

PRIMARY LOGO



ALTERNATE LOGOS



COLORS



DARK GRAY

69/60/64/54

55/58/54

#373A36

PANTONE 447C



LIGHT GRAY

55/46/47/11

118/119/118

#767776



RED

25/99/98/23

154/28/31

#9A1C1F

PANTONE 7623C



LIGHT RED

36/63/49/11

155/103/105

#9B6769

FONTS

STEP PORTION OF LOGO: COPPERPLATE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

PRIMARY FONT: GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SCRIPT FONT: AMIENNE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TAGLINE

*Breaking the cycle of addiction and violence in families*

HASHTAGS

#IAmSTEP2Reno

#RecoveryisBeautiful