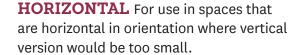
The following are the approved versions of the Wayfinder Family Services logo:

STANDARD Preferred for most cases.









LEGACY TREATMENTS: **CONCLUDING IN JANUARY 2023** Please discontinue use of these logos and replace them with the logos above.

Junior Blind has a new name!





Blind Babies Foundation



WHERE CAN I FIND THE LOGOS?

You can download all current versions of our logo on the Wayfinder website at this link: **www.wayfinderfamily.org/brand**

CORE COLOR PALETTE

WAYFINDER YELLOW CMYK 0/32/87/0 RGB 251/181/57 HEX #FBB53B PMS 143 C WAYFINDER ORANGE CMYK 0 / 62 / 95 / 0 RGB 242 / 109 / 2 HEX # F26D02 PMS 158 C

WAYFINDER RED CMYK 0/94/64/0 RGB 237/53/81 HEX #ED3350 PMS 192 C

WAYFINDER DARK RED CMYK 0/95/27/44 RGB 150/27/74 HEX #960C48 PMS 7641 C

SECONDARY COLOR PALETTE

LIGHT GRAY CMYK 11 / 13 / 15 / 27 RGB 182 / 173 / 165 HEX #B6ADA5 PMS WARM GRAY 4C

DARK GRAY
CMYK 26 / 36 / 38 / 68
RGB 110 / 98 / 98
HEX #6E6259
PMS WARM GRAY 11C

TURQUOISE CMYK 80/0/20/0 RGB 0/156/173 HEX #009CAD PURPLE CMYK 84 / 100 / 31 / 35 RGB 61 / 17 / 82 HEX #3c1151 PMS 2627

FONTS

SANCHEZ

Sanchez Bold or Black is used for headlines.

NATIONAL

National Book is used for body copy

ARIAL

To be used as substitute