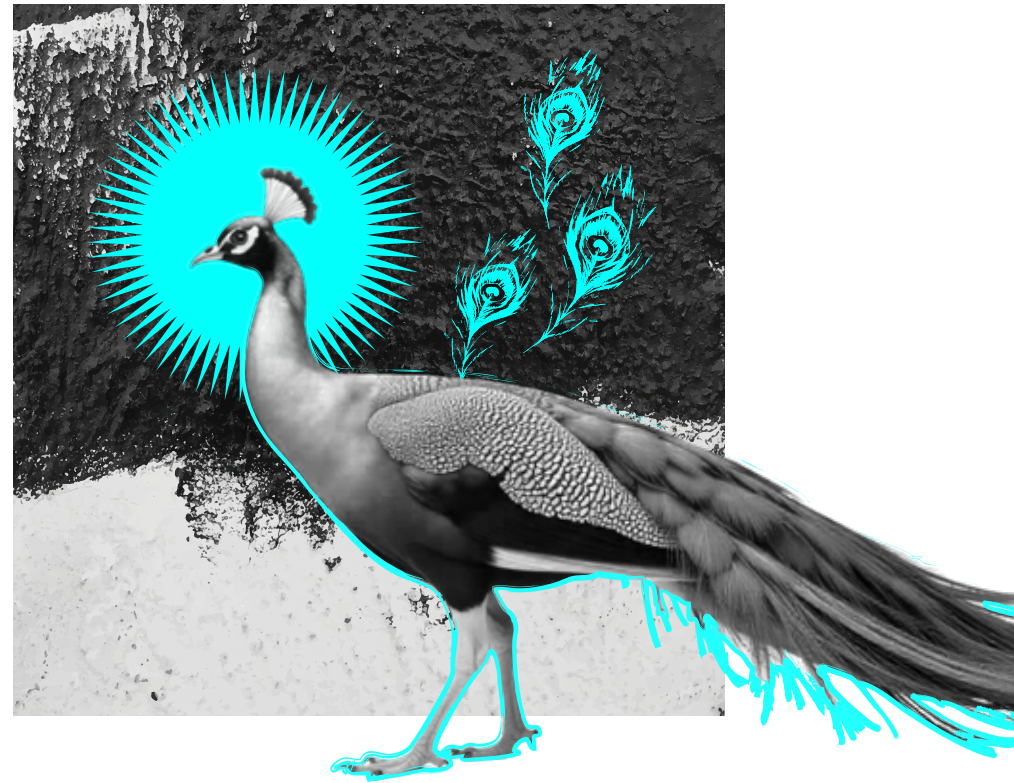


# MAKE IT AWKWARD



# 01.

## FONTS

Helvetica Neue

### SAMPLE HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !/?\*}&;()

SECONDARY FONT

Young Serif

### SAMPLE HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !/?\*}&;()

ACCENT FONT

*PP Editorial New Italic*

### *Sample Headline*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789 !/?\*}&;()*



# 02.

## COLORS

### main

*black* #000000

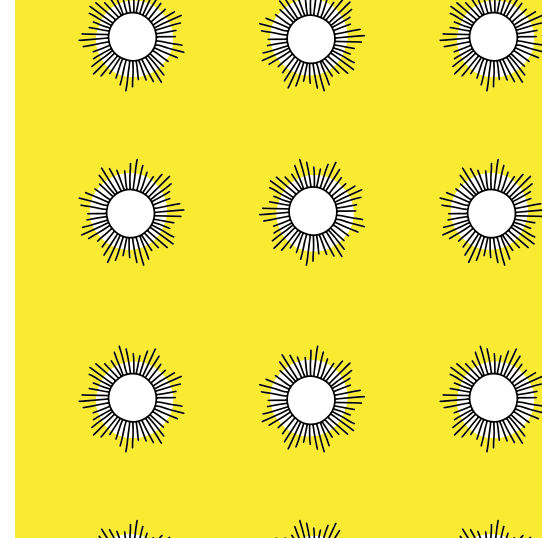
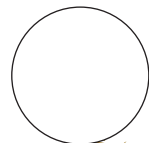
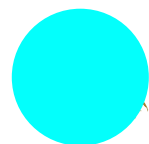
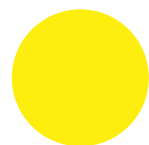
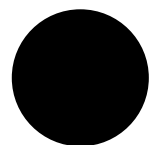
*lemon* #FDEE10

*aqua* #03FFFC

*white* #FFFFFF

### accent

*gold* #A68234



# 03.

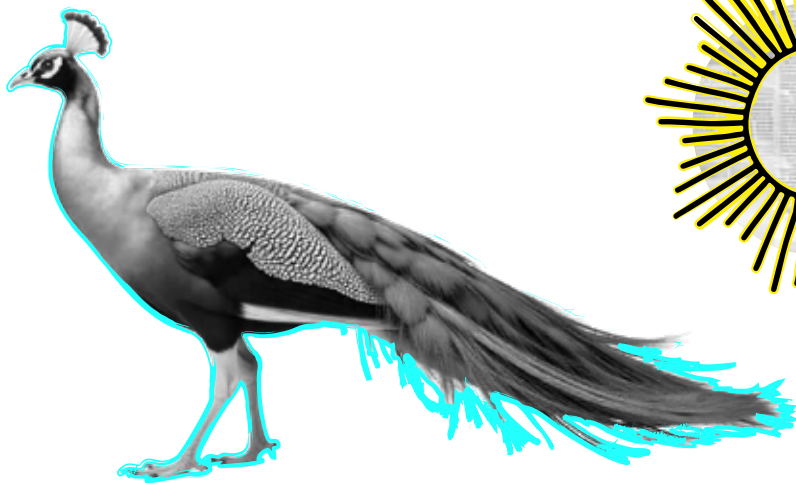
## PATTERNS

*sun / tiger*

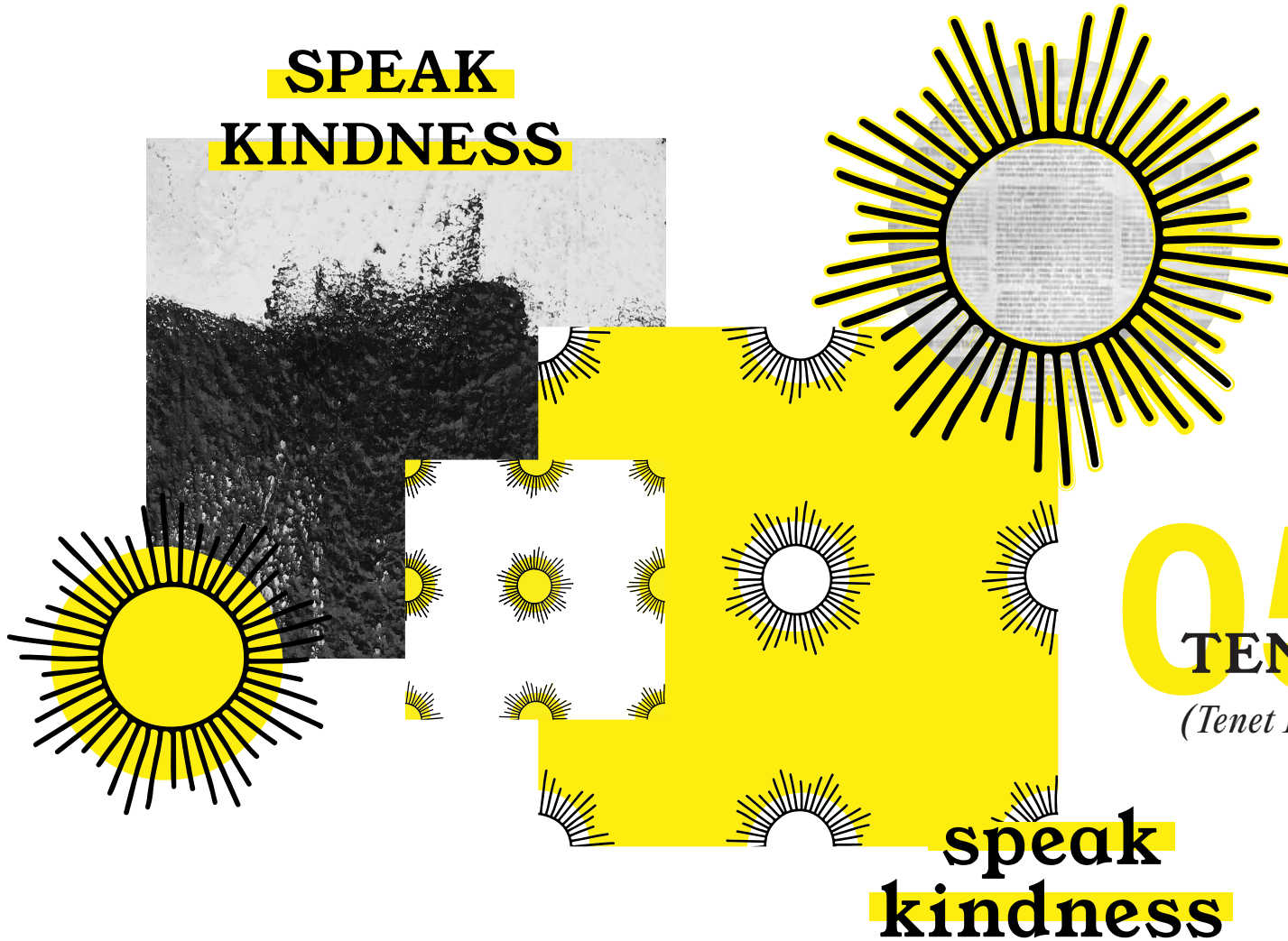
*feather / trophy*

# 04

## TENET ICONS



**SPEAK  
KINDNESS**

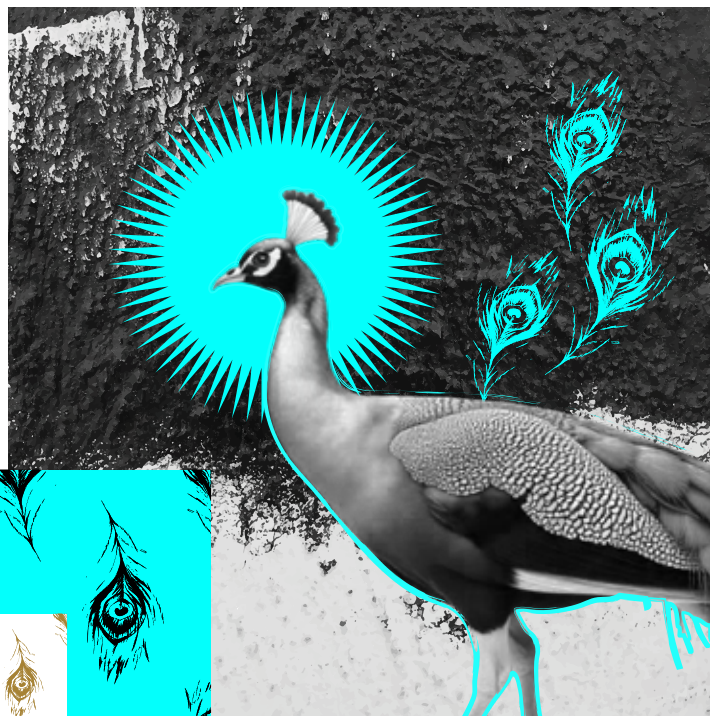


**05**  
**TENET SET**  
*(Tenet 1: Speak Kindness)*

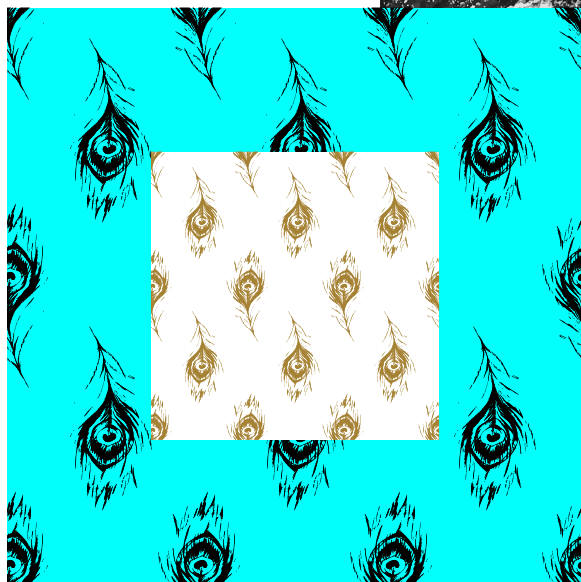
# 06

## TENET SET

*(Tenet 2: Enjoy the Joy)*



enjoy  
the  
joy



ENJOY  
THE  
JOY





**own  
your  
story**



**OWN  
YOUR  
STORY**



**07**  
**TENET SET**  
*(Tenet 3: Own Your Story)*

# AUDACIOUS FAITH



**audacious  
faith**

**08**  
**TENET SET**  
*(Tenet 4: Audacious Faith)*

