the Village Project

Basic Guidelines

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In this basic guideline you will find the necessary visual resources to work The Village Project’s brand.

These brand guidelines must be followed for the application and use The Village Project’s brand, provided that such third party is duly authorized to do so.

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CLEAR SPACE

To ensure legibility we need to give enough clear space around the logo.



MINIMUM SIZE

To provide legibility a **minimum size of 25px** has been stablished:



APPLICATIONS



COLOR PALETTE

#3F7F76

#67A098

#F8F2DC

VERTICAL LAYOUT



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TYPOGRAPHY

Corben is used for headings to add warmth and character, while **Lato** is used for body text to ensure clarity and readability. This combination creates a clear visual hierarchy and maintains consistency across brand communications.

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