



**Brand Assets**



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#### PRIMARY LOGO: FIRE RED + MANILA

The official Student Defenders logo is a seal comprised of a column/graduation cap with the name and established year of the organization. The primary logo (above) is recommended for all official, full-color documents. Alternate colors (shown on the right) are also permitted for use if necessary.



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#### ALTERNATE LOGOS

## Logo + Variations



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## OFFICIAL STUDENT DEFENDERS COLOR PALETTE

Our color palette showcases an established, academic brand personality. Drawing from FIRE's branding, the palette also features a muted, warm greyscale with a teal for contrast to communicate Student Defenders' role as a trusted legal resource for students.

# Color Palette

# Student Defenders

MUSEO SLAB 700

## WHY JOIN YOUR UNIVERSITY'S STUDENT DEFENDERS?

MUSEO SANS 700

Allowing student defenders to both advise accused students and actively participate in the proceedings against them serves several important functions: First, student defenders can provide peace of mind and help students feel more comfortable in an unfamiliar process in which administrators are at a natural advantage. Second, giving skilled student defenders the ability to give opening and closing statements, and cross-examine witnesses on behalf of an accused student also helps ensure the most relevant information is obtained and applied to the case.

MUSEO SANS 300

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### MUSEO SLAB + MUSEO SANS

Our official type family for all designed material is Museo, including the Museo Slab and Museo Sans families. Museo Slab 700 is preferred for display type and headers, and Museo Sans 300 is preferred for body copy. The suggested type treatment for subheaders (in call caps) is Museo Sans 700.