

HENRY STREET SETTLEMENT BRAND GUIDE

LOGOS

HORIZONTAL



HENRY STREET
SETTLEMENT



HENRY STREET
SETTLEMENT

SQUARE



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SETTLEMENT



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COLOR PALETTE

PRIMARY

#D31E48

PMS- 200
RGB- 186, 12, 47

#000000

RGB- 0, 0, 0

#FFFFFF

RGB- 255, 255, 255

SECONDARY

#DDB426

#02929F

#E58F24

TERTIARY

#036DB5

#414042

#585FAB

#93A544

#86cdef

TYPEFACES

PRIMARY

TRADE GOTHIC BOLD CONDENSED NO. 18/20
(no. 18 is the preference)

SECONDARY

Univers 55 Roman & *Oblique*
Univers 65 Bold

TERTIARY

Scala Regular & *Italic*