



kids' health links  
F O U N D A T I O N

our brand

brand logos





# brand colours

**PMS 123**  
#ffcc33  
r255 g199 b44  
c0 m22 y83 k0

**KHLF**

**PMS 426**  
#666666  
r102 g102 b102  
c60 m51 y51 k20

**KHLF**

**PMS 7733**  
#006940  
r0 g105 b64  
c90 m33 y89 k25

**Umind**

**PMS 7683**  
#006fa5  
r0 g111 b165  
c90 m53 y14 k0

**Upedia**

**PMS 032**  
#ff0000  
r255 g0 b0  
c0 m100 y100 k0

**CCLI**

**PMS 380**  
#dce245  
r220 g226 b69  
c17 m0 y87 k0

**Upopolis**

**PMS 279**  
#3399cc  
r28 g147 b213  
c67 m16 y1 k0

**Upopolis**

## Century Gothic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()\_+|}{":?><.,/;'\" ] [®™†‡

## CC Doohickey Open (for child-facing Upopolis communications)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$%^&\*()\_+|}{":?><.,/;'\" ] [®™†‡

Just as with logos, colours and images, we can strengthen our brand by being consistent in how we write the name of our initiatives. Our goal is to reinforce the initial 'U' (for 'you') as a consistent element. Here are some simple guidelines:

1. Don't use bold or italic styling in text.
2. Don't shorten names (e.g. Upop)
3. Don't use all upper case letters. Instead, use regular *sentence case*. For example...
  - Our goal with Upopolis is to help....
  - Upedia is a central hub for Child Life knowledge...
  - Teenagers will find Umind to be an effective....

# Contact

If you require any additional brand assets or have questions, please contact:

