Molly Bears

Brand Guidelines

Revision 2.2 - July 20, 2022

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About

Molly Bears

Molly Bears exists to create a positive and comforting impact for families enduring any form of infant loss.

We create weighted teddy bears for families coping with any form of infant loss. Molly Bears is here to serve as a community of support and comfort. We'll be here for you, we know you'll be here for us too.

MollyBears.org
(757) 609-5132
info@mollybears.org

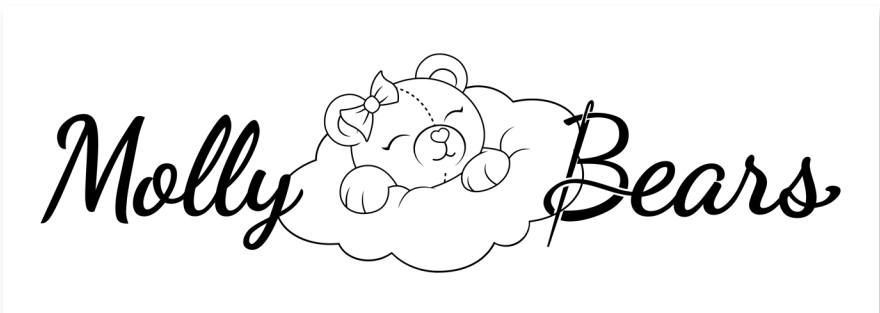
Primary Logo

Molly Bears

Full Logo Variations

Molly Bears - Full Logo

Molly Bears - Full Logo - Flat Colors



Molly Bears - Full Logo - Outlined

Molly Bears - Full Logo - Solid Fill

Character Logo Variations

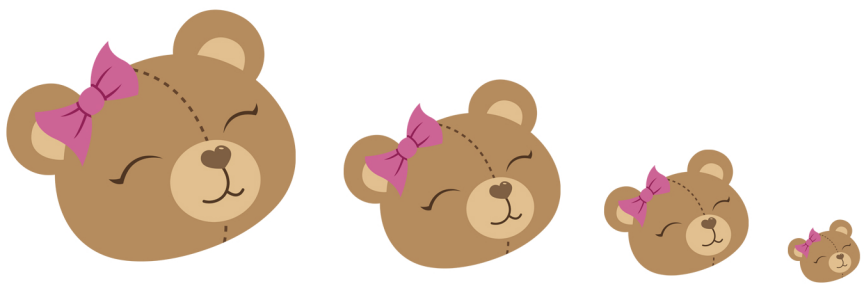
Molly Bears - Full Logo

Molly Bears - Character Logo - Flat Colors

Molly Bears - Character Logo - Outlined

Molly Bears - Character Logo - Solid Fill

Molly Bears - Character Logo - Flat Colors - Icons Squared



Molly Bears - Character Logo - Flat Colors - Icons

Logo Usage

Exclusion Zones

Always allow a minimum space of 24px or 0.08” around the logo at all times.

Minimum Width

The logo minimum width is 180px or 0.6” at 300 dpi.

Maximum Width

There is no maximum size defined for this logo.

Typography

Dancing Script - Medium 500

Characters

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=":?><

Download Links

https://fonts.google.com/specimen/Dancing+Script

https://github.com/impallari/DancingScript

Credit

Dancing Script by Pablo Impallari

Medium 500 - Lowercase

The quick brown fox jumps over the lazy dog.

Medium 500 - Uppercase

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Font Usage

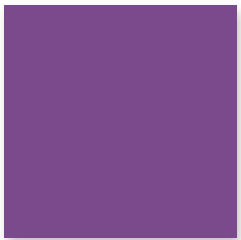
Only for use on Molly Bears branded material for headlines or titles.
Do not italicize, underline, bold or track this font beyond it's default of 0.
Do not use this font in all uppercase or lowercase.

Typography

Molly Bears

Color Palette

Primary Colors



MOLLY BEARS PURPLE
HEX #7B4A8C
R123 G74 B140
C61 M83 Y13 K1

MOLLY BEARS TAN
HEX #B58C5E
R181 G140 B94
C0 M23 Y48 K29

MOLLY BEARS BROWN
HEX #4F3623
R79 G54 B35
C49 M66 Y80 K56

Secondary Colors

MOLLY BEARS PINK
HEX #CD6496
R205 G100 B150
C17 M74 Y13 K0

MOLLY BEARS JAM
HEX #922257
R146 G34 B87
C37 M98 Y43 K17

MOLLY BEARS SAND
HEX #E2C08F
R226 G192 B143
C0 M15 Y37 K11

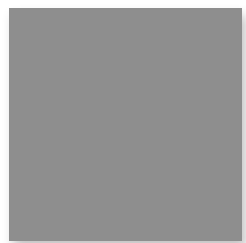
Tertiary Colors

MOLLY BEARS COCOA
HEX #7E5F43
R126 G95 B67
C0 M25 Y47 K51

MOLLY BEARS BEIGE
HEX #ECDDCC
R236 G221 B204
C0 M6 Y14 K7

Contrast Colors

MOLLY BEARS BLACK
HEX #000000
R0 G0 B0
C60 M40 Y40 K100



MOLLY BEARS SILVER
HEX #8E8E8E
R142 G142 B142
C0 M0 Y0 K44

MOLLY BEARS WHITE
HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Brand Assets

MOLLY BEARS LOGO FILES

MollyBears.org/branding

Download Links

MOLLY BEARS PHOTOS

MollyBears.org/marketing

Contact The Designer

Final Design By Josh Gilson

Character Logo By Ridjam

Molly Bears

Typography By Markwin

Josh Gilson
Lead Designer | JoshGilson.com | Josh@JoshGilson.com

“Ridjam” Rizky Djati Munggaran
Character Logo Designer | RidJam.com

“Markwin” Maria K. Windayani
Typography Designer

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

RGB vs CMYK

RGB (Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK (Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

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