**Branding**

The purpose of this guide is to familiarize you with the Mr Friendly brand. Here you will find tools to design your own outreach materials. Mr Friendly is ever evolving. All graphics are subject to change.

Welcome and enjoy...
FRIENDLY DO's

- Full Color
- Any Background
- White Face

- B & W
- Dark Background
- White Face

- Full Color
- Light Background
- Transparent Face

- Black
- Light Background
- Transparent Face
FRIENDLY DON’TS

- **DO NOT** invert colors
- **DO NOT** use transparent face on dark background
- **DO NOT** use mirror image of the face
- **DO NOT** change colors of face
Here are some **FUN** variations on Mr Friendly’s face

- The face may be partially blocked as long as all symbols are easily recognized
- The face may interact with props to enhance your event’s theme
- The face may be tipped up to 25 degrees in either direction
FRIENDLY FONTS

Gill Sans
Regular
ABCDEFghijklmnopqrstuvwxyz
1234567890

Gill Sans
Bold
ABCDEFGHijklmnopqrstuvwxyz
1234567890

Impact
Regular
ABCDEFGHijklmnopqrstuvwxyz
1234567890
FRIENDLY COLORS

PMS# 286  Pantone Black  White  PMS# 186