
1. Helping Men Thrive Logotype

HELPING **MEN** THRIVE

2. Primary Typeface

A B C D E F G H I J K L M N O P Q R T U V W X Y Z

a b c d e f g h i j k l m o p q r t u v w x y z

1 2 3 4 5 6 7 8 9 ! ? @ \$ &

Gotham (family)

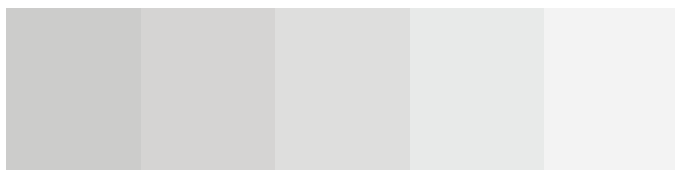
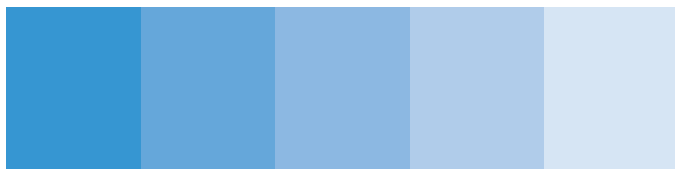
Primary display typeface to be used for large type. This is the main typeface used for communicating the Helping Men Thrive brand.

3. Colors

Primary Colors



Secondary Colors



4. Combinations

