

Primary Logo



Secondary Logo



Color Palette



Typography

Montseratt Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Raleway Regular

ABCDEFGHIJKLMNOPS
TUVWXYZ



Brand Guide Example




Three-Panel Digital Billboard

“The Power of One Education”

— Uman Tok —

A discussion on Period Poverty & Global Collaboration



Hosted By :

University of Illinois Advertising Students



FEBRUARY 26,
2025

7:00 pm - 8:00 pm



Latzer Hall
University YMCA



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Informational Flyer



Digital Display