



DEMENTIA ALLIANCE

of North Carolina

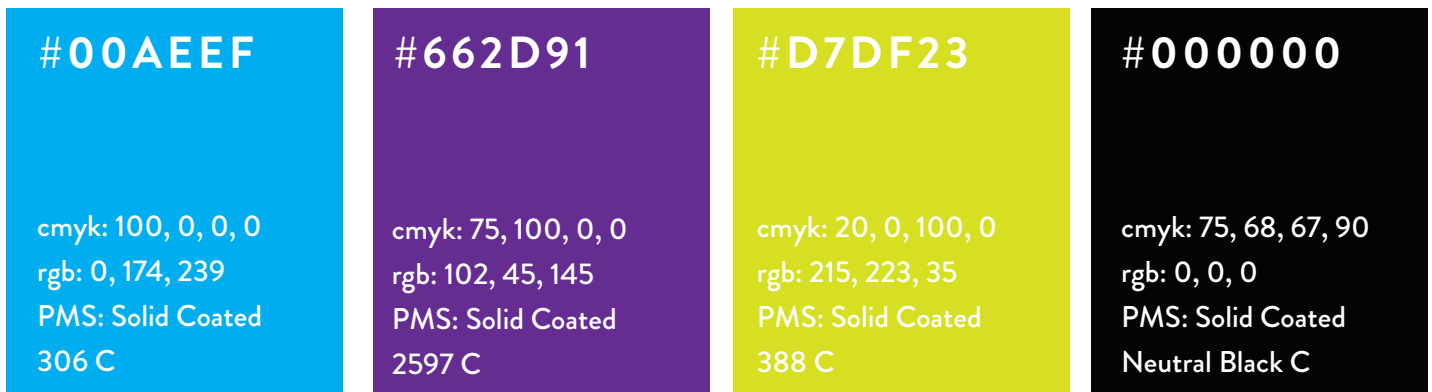
BRAND STANDARDS



Logo



Color Palette



web: #00aeef

Web: #662d91

Web: #C5d907

Typography

Logo Font - "Dementia Alliance"

DIN Alternate Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Accent Font - Tagline

Gotham HTF

Book

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Logo Subfont + Body Font - "of North Carolina"

Avenir

Book

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ