Frederick Douglass
FREEDOM
ALLIANCE

HEX: #4c0533
RGB: 76, 5, 51
CMYK: 0, 93, 33, 70

HEX: #0A4EAE
RGB: 10, 78, 174
CMYK: 94, 55, 0, 32

HEX: #B3B4AA
RGB: 179, 180, 170
CMYK: 1, 0, 6, 29

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Alternate Logos

FREDERICK DOUGLASS
FREEDOM ALLIANCE

FREDERICK DOUGLASS FREEDOM ALLIANCE

Fonts Guide

Fonts in use

Heading

Sub Heading

A brand board is a visual guide that outlines how each brand element should be used. It helps your business stay on brand, ensuring consistency across all your designs, whether for print or digital materials.

Futura Bold

Futura Bold

Futura Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghi
jklmnopqrstuvwxyz1234567890!@#$%^&*()









State Chapter Logos

Frederick Douglass FREEDOM ALLIANCE NORTH CAROLINA CHAPTER

Frederick Douglass FREEDOM ALLIANCE OHIO CHAPTER









ACCESSIBLE COLOR PAIRS

	Aa		Aa		Aa	
Aa		Aa		Aa		Aa
	Aa		Aa		Aa	
Aa		Aa				Aa
	Aa				Aa	
Aa		Aa		Aa		Aa
	Aa		Aa		Aa	

Accessible color pairs that meet a contrast ratio of 4.5:1. l

Business Card Design

FRONT

Frederick Douglass
FREEDOM ALLIANCE

TROY ROLLING
Founder/Chairman

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FREDERICK DOUGLASS
FREEDOM ALLIANCE

BACK

