



The Alexa Trust

Corporate Identity

Logos

Original and logo for formal use:



Other logos:



Website logos:



Colour Palette



Black | RGB: 0, 0, 0, | Hex: #000000



White | RGB: 255, 255, 255, 255 | Hex: #FFFFFF



Yellow | RGB: 255, 255, 0 | Hex: #FFFF00



Lime Green | RGB: 213, 236, 39 | Hex: #D5EC27



Orange | RGB: 253, 125, 29 | Hex: #FD7D1D



Pink | RGB: 254, 56, 157 | Hex: #FE389D



Dark Blue | RGB: 36, 48, 94 | Hex: #24305E



Blue | RGB: 55, 71, 133 | Hex: #374785



Powder Blue | RGB: 168, 208, 230 | Hex: #A8D0E6



Coral | RGB: 247, 108, 108 | Hex: #F76C6C



Vanilla | RGB: 248, 233, 161 | Hex: #F8E9A1

Typography

The Alexa Trust

Yanone Kaffeesatz Regular

Supporting Parents with Babies in Neonatal
Cedarville Cursive

Headers

Avenir Next LT Pro Demi

Written Font

Avenir Next LT Pro

Tagline

Supporting Parents with Babies in Neonatal

Brand Voice & Tone

Work in Progress...

Social Media Presence

Instagram: @the.alexatrust

Facebook: @TheAlexaTrust

Website Design

www.thealexatrust.org
Work in Progress...