



Brand Guidelines.

Very Present Help Counseling



BRAND GUIDELINES CONTENT.

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02.

LOGO OVERVIEW.

Logotype.

Your logo is compromised of two forms: wordmark and badge. The badge is strongly recognizable and is best suited for more compact viewing screens and social media platforms. The wordmark is ideal when space allows or in print mediums.

Wordmark



Badge



Dark and Light



03.

**TYPO
GRAPHY.**

Main Typeface

Rostemary is a strong serif that emphasizes curves thus giving it a feminine appeal while still conveying a sense of authority.

ROSTEMARY | REGULAR

AaBbCcDd EeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

0123456789

(&!/,;:_+;%@*")

Secondary Typeface

Used as an accent or tagline for the wordmark logo. Lato brings balance with a sense a minimalism.

Aa

LATO | LIGHT

AaBbCcDd EeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789
(&?!/,:;-_+;%@"*)

Main Typeface The Quick Fox Jump Over
The Lazy Dog.

**Secondary
Typeface** The Quick Fox Jump Over
The Lazy Dog.

04.

COLOR BAR OPTION.

HEX #41616F
CMYK 78 52 43 19
RGB 65 97 111

HEX #93AA9E
CMYK 45 23 39 1
RGB 147 170 158

HEX #666666
CMYK 60 51 51 20
RGB 102 102 102



Very Present Help
COUNSELING

05.

BUSINESS CARD.



Business Card Parameter.

Card Dimensions
3.5" x 2" (Standard size)

Print Color Format
CMYK | PDF



Files Overview

Provided Filetypes

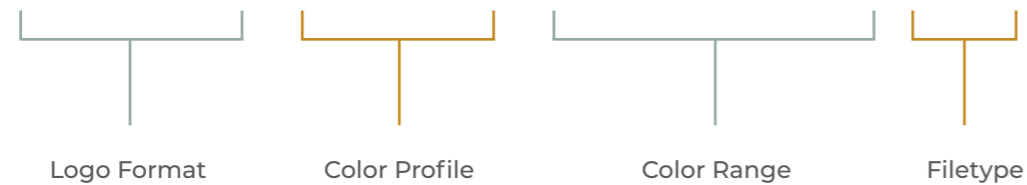
PNG | Digital-friendly graphic used for web

SVG | Graphic filetype that is primarily used on websites

PDF | Versatile file format ideal for high-quality printing

File Naming Format

VPH_Badge_CMYK_Full_Color.pdf



GOD IS OUR
REFUGE AND
STRENGTH,
**A VERY
PRESENT
HELP IN
TROUBLE**

PSALM 46:1



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