



kidsalive[®]
INTERNATIONAL

BRAND GUIDE

COLORS

PRIMARY



Dark Azure
#00386a
CMYK (100 85 33 19)



Dark Terracotta
#ab4100
CMYK (23 84 100 16)



Lavender Dusk
#8d7ab7
CMYK: (48 55 10)

SECONDARY



Light Azure
#95b6d1
CMYK (41 19 8 0)



Light Terracotta
#e49968
CMYK (8 45 64 0)



Sand
#e7d7bf
CMYK: (0 7 17 9)

GRADIENTS



Azure Gradient



Terracotta
Gradient



Azure Dusk Gradient

TERTIARY



Sage
#a8b39f
CMYK (6 0 11 30)



Clay Rose
#d9a3a0
CMYK (0 25 26 15)

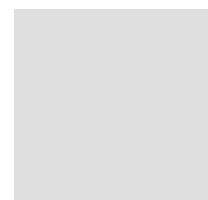


Soft Sunrise
#e6c36a
CMYK: (10 22 70 0)

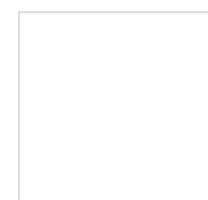
GRAYSCALE



Dark Gray
#343434
CMYK (69 63 62 57)



Light Gray
#d9d9d9
CMYK (0 0 0 0)



White
#ffffff
CMYK (0 0 0 0)

Our color palette visually communicates the journey at the heart of Trauma to Triumph. The deeper, darker tones of Azure and Terracotta represent the weight, shadows, and lived reality of trauma, the night many children begin in. As those colors move through gradient into lighter hues, they tell a story of transformation: light entering the picture, safety taking hold, and healing becoming possible. This progression reflects what Kids Alive believes and witnesses every day; that hope is real, healing is real, and with the right care, justice, and relationships, trauma does not have the final word. These colors do not deny the darkness; they show that healing happens and that every child's story can move toward triumph.

Fonts

Headings:

**OWNERS BLACK ALL CAPS
(DARK GRAY OR WHITE)**

LEVERAGE 3 GRADIENT BLENDS FOR WORD EMPHASIS

HIGHLIGHT FOR EMPHASIS

HIGHLIGHT FOR EMPHASIS

HIGHLIGHT FOR EMPHASIS

Body:

Poppins Regular

Bold for emphasis

FONTS + BRUSH

UTILIZE COLOR MIX BELOW ONLY (DO NOT INTEGRATE OTHER BRUSH STROKE OR FONT COLORS WITH THESE COLORS OUTSIDE WHAT IS SHOWN).

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

ONLY USE WHITE FONT
OVER BRUSH STROKES

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

BRUSH COLOR

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

HEADINGS

BRUSH COLOR

HEADINGS

HEADINGS

HEADINGS

HEADINGS

AVOID BRUSH STROKES ON WHITE

LOGO COLORING

UTILIZE WHITE AND DARK GRAY VERSIONS OF LOGO ONLY



LOGO SPACING

PROVIDE BREATHE ROOM AROUND ALL SIDES OF LOGO



ACCESSIBILITY

ENSURE TEXT IS EASILY READABLE BY AS MANY PEOPLE AS POSSIBLE

USE HIGH CONTRAST COLORS

THIS IS HARDER TO READ
THIS IS EASIER TO READ

**USE FONT SIZES BIG ENOUGH
FOR COMFORTABLE READING**

THIS IS HARDER TO READ
THIS IS EASIER TO READ

- Keep language clear and direct
- Use short paragraphs and consistent spacing
- Use left-aligned or justified text for longer passages
- Avoid overly decorative fonts in paragraphs
- Use clear labels on links and buttons—don't use "click here"

ACCESSIBILITY_{CON.}

ENSURE CONTENT IS ACCESSIBLE TO PEOPLE WITH DISABILITIES

Whether it's someone with sight impairment using a screen reader, or someone with hearing impairment watching a video, we want everyone to engage in what we publish.



USE DESCRIPTIVE ALT TEXT & FILE NAMES

"blogpostpic1 updated final.jpg"



"Mooya-talking-to-a-psychotherapist.jpg"



ENSURE VIDEOS HAVE CLOSED CAPTIONS AVAILABLE TO THE VIEWER

