

PRIMARY LOGO



ALTERNATE/SECONDARY LOGO



FONTS

LOGO TITLE: RALEWAY EXTRA-BOLD

TAGLINE: RALEWAY BOLD

LOGO TAGLINE: RALEWAY SEMI-BOLD

HEADLINES: RALEWAY SEMI-BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

BODY COPY: TIMES NEW ROMAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

COLORS



PRIMARY GREEN

CMYK:..... 39/0/64/0
 RGB:.....162/209/132
 HEX#:.....#A2D184
 PMS#:.....PMS: 359C
(PANTONE MATCHING SYSTEM)



SECONDARY GREEN

89/27/100/15
 3/123/62
 #037B3E
 PMS: 356



ACCENT BLUE

70/19/22/0
 67/163/187
 #43A3BB
 PMS: 313 C



PRIMARY GRAY

46/38/39/03
 144/143/143
 #908F8F
 PMS: 422C



SECONDARY GRAY

65/58/57/37
 077/077/077
 #4D4D4D
 PMS:445C



BLACK

77/68/65/84
 3/123/62
 #070CoF
 PMS: BLACK 6 2X

TAGLINE

E.P.E.C. LIVING
EMPOWER PEOPLE, EMPOWER CHANGE

GRAPHIC ICONS



SPIRITUALITY



RELATIONSHIPS



PARENTING



MONEY



PLANT-POWERED HEALTH



CAREER & WORK ETHIC



TIME MANAGEMENT

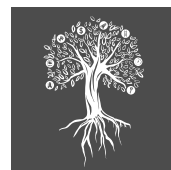


SUCCESS

ALTERNATE LOGO OPTIONS



SOLID: BLACK



SOLID: WHITE



SOLID: PRIMARY GRAY



SOLID: PRIMARY GREEN



SOLID: ACCENT BLUE

GRAPHIC ICONS



SPIRITUALITY



RELATIONSHIPS



PARENTING



MONEY



PLANT-POWERED
HEALTH



CAREER &
WORK ETHIC



TIME
MANAGEMENT



SUCCESS

ICON USES

WITH LOGO

ICONS USED IN PRIMARY LOGO ARE IN SECONDARY GREEN; ICONS USED IN SECONDARY LOGO ARE IN PRIMARY GREEN

INDIVIDUAL USE

ICONS CAN BE USED INDIVIDUALLY IN ANY BRAND COLOR

GROUP USE

WHEN LISTED TOGETHER, ICONS MUST FOLLOW THIS ORDER: SPIRITUALITY, RELATIONSHIPS, PARENTING, MONEY, PLANT-POWERED HEALTH, CAREER & WORK ETHIC, TIME MANAGEMENT, SUCCESS

ICON COLOR OPTIONS

PRIMARY GREEN



SECONDARY GREEN



ACCENT BLUE



PRIMARY GRAY



SECONDARY GRAY



BLACK



WHITE

WHEN ON A BACKGROUND OTHER THAN WHITE



E.P.E.C.

**EMPOWER PEOPLE,
EMPOWER CHANGE LLC**