



## Dorothy's Power Foods Brand Standards

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Logos

Color Palette

Typography

V1 3.25.21

PREFERRED



**Dorothy's  
Power Foods**

PREFERRED



**Dorothy's  
Power Foods**

ALLOWED



**Dorothy's Power Foods**

ALLOWED



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PREFERRED



**Dorothy's  
Power Foods**

PREFERRED



**Dorothy's  
Power Foods**

ALLOWED



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ALLOWED



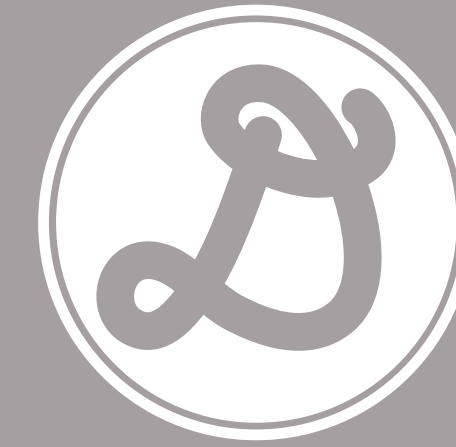
**Dorothy's Power Foods**

PREFERRED



**Dorothy's  
Power Foods**

PREFERRED



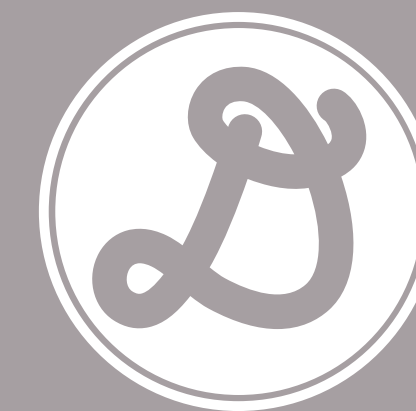
**Dorothy's  
Power Foods**

ALLOWED



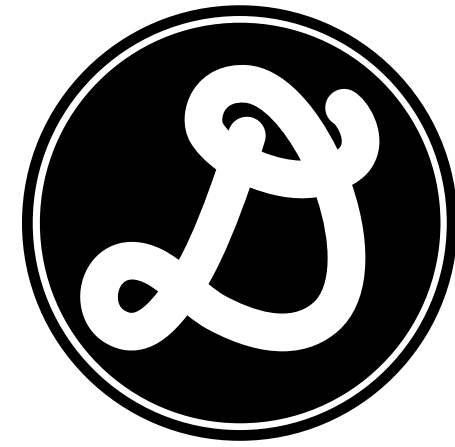
**Dorothy's Power Foods**

ALLOWED



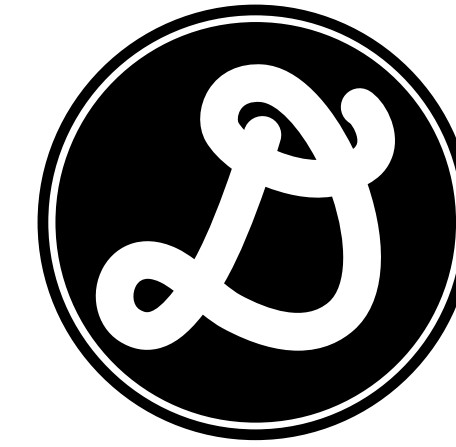
**Dorothy's Power Foods**

PREFERRED



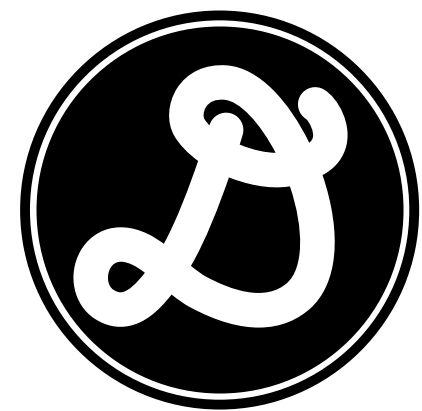
**Dorothy's  
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PREFERRED



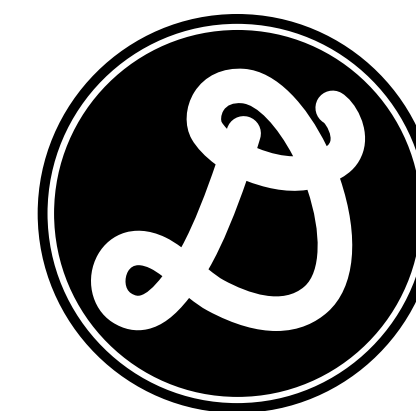
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ALLOWED












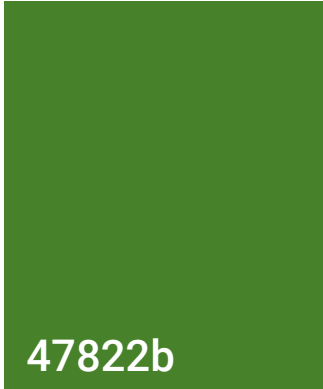
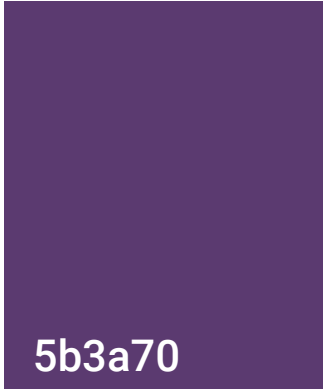
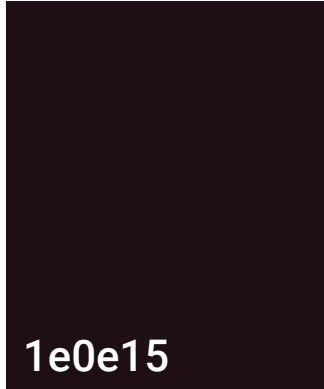


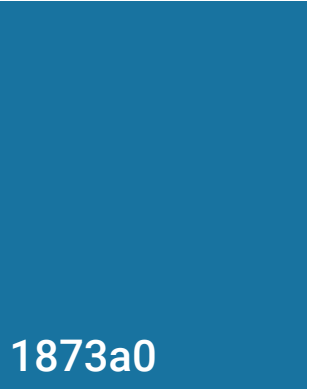

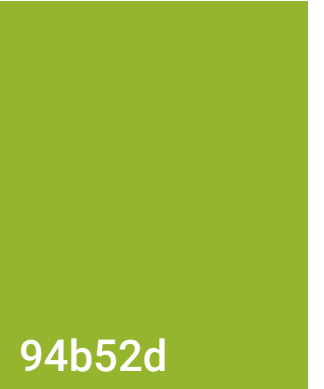
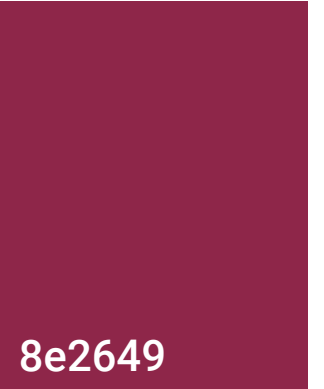

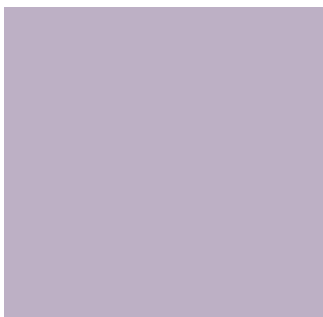
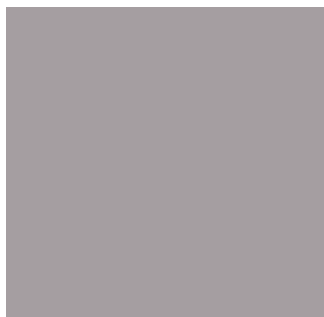




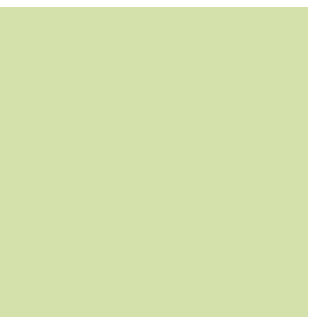

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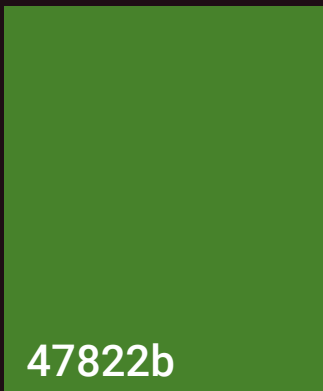
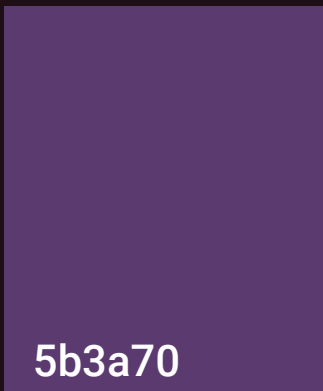



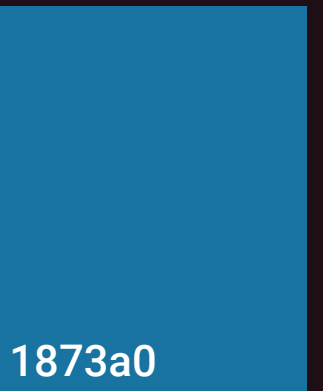
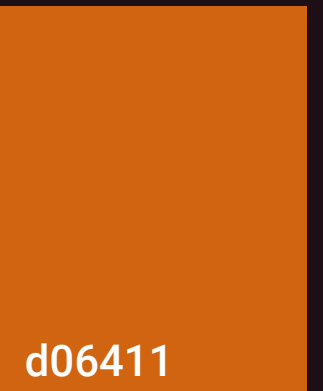
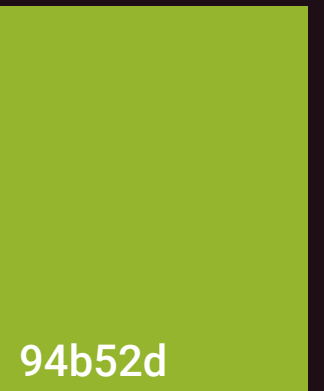
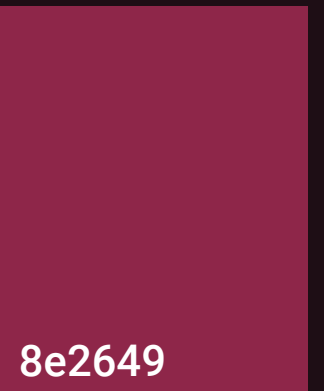


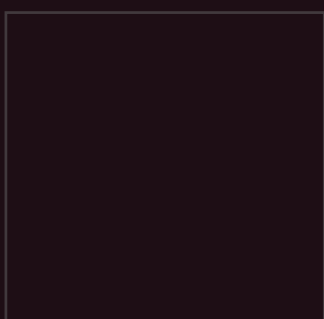
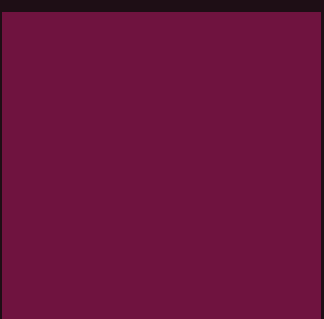





ALLOWED



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# COLOR PALETTE

	Logo		Text						
Accent	 7add3a	 aa46f7	 84003f	 ff4aa9	 ffdb29	 17bbfc	 ff9c1a	 bbe50a	 ea2f76
Base	 47822b	 5b3a70	 1e0e15	 c11a6a	 f0b31b	 1873a0	 d06411	 94b52d	 8e2649
Faded (40% opacity over white bgd)									
	Kale	Eggplant	Earth	Zinnia	Amaranth	Water	Quinoa	Pea	Beet

	Logo		Text						
Accent	 7add3a	 aa46f7	 84003f	 ff4aa9	 ffdb29	 17bbfc	 ff9c1a	 bbe50a	 ea2f76
Base	 47822b	 5b3a70	 1e0e15	 c11a6a	 f0b31b	 1873a0	 d06411	 94b52d	 8e2649
Faded (50% opacity over earth bgd)									
	Kale	Eggplant	Earth	Zinnia	Amaranth	Water	Quinoa	Pea	Beet

PRIMARY FONT

# CATAMARAN

<https://fonts.google.com/specimen/Catamaran>

Ab Bb Cc 123 Food was always meant to be local.

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## **Title style for**

- **Keynote/PPT**
- **Videos**
- **Social posts**





# Dorothy's Power Foods

**NEWS!**