Hey, It’s You!

Brand basics for partners

Logo on light

Logo on dark

Heart icon (on its own, upright)

Colors

Forest
#0B3A30
Logo on light

Beige
#F4F1EA
Logo on dark

Soft green
#3D6B57
“(again)” on light

Sand
#DCCFB2
“(again)” on dark

Forest logo on beige, white or light photos.
Beige logo on forest or dark photos. No other colors.

Sizes and clear space

In print, keep the logo at least 0.5 in (12 mm) tall.
On screen, at least 32 px tall; the heart icon, at least 16 px.
Keep empty space around it: the height of the capital H on every side.

Use the files in this kit as they are.
heyitsyouagain.com

Please don’t alter the logo

Don’t stretch or squash

Don’t recolor

Don’t rotate or tilt

Don’t add effects