





MANY STRENGTHS ARE MORE POWERFUL THAN ONE.

Our mission is to provide the highest quality evidence-based prevention for suicide, violence, bullying and substance abuse by training, supporting, and empowering both peer leaders and caring adults to impact their world through the power of connection, hope, help and strength.

We believe that many strengths are more powerful than one, and our united goal is to activate and mobilize these strengths in ways that positively change individuals and communities.

On the Inside



Intro	1
Contents	2
Logo	3
Versions	3.1
Composition	3.2
Treatment	3.3
Mistreatment	3.4
Colors	4
Primary Palette	4.1
Supporting Palette	4.2
Typefaces	5
Primary Typeface	5.1
Supporting Typeface	5.2



LOGO



PREFERRED

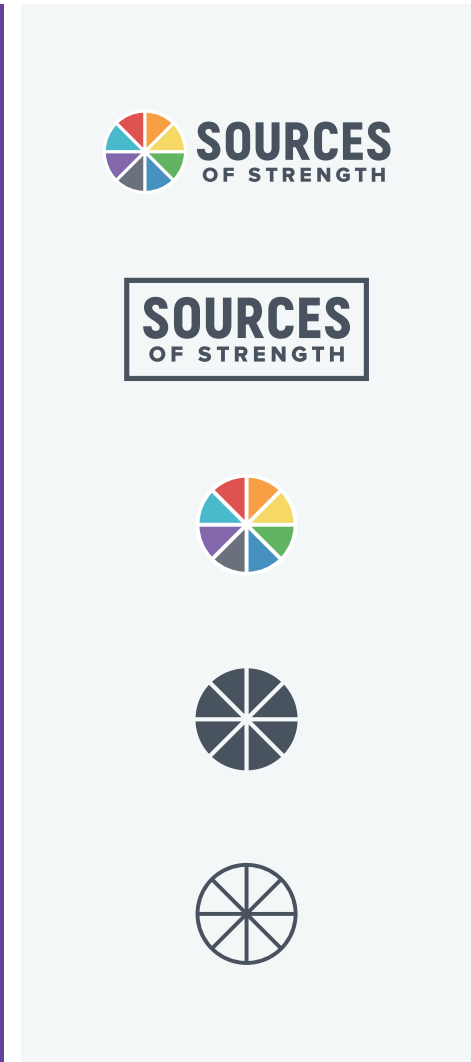


ALTERNATES





When constructing or utilizing the logo in a layout, use the wordmark's "H" as a measuring tool to determine proper size relationships, spacing within the logo and minimum clear space surrounding the mark.



All versions of the logo may overlay both photographic images and solid brand colors. It is important to use best judgement to determine and allow for optimal legibility and clarity of the mark.

Mistreatment



- ✗ Do not alter or change the colors of the mark.



- ✗ Do not distort or skew the mark.



- ✗ Do not rotate the mark.



- ✗ Do not apply any effects to the mark.



- ✗ Do not independently resize any aspect of the mark.



- ✗ Do not reposition or reorder the colors in the wheel.



- ✗ Do not embellish or add elements to the mark.



- ✗ Do not overlay the mark on photos that inhibit legibility of the mark.



- ✗ Do not overlay the mark on non-brand colors.

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved logo.



COLORS

Primary Palette

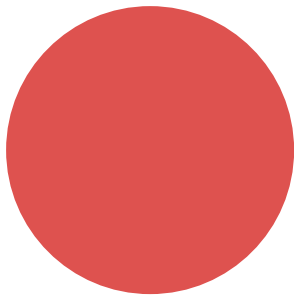
H 264° S 57% B 60%
R 101 G 65 B 154
C 73% M 89% Y 0% K 0%
65419A

H 214° S 23% B 37%
R 73 G 82 B 95
C 73% M 60% Y 47% K 28%
49525F

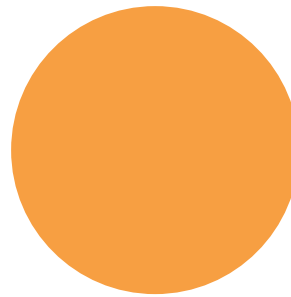
H 187° S 63% B 80%
R 73 G 186 B 204
C 64% M 4% Y 18% K 0%
49BACC



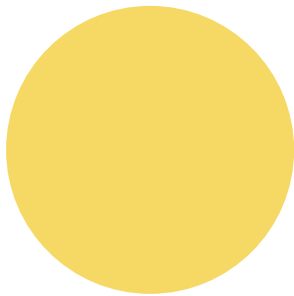
Supporting Palette



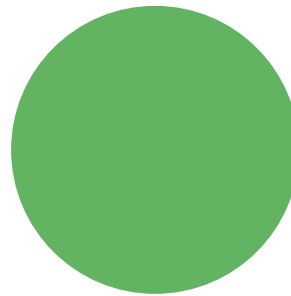
H 0° S 64% B 86%
R 220 G 81 B 78
C 9% M 83% Y 70% K 0%
#DC514E



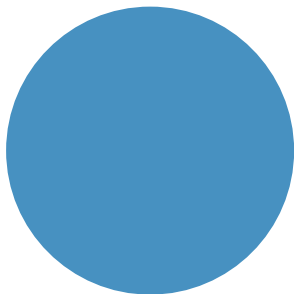
H 29° S 72% B 96%
R 247 G 159 B 66
C 0% M 44% Y 83% K 0%
#F79F42



H 48° S 59% B 96%
R 246 G 217 B 100
C 4% M 11% Y 73% K 0%
#F6D964



H 120° S 45% B 70%
R 98 G 180 B 99
C 65% M 5% Y 82% K 0%
#62B463



H 203° S 63% B 75%
R 71 G 145 B 193
C 71% M 32% Y 8% K 0%
#4791C1



TYPEFACES





Aa

USAGE

Primary Headlines

Supporting Headlines

Body Copy

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !§%&/()=?# @©®™

Aa Aa Aa

Light

Regular

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.



AA

USAGE

Primary Headlines

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !§%&/()=?# @©®™

AA

BOLD

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH
EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.

UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX
EA COMMODO CONSEQUAT.

DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT
VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM.



Spreading hope, help, and strength.

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