



CHALICE FOUNDATION

positive menstrual culture

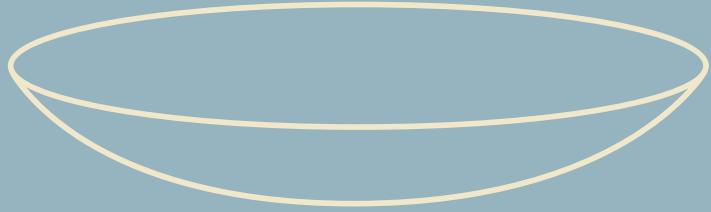
BRAND GUIDE



CHALICE FOUNDATION

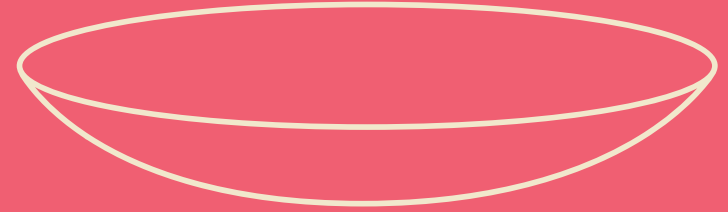
positive menstrual culture

LOGOS: On various colours



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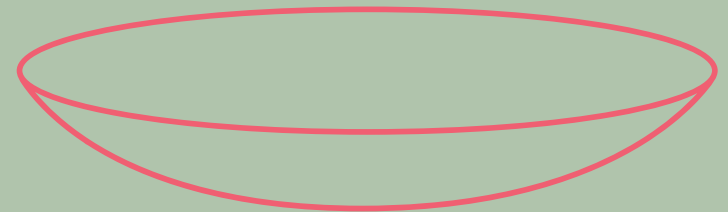
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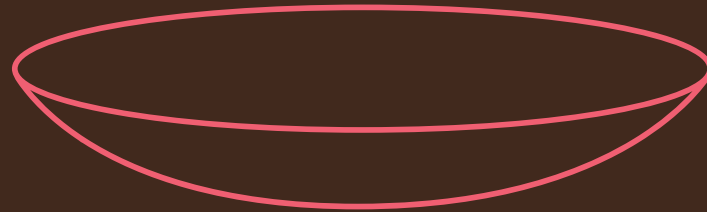
positive menstrual culture



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LOGOS: On dark VS light



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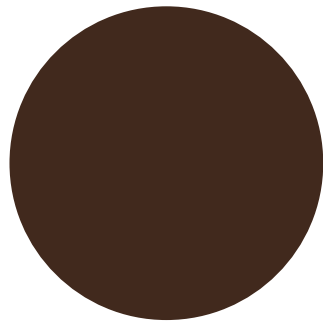


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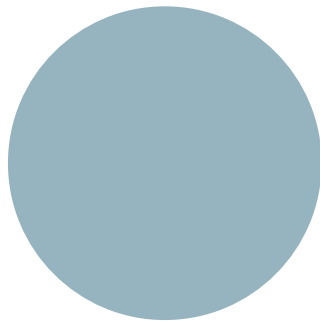
COLOUR PALETTE

BROWN



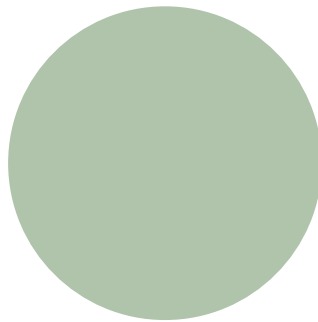
#422A1F
CMYK: 51, 61, 75, 64
PANTONE BLACK 5C

BLUE



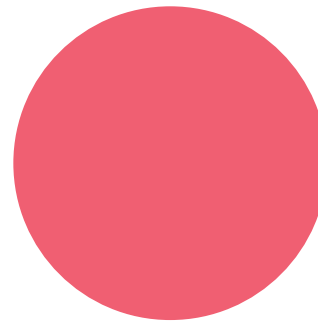
#97B5C1
CMYK: 42, 19, 19, 0
PANTONE 5503C

SAGE



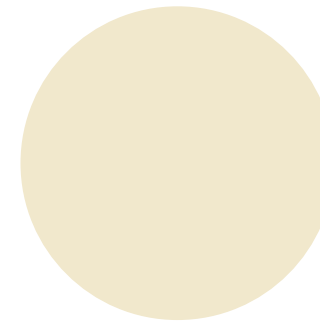
#B0C5AB
CMYK: 32, 12, 36
PANTONE 559C

CORAL



#F16172
CMYK: 0, 78, 42, 0
PANTONE 709C

BEIGE



#F0E5CC
CMYK: 5, 7, 20, 0
PANTONE 7506C

HEADINGS: KONINOOR DEVANAGARI (REGULAR)

LETTER SPACING: 240

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ

Subtitle: Kohinoor Devangari (Regular)

letter spacing: 240

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body: Kohinoor Devangari (Regular)

letter spacing: 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

LOGOS: Size variations

When large enough
include all text



CHALICE FOUNDATION
positive menstrual culture

If logo is displayed small,
use logo variation without
the tagline



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If logo is displayed VERY small,
use logo variation without
the tagline or name - just icon



LOGOS: Variation of logo text



CHALICE FOUNDATION

menstrual education & wellbeing



www.chalicefoundation.org



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