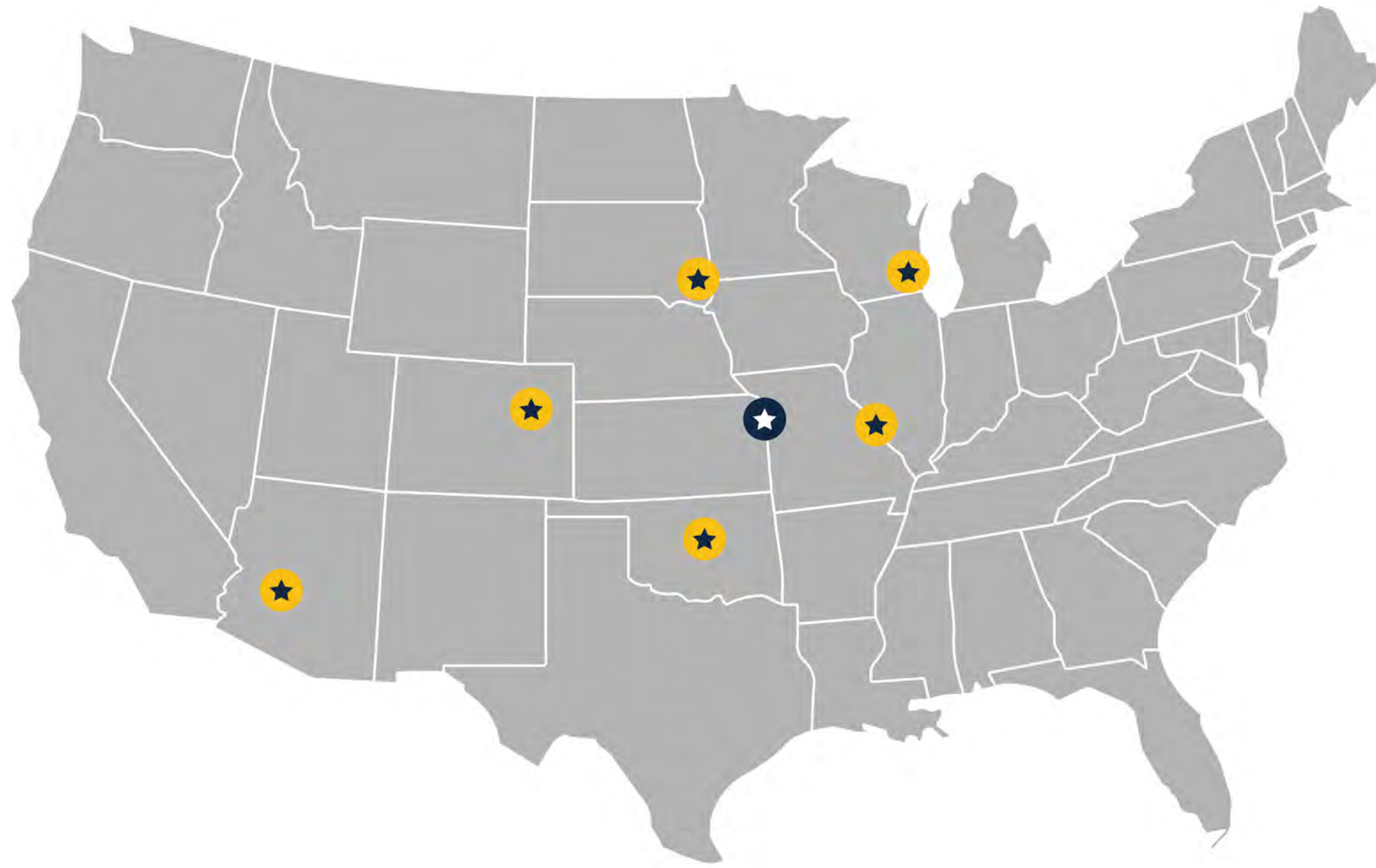
The mission would not have realized success so quickly without the dedication and sacrifices of other Veterans, citizens, and the community at large. Many of these early adopters also made personal sacrifices by investing time, money, advocacy, or making professional commitments to join the upstart organization.



SUSTAIN

The early success of the Veterans Community Project of Kansas City sparked a wave of support and interest from communities and cities beyond the initial vision of the organization. People started to see what the co-founders already knew—Veterans are sleeping in our streets, parks, and shelters; they are our neighbors, brothers, mothers, sisters, fathers, and friends. We don't have to wait for someone else to fix this problem. **Together, as a community, we can fix Veteran homelessness.**

Each new team member, volunteer, donor, and advocate plays a crucial role in keeping Veterans Community Project going, growing, and improving.



Our timeline

2016

We officially began Veterans Community Project in Kansas City, Missouri, receiving our 501(c)(3) designation. By March, we had begun constructing our first tiny home prototype. The momentum continued with a ribbon-cutting and land dedication for VCP Village Kansas City in May. By July and August, our co-founders left their careers to dedicate themselves full-time to advancing the mission.

2017

In March we purchased a building and began renovations for the Kansas City Outreach Center at 8900 Troost, which now serves as our national headquarters. During this time, we also announced a partnership with the KCVV and KCATA to provide free bus passes for Veterans. In August, we celebrated the groundbreaking ceremony for the VCP Village. By September, nearly 3,000 Veterans had been served at the Outreach Center in Kansas City. We continued our efforts with the commencement of Phase I construction on December 24.

2018

We celebrated the ribbon-cutting for Phase I of VCP Village, welcoming the first residents into 13 houses. By May, over 3,000 bus passes had been issued, providing 1 million free rides. In November, we welcomed 13 more residents as Phase II opened.

2019

We relocated our Kansas City Outreach Center to 8825 Troost. By June, Veterans had received over 2 million free rides. In July, our National Expansion Program launched, and in December, we held a ribbon-cutting ceremony for the Kansas City Village Center and Phase III, adding 26 houses.

2020

We hired our first employees for Longmont, Colorado, and collaborated with local providers to create a centralized resource center during the early months of the COVID pandemic. The year also marked the groundbreaking for VCP Village of Longmont and a land dedication ceremony for VCP Village of St. Louis.

2021

We hired our first employee for St. Louis and purchased property for the KC Veterans Navigation Campus. The year included the groundbreaking for VCP Village of St. Louis, renovations on the KC Outreach Center, the opening of the Longmont Veterans Outreach Center, and the announcement of new expansion sites in Sioux Falls, South Dakota, and Oklahoma City, Oklahoma.

2022

We opened our renovated "Commissary" at VCP of Kansas City and hosted its first "Commissary Day." We hired our first employee in Sioux Falls and celebrated Longmont's construction commencement with a Hard Hat Happy Hour. In St. Louis, Phase I house framing and Outreach Center construction began, while Sioux Falls had its groundbreaking ceremony. We also announced Milwaukee, Wisconsin, as a new expansion site and launched a mobile outreach program in Longmont.

2023

We celebrated several milestones in 2023: Sioux Falls' ribbon-cutting for the first five tiny homes on May 9, Longmont's Village Center ribbon-cutting on May 20, and the move-in of the first residents in Longmont, Sioux Falls, and St. Louis in September and October. On November 14, VCP was featured on ABC's "Good Morning America."

2024

We announced our expansion to Glendale, Arizona.

Our model

MISSION

Serve all Veterans who took the oath

We are dedicated to serving every person who raised their hand and took the oath to protect this country, regardless of length or type of service, or discharge status.

START

Provide them the safety of home

The tiny homes in our Villages offer Veterans a sense of security, and the opportunity to reintegrate into the community at their own pace. Each tiny home has a kitchen and full bathroom, is pet-friendly, and comes fully furnished with everything a Veteran needs, from new furniture to dish towels.

GROW

Support with wraparound services

Specially trained case managers work one-on-one with residents to reveal new choices and opportunities that help Veterans to create their own pathways to success and achieve lasting results.

SUSTAIN

Grow a network of support

When a Veteran is ready to move on to a permanent housing solution, they take the entire contents of the tiny house with them, and they take the ongoing support of the Village as well.

Our mission

VETERANS
HOUSING VETERANS,
ARMED WITH THE
STRENGTH &
SUPPORT OF THE
COMMUNITY

Voice toolkit

When we speak to each other, our communities and our Veterans, we want to ensure we have a unified voice that always reflects who we are.



Start.

Like our founders who started with the seed of an idea—or Vets who start with 240 square feet—our stories start with taking the initiative that sets things in motion.

Grow.

Just like our Vets' lives have transformed—and our community has grown—every story represents a continuous journey of improvement, learning and expansion that moves all of us forward.

Sustain.

Ultimately, our model creates sustainable change ensuring long-term success and stability for the Veterans we serve. It underscores the importance of consistency and resilience, which sustain momentum and guarantee a lasting, generational impact.

Messaging pillars

Shared language leads to shared action. We use these pillars as a guide to create consistent and positive stories. Whether the story highlights just one pillar or incorporates them all, they provide a solid framework for our message.

Our elevator pitch

Veteran homelessness is a problem in every U.S. city. Veterans Community Project is a radically effective model with an 85% success rate in getting Veterans back on their feet.

Here's how we do it:

First. Dignity starts with a home, so we build villages of tiny homes, giving every Veteran “240 square feet of dignity.”

Second. Dignity grows with a community, so we surround our Veterans with wraparound services and skills-training.

Third. Dignity sustains in society, so we prepare our Veterans for reintegration and generations of change.

Join us in fixing Veteran homelessness and solving a critical infrastructure issue in America.

We are

Hands dirty

We do what's right, not what's easy. We problem solve with innovation, entrepreneurship, efficiency, and grit—never shying away from doing the work.

Team camaraderie

The Project is only as good as the people involved. We harness the collective power of people to collaborate—not compete—with others to best serve Veterans everywhere.

Disciplined missions

We move swiftly and boldly, driven by compassion and the commitment to leave no one behind. We have confidence that the community will support us, knowing every contribution is meaningful and creates a bigger impact. We tackle it “one bite at a time.”

We are not

Distant

We never avoid taking responsibility or choose the path of least resistance to avoid a difficult task. We will never sidestep a challenge but rather we'll confront it head-on.

Individualistic

The mission suffers if we prioritize our own interests over the missions' goals. Instead we collaborate with others to leverage the collective effort to serve Veterans effectively.

Big dreams

While we have big dreams—like establishing a VCP Village in every city across the United States— we don't just dream of change; we actively work to make it a reality. Our actions are driven by compassion and a steadfast commitment to leave no one behind.

Our name

Full company name

First use

In all written communications, the first time you mention Veterans Community Project, write out our full name with (VCP) in parentheses after it.

After first mention, it's okay to use refer to us solely as VCP throughout the rest of the document.

Do not:

- Put "The" before our name or abbreviation
- Add an apostrophe to Veteran in our name

Proper use:

Veterans Community Project (VCP)
Veterans Community Project

Incorrect use:

The Veterans Community Project
Veteran's Community Project



Local sites

In written communications, local sites should be identified using the complete national name followed by their city location.

At first use, always spell out the full company name and separate the city with 'of'. After first mention, it's okay to use refer to us as VCP of [City] throughout the document.

Proper use:

Veterans Community Project of [City]
VCP of [City]

Incorrect use:

VCP-KC
VCPKC
VCP of KC
KC VCP

Our programs

Our two core programs—Residential and Veteran Outreach Services—ensure Veterans not only get back on their feet but continue standing.

Residential program including wraparound case management

Our unique model revolves around the utilization of tiny homes as transitional housing for Veterans. These homes provide a sense of privacy, security, and the opportunity for Veterans to reintegrate into society at a comfortable pace.

The heart of the residential program is the customized and comprehensive wraparound case management services designed for each Veteran. The primary goal of the program is to prepare the Veteran for a self-sustaining life outside of VCP.

Case managers work intensely with Veterans while they live in our tiny home Village, which on average is 14–16 months. Our holistic approach empowers Veterans to achieve sustainable housing and improved well-being which is evident in our industry-leading 85% positive transition rate.

Outreach program

We provide comprehensive Veteran Outreach Services through various channels, including physical Outreach Centers, and community, street, and agency outreach programs. These services offer direct access to life-changing support for any Veteran in need, irrespective of their time in service, discharge status, or type of service.

Our commitment to Veterans goes beyond providing housing solutions. By offering comprehensive supportive services, fostering community collaboration, and prioritizing individualized care, we strive to empower Veterans and their families, guiding them towards sustainable housing, self-sufficiency, and improved overall well-being.



Our Villages

Village physical spaces

Each Veterans Community Project Village includes some or all of the following physical spaces. Please refer to them consistently by any of the following names:

TINY HOMES

- Veterans Community Project Village, VCP Village, or The Village
- For sites: Veterans Community Village of [city] or VCP Village of [city]

Do not use “Veterans Village”. This is trademarked by another company.

OUTREACH

- Veterans Community Project Outreach Center
- VCP Outreach Center or VCP Outreach

VILLAGE CENTER

- Veterans Community Project Village Center
- VCP Village Center
- The Village Center
- Village Center



Our people

Veterans

We will always capitalize the word Veteran as a sign of respect.

Note: AP Style does not capitalize the word Veteran. This is an intentional brand choice reflected only in our materials and communications.

Military branches

When referring to military branches use:

- Army, U.S. Army or USA
- Marine Corps, U.S. Marine Corps or USMC
- Navy, U.S. Navy or USN
- Air Force, U.S. Air Force or USAF
- Coast Guard, U.S. Coast Guard or USCG
- Space Force, U.S. Space Force or USSF



Brand terminology

Homeless

We use the term “homeless” when talking about our work at Veterans Community Project because “home” represents more than just a place to live.

Home means having loved ones, support, pets, and personal belongings, and home provides dignity, security, and stability.

Our mission is to provide every Veteran with the dignity of home.

- **Always capitalize Veteran** as a sign of respect.
- **Wraparound** is always one word, no hyphens, no spaces.
- **Co-founder** is always hyphenated
- **Expansion site** is a city managed by the Expansion Team until full time employees are hired at that location. Then the day-to-day management transfers to Executive Leadership with support from the Central Support Team and Expansion Team.
- **Veteran homelessness or Veterans experiencing homelessness** are our preferred terms. Homelessness is a moment in time for our Veterans and does not define who they are.
- **Site or Sites.** Once a local team is in place we refer to the location as a “site”. Note, local sites are not chapters or franchises, nor are they owner-operated. Avoid using those terms or inferring.
- **Veterans Community Project Village or VCP Village** are the tiny home communities. Avoid referring to them as “the tiny homes” or “Veterans Village”—this term is already under copyright.
- **Village Center** is the gathering place at the heart of the Village. This is the place where programming happens.
- **Veteran Support Services team** is correct. Avoid referring to this team as Veterans Support Services or Veteran Supportive Services.
- **Women Veterans** is our preferred term for inclusivity. Avoid using “Female Veterans.”
- **Alumnus (singular, any gender) or Alumni (plural, any gender).** **Less formal, and also acceptable Alum or Alums.** How to refer to Veterans who have successfully transitioned out of our Villages into their own permanent housing.

Visual toolkit

Our brand visuals vividly express who we are and share the emotional essence of what we do. They create an immediate bond with our Veterans and our mission, helping people feel our identity and grasp the profound importance of our work.



Primary logo

Use the primary logo consistently across all materials so it's easily recognizable and memorable to all audiences.

Our primary logo strengthens brand recognition and creates a unified brand image everywhere. Our mission is the same across the country, and our brand should be too. When adding our logo to any communication or material, always use this logo to keep our brand consistent and trustworthy.

Do:

- Maintain required clear space (width and height of our V) around the logo so it appears clean and uncluttered for maximum visual impact. Clear space should not be intruded upon by other graphic elements or text.
- Ensure logo is legible at any size
- Ensure color contrast ratio compliance and legibility when logo is used in combination with a photo
- When the logo must be reproduced in one-color use solid black for all elements, including the chevron

Do not:

- Display logo smaller than 1.5" wide
- Stretch or distort the logo, or change its orientation or colors
- Place other logos or graphics too close to the logo
- Incorporate the logo into a design or make it a design element



Horizontal logo with clear space requirements



Primary logo - reversed

Site logo

The primary logo represents our overarching brand identity and should be used for nearly all brand communications. Site logos are restricted to the use cases outlined below.

As part of our “Parent Authority” agreement—local sites only have the authority to speak on behalf of their local area. They do not possess national or corporate authority.

Do:

- Use for email communications and local Intel Brief, letterhead and business cards
- When the logo must be reproduced in one-color use solid black for all elements including the chevron

Do not:

- Use a site logo for national communications or initiatives
- Use a site logo that does not match your city
- Place other logos or graphics too close to the logo
- Use the site logo on any marketing materials or on local social media posts



Site logo clear space requirements



Site logo



Site logo - reversed

Logo symbol (chevron)

The Veterans Community Project logo symbol—or chevron—is not our primary logo. It can only be used in specific situations when the brand context and association with Veterans Community Project is clearly established and controlled.

Logo symbol components include:

- Logo chevron
- Veterans Community Project initialism—VCP

Do:

- Use the symbol in conjunction with the full written company name (social)
- Use the symbol in conjunction with the primary logo

Do not:

- Use the symbol by itself, with the exception of social media
- Use the chevron and star without VCP as a logo

Design element

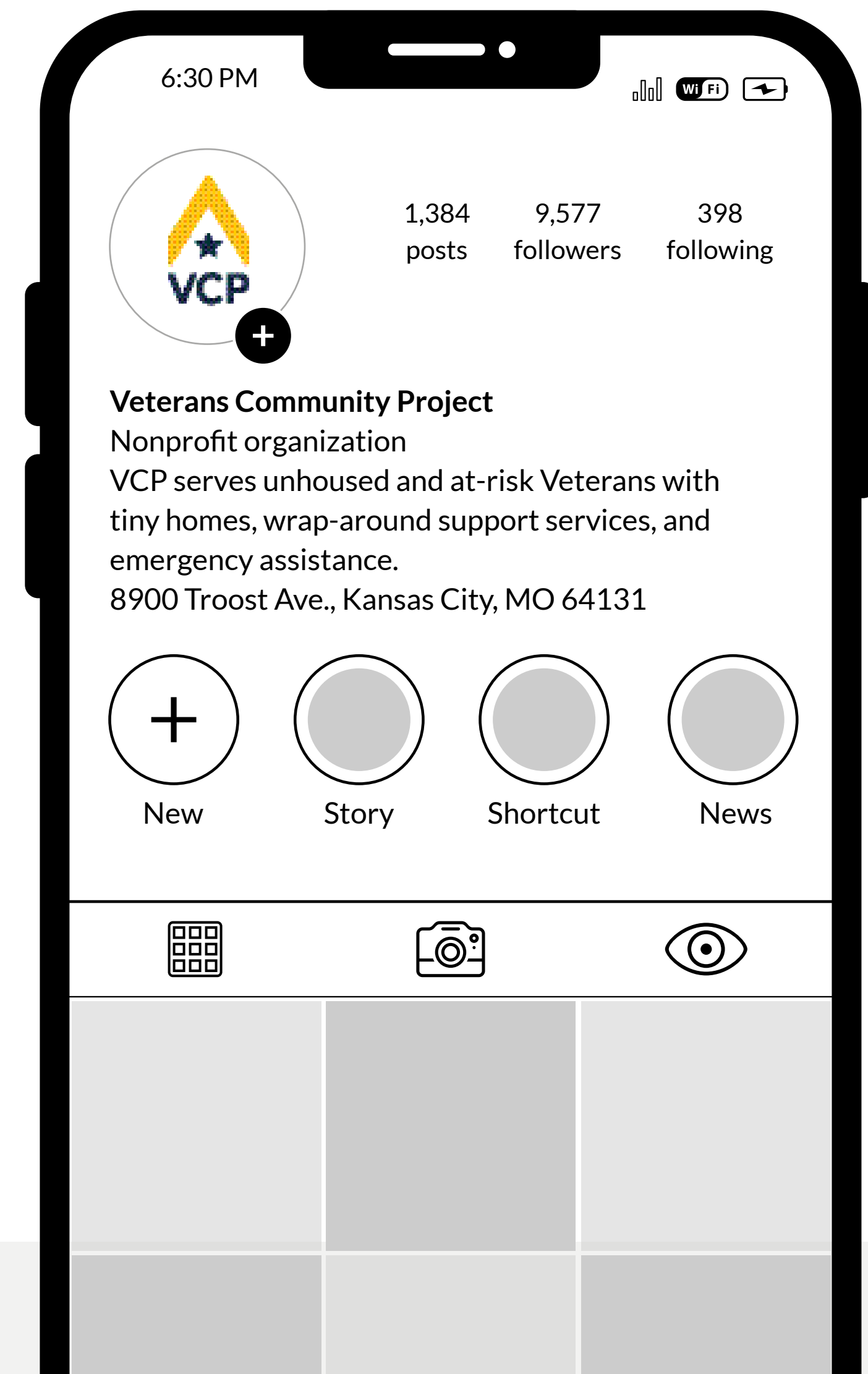
- The chevron and star can be used as a design element (without VCP) only when locked up with the full Veterans Community Project logo. Any use must be approved by the Marketing or Leadership team.



Logo symbol clear space requirements



Do not alter the appearance of the logo symbol in any way including shape, size, color or orientation.



Logo misuse

Using our logo incorrectly can negatively impact how people recognize our brand. To boost brand recognition, please follow these guidelines regarding what not to do with the logo.

Do not:

- Recreate or redraw the logo
- Rotate, tilt or skew the logo
- Change the logo proportions
- Crop the logo in any way
- Outline the logo
- Place the logo on similarly colored backgrounds
- Put a white box around the logo when on a dark or busy background
- Reconfigure or change the size or placement of any logo elements
- Use the logo symbol as a bullet
- Use the logo as a decorative design element, pattern or background element (step and repeat exception)
- Use site logos on any materials including apparel



Do not change the appearance of the logo including size, shape, or color



Do not stretch, squeeze or otherwise distort the logo



Do not combine the logo or logo symbol with any other graphic element



Do not place the logo on busy or textured backgrounds that limit legibility



Do not change the transparency of the logo. Always display at 100%.



Do not use drop shadows or other effects such as bevel, emboss or glow



Do not use the logo or the logo symbol as a graphic texture or decorative design element



Logo co-branding

Great things happen when we come together for a common purpose. We value our partnerships and want to show up in an equitable way that showcases what each brand brings to the table.

Follow the established rules to know when and how logo co-branding will be used.

Do:

- Display our logo first if we are leading the marketing effort
- Display our logo second if the partner is leading the marketing effort. Use partners brand guidelines and available templates.
- Treat the partner brand with the same respect we give our own and adhere to their brand guidelines
- Ask the partner for their permission to use their logo
- Separate logos with a 1px black line that does not exceed the full height of the tallest logo (horizontal)

Do not:

- Use more than three logos together with the separating line
- Place other logos or graphics too close to the co-brand logo



Primary brand colors

Our brand colors reflect the essence of our brand, fostering recognition, establishing an emotional connection, and delivering a consistent experience across various touch points, shaping consumer perceptions and driving brand loyalty.

Dark blue

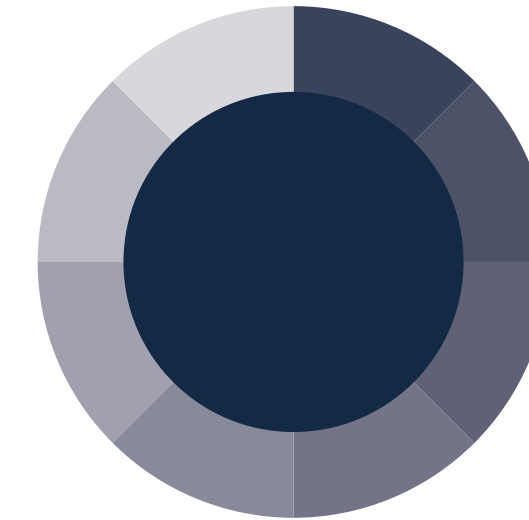
A timeless and classic color often associated with military uniforms, dark blue represents stability, trust and convention. Our dark blue symbolizes the rich heritage of Veteran history upon which our company was built, reflecting our profound understanding and respect for Veterans' service and experiences.

Yellow

A color found abundantly in nature, yellow catches the eye effortlessly and serves as a vibrant brand accent. Our inviting shade of yellow embodies the hope and excitement entwined with every Veteran's journey towards stability, reflecting our heartfelt commitment to their positive transformation.

Gray

Our neutral gray hue reflects the fundamental groundwork we lay in constructing the tiny homes that provide a fresh start for our Veterans, as well as the Veteran Support Services that empower them to rebuild their lives on solid foundations.



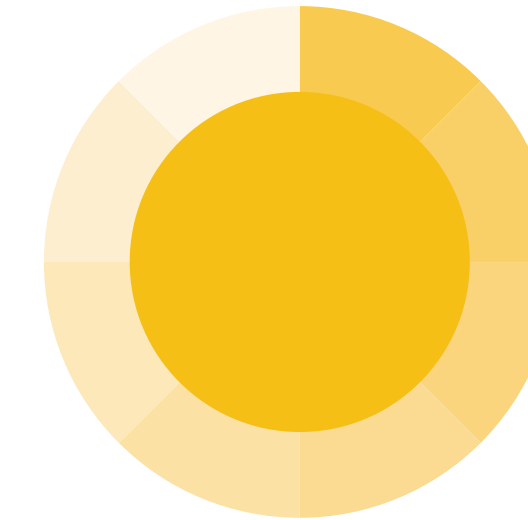
Dark blue

RGB
R-20 G-41 B-68

CMYK
C-96 M-82
Y-45 K-47

HEX
#132844

Pantone 2767c



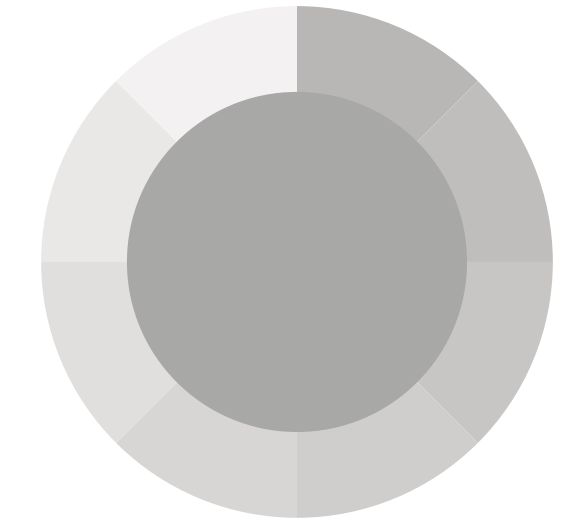
Yellow

RGB
R-248 G-192 B-19

CMYK
C-3 M-25
Y-100 K-0

HEX
#F8C013

Pantone 1235c



Gray

RGB
R-167 G-167 B-167

CMYK
C-36 M-29
Y-30 K-0

HEX
#A7A7A7

Pantone Cool Gray 5U

Secondary brand colors

Our secondary color palette serves to enhance our brand’s visual appeal, making it more dynamic and versatile. It complements our primary colors, allowing us to express our brand in a variety of contexts, creating visual hierarchy and reinforcing our brand’s personality.

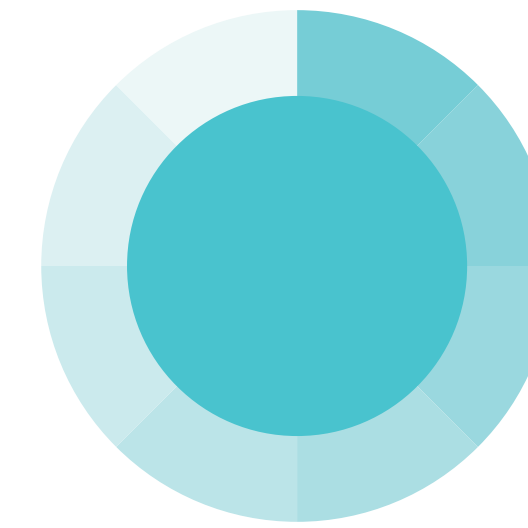
Use the color proportions on **page 37** to ensure secondary colors are used proportional to the primary color palette.

Teal

Blending the calming qualities of blue with the rejuvenating aspects of green, our teal symbolizes tranquility, balance, and harmony. It evokes a sense of serenity and emotional balance, often linked to clarity, creativity, and open communication. This color reflects the emotional power and calm that emerge when dignity and stability are restored as Veterans find the support they need through us.

Orange

Orange embodies energy, enthusiasm, and warmth, blending the excitement of red with the cheerfulness of yellow. It evokes positivity, adventure, and social interaction. For us, it symbolizes the optimism and encouragement our Veterans receive, with its vibrant nature inspiring the action to transform and move forward. We use this vibrant orange actively as our primary call-to-action.



Teal

RGB

R-71 G-195 B-205

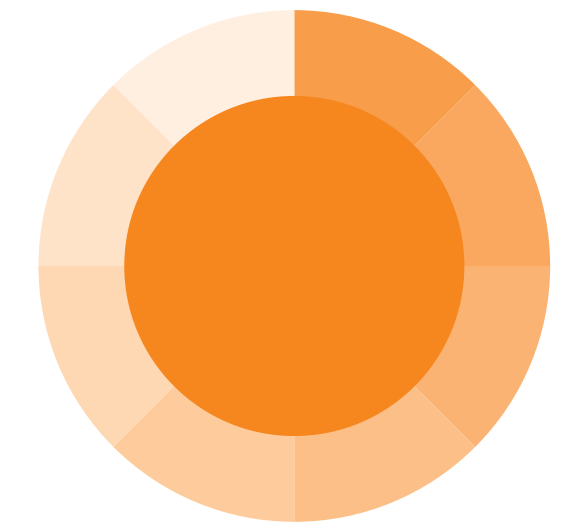
CMYK

C-63 M-0

Y-21 K-0

HEX

#76C2CC



Orange

RGB

R-246 G-136 B-31

CMYK

C-0 M-57

Y-100 K-0

HEX

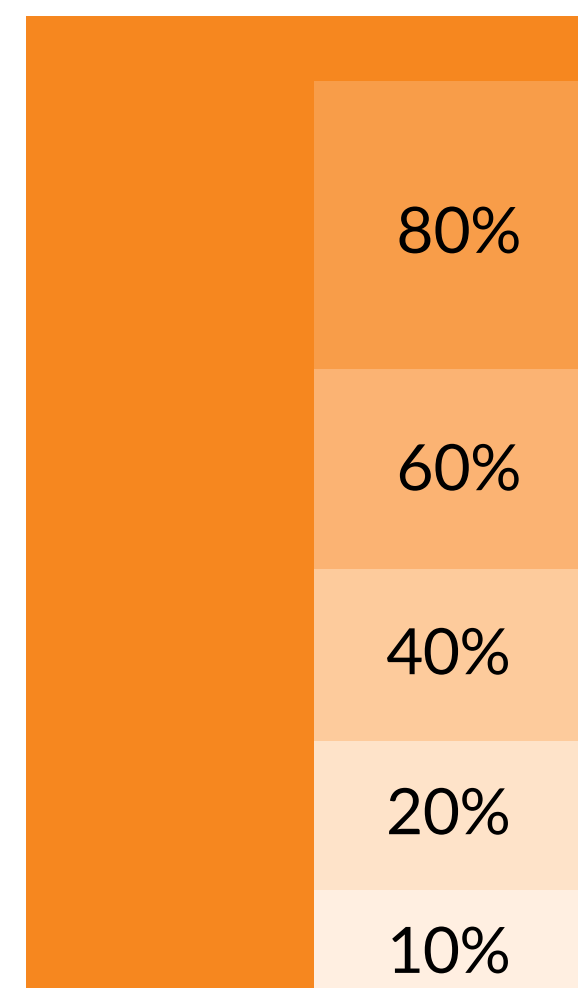
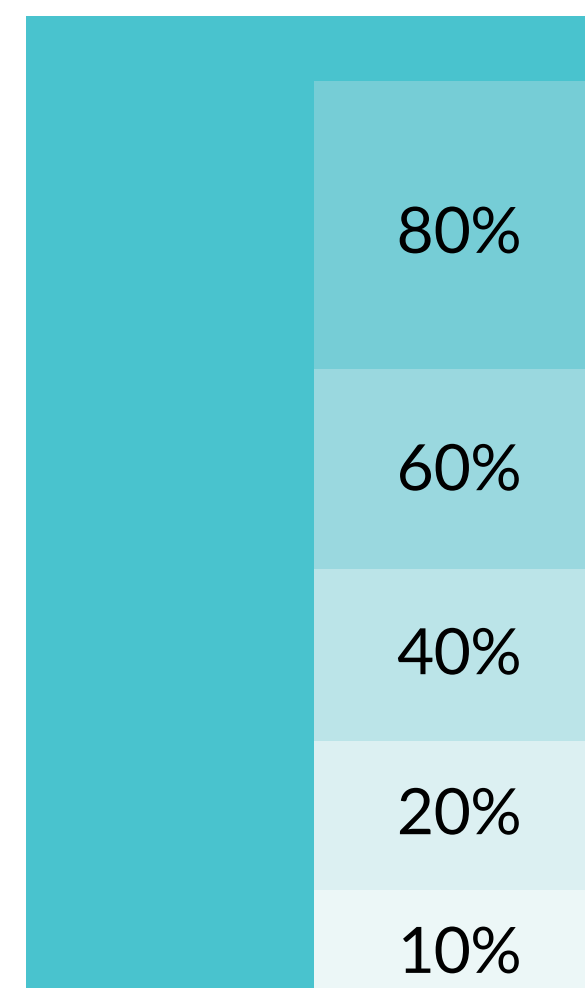
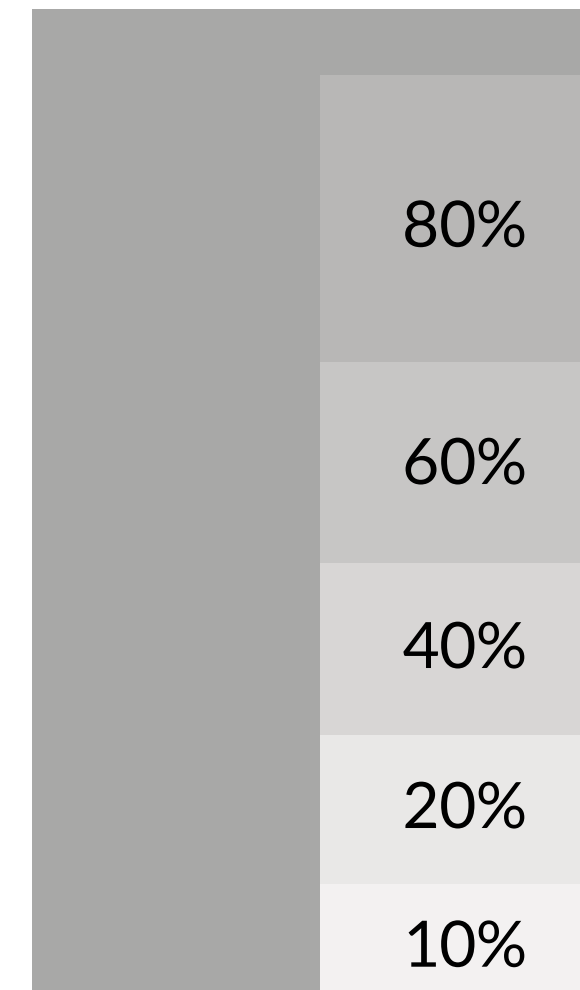
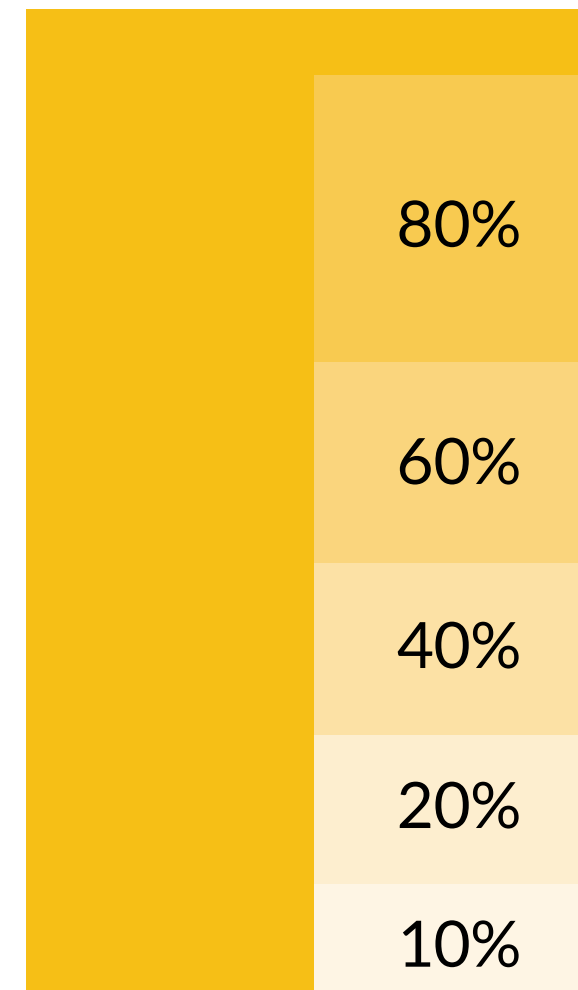
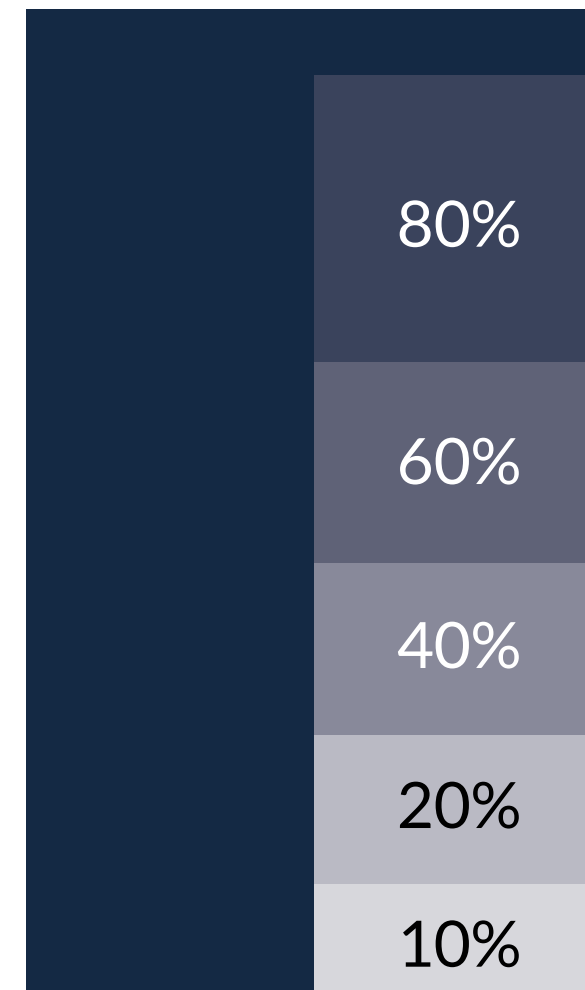
#F8C013

Color tints

Color tints add white to lighten the color. By adjusting the intensity of our brand colors through tints, we can create a cohesive and harmonious palette that adapts to various design contexts while still preserving brand recognition.

How to use:

- Use color tints as a tool for maintaining consistency and versatility in our visual identity.
- Use lighter tints of our primary colors as background elements, providing contrast and readability for text and other important content.
- Use color tints for dynamic visual hierarchy. Darker tints can be used to emphasize key elements or call-to-action buttons, guiding the viewer's attention effectively.
- Avoid a shade (black added) or tone (gray added)



Helpful hint:

When to use RGB, CMYK, HEX or Pantone:

- **RGB** Use for digital, including television. Format combines red, green and blue to create a spectrum of colors.
- **CMYK** Use for print materials. Format uses small dots of cyan, magenta, yellow and black to blend colors.
- **HEX** Use six-digit color code for web and digital design.
- **Pantone (PMS)** Use spot colors only for print projects that require exact color matching.

Color proportions

It's important to balance colors in all our materials for easy brand recognition. Balance all colors with a heavy amount of white space in materials. Use the guide below to help you distribute colors correctly.

How to use:

VCP Blue

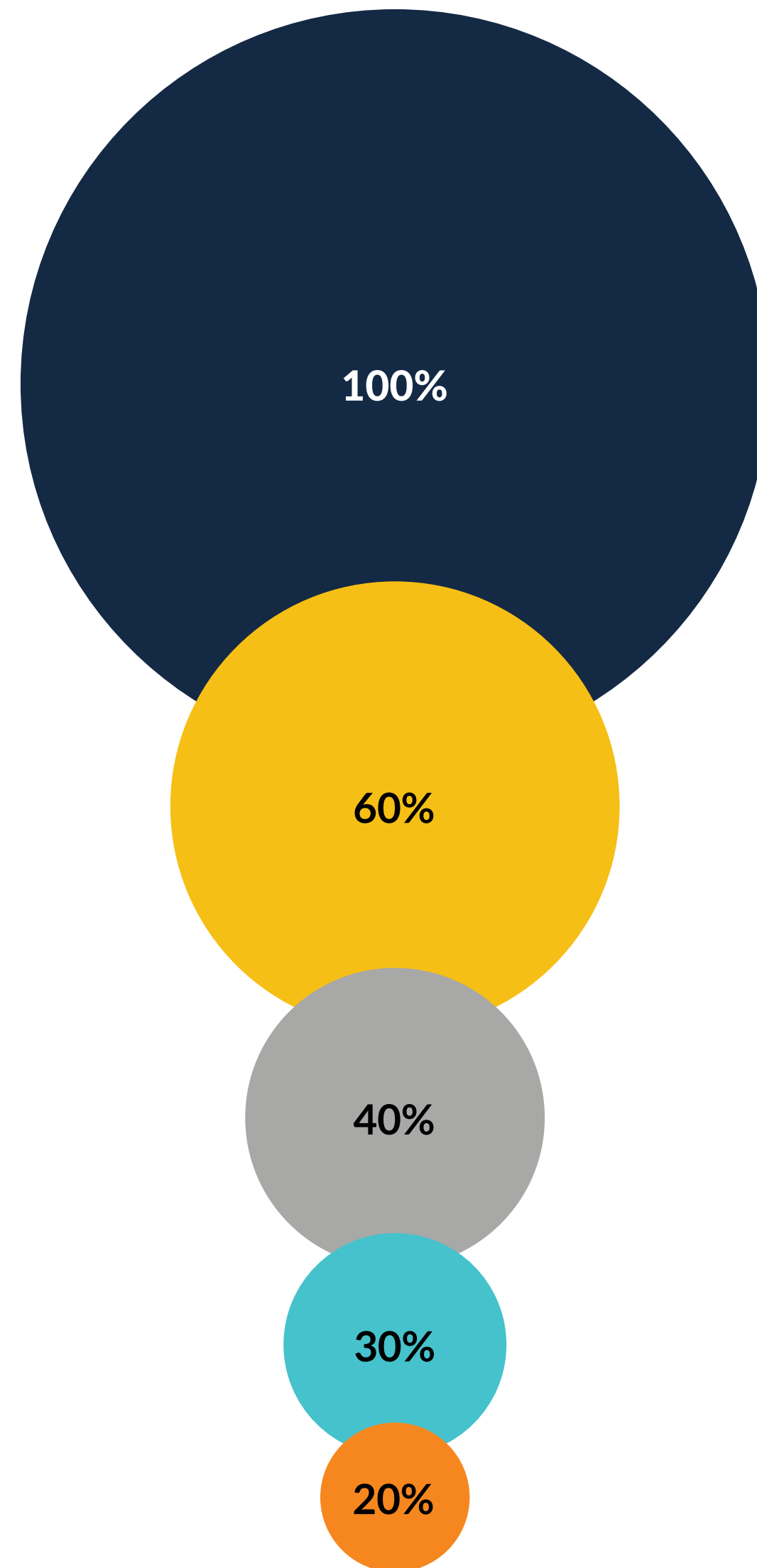
This is our primary brand color and should be used predominantly in all materials. Use in a 5:3 ratio with VCP Yellow.

VCP Yellow

This serves as our secondary color, used in all materials. Use in a 5:3 ratio with VCP Blue.

VCP Gray

This foundational color can be used to help organize and group elements visually as a background color. This is often used as a line. Do not use this color for copy or text.



For all copy use 100% Black #000000 to meet accessibility requirements for contrast and readability. Avoid using VCP Blue for body copy.

VCP Teal

As a tertiary color, it should be used sparingly as a content highlight or to add visual interest with a decorative element.

VCP Orange

This is our call-to-action color. Use this vibrant hue for buttons and hyperlink underlines to draw attention to interactive elements. Use with caution to avoid overuse and dilute urgency.

Primary brand font

Our primary brand font serves as a cornerstone of our visual identity, embodying simplicity and modernity in its clean letterforms. By eliminating distractions, it amplifies the transparency of our mission to serve Veterans, fostering trust and showcasing professionalism. Its unadorned simplicity ensures accessibility across both print and digital platforms, offering a seamless experience for all.

[Download Lato](#)

Lato

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

@ \$ % ^ * () !

Aa

When and how to use:

- **Default font.** Use for all brand communications including body copy, bullets and numbering, and footnotes.
- **Minimum size requirements.** For all body copy and communications: 9–11pt font size with 4pt leading, 0pt tracking. Avoid condensing or extending the font to ensure legibility and accessibility.
- **Alignment.** Left align copy for all communications.
- **Substitute:** In the instances when Lato will not work our alternate font is Arial.

Headline font

In tribute to our country's deeply-rooted military history and the incredible service of the Veterans we serve, we have chosen a serified font for our headlines and callouts, aiming to evoke a sense of tradition and sophistication. As we expand, we're all about showcasing our commitment to the mission and building trust and respect as we strengthen our brand authority.

[Download Cambria](#)

Cambria

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

@ \$ % ^ * () !

B a

When to use:

- **Grab attention.** Use this font sparingly. Reserve it for key messages, headlines, or titles that need to stand out prominently.
- **Establish visual hierarchy.** Using this as a leading font signals what the most important information is by providing an easy-to-understand visual starting point.
- **Add emphasis.** Use it for quotes or key points that need to stand out from the design.
- **Donor direct mail.** Use Cambria predominantly in donor appeals as it is a best practice for donor outreach, resulting in better engagement.

How to use:

- **Font size.** Cambria should always be minimum 4pt larger than the body font size to create a visual hierarchy and reading order. Include minimum of 4pt leading and 0pt tracking.

Font styling

Do:

- Always use sentence case to bring consistency to the brand
- Left align all text
- If the headline is a question you may include a question mark
- Avoid excessive use of exclamation marks
- Use styles to indicate hyperlinks
- Limit your use of all capitals

Do not:

- Apply drop shadows to copy
- Display URL text in orange. Orange text on a white background does not meet the color contrast requirements for legibility.
- Use full justify on copy. This leads to inconsistent kerning.

Headline

Subheadline is smaller in size

Headlines in body copy are bold

Facerorepe nonsequos mil inveriam, quasinu mendit everia sit nulparu vol Maximus dis quo ipsunt ma vendit. Vel et il ilignis sinulpa alitae lia corunt ini dus essus eos vidicia sectiistrum quo dessunt ibusani atent. Vercimpos endi consedi gnatesti omnimus excepedis modia velit a duntiu duciis coris consequae parum.

Callout copy is the same size as the body copy but features a visual element. It may also be bold.

Donate now

Donate now

vcp.org/capitalcampaign

Headline: Cambria

Subheadline: Lato

Body text and callout: Lato

Call-to-action button: Lato

Hyperlink: Lato with bold + underline



Questions & approvals

The brand components laid out in this book are intentional. If you have questions or concerns about how to use them, please contact:

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