



Addendum to Brand Standards — as of July 2024

Color palette

- **Medium-dark blue** — [Hex: #0a5794](#); CMYK: 93, 41, 0, 42; RGB: 10, 87, 148; PMS 301c
- **Bright blue** — [Hex: #00a3e0](#); CMYK: 70, 15, 0, 0; RGB: 0, 163, 224; PMS 299
- **Vivid orange** — [Hex #ff7327](#); CMYK: 0, 55, 85, 0; RGB: 39, 170, 225; PMS 1505C
- **Purple** (use sparingly) — [Hex#00a3e0 hex colorx #4a245e](#); CMYK: 78, 100, 0, 33; RGB: 70, 22, 107; PMS 269

Fonts

Our standard font is Gotham. We use a variety of weights to emphasize certain words. A similar font that's available on Google and in Canva is Montserrat.

Tagline

Together we are creating a community of readers, one lunch hour at a time.

Name

Refer to Lead to Read KC only as Lead to Read KC. Not Lead to Read. Not LTRKC (except internally).

Logo

You can download our logo [here](#) (stacked version) or [here](#) (lateral version).