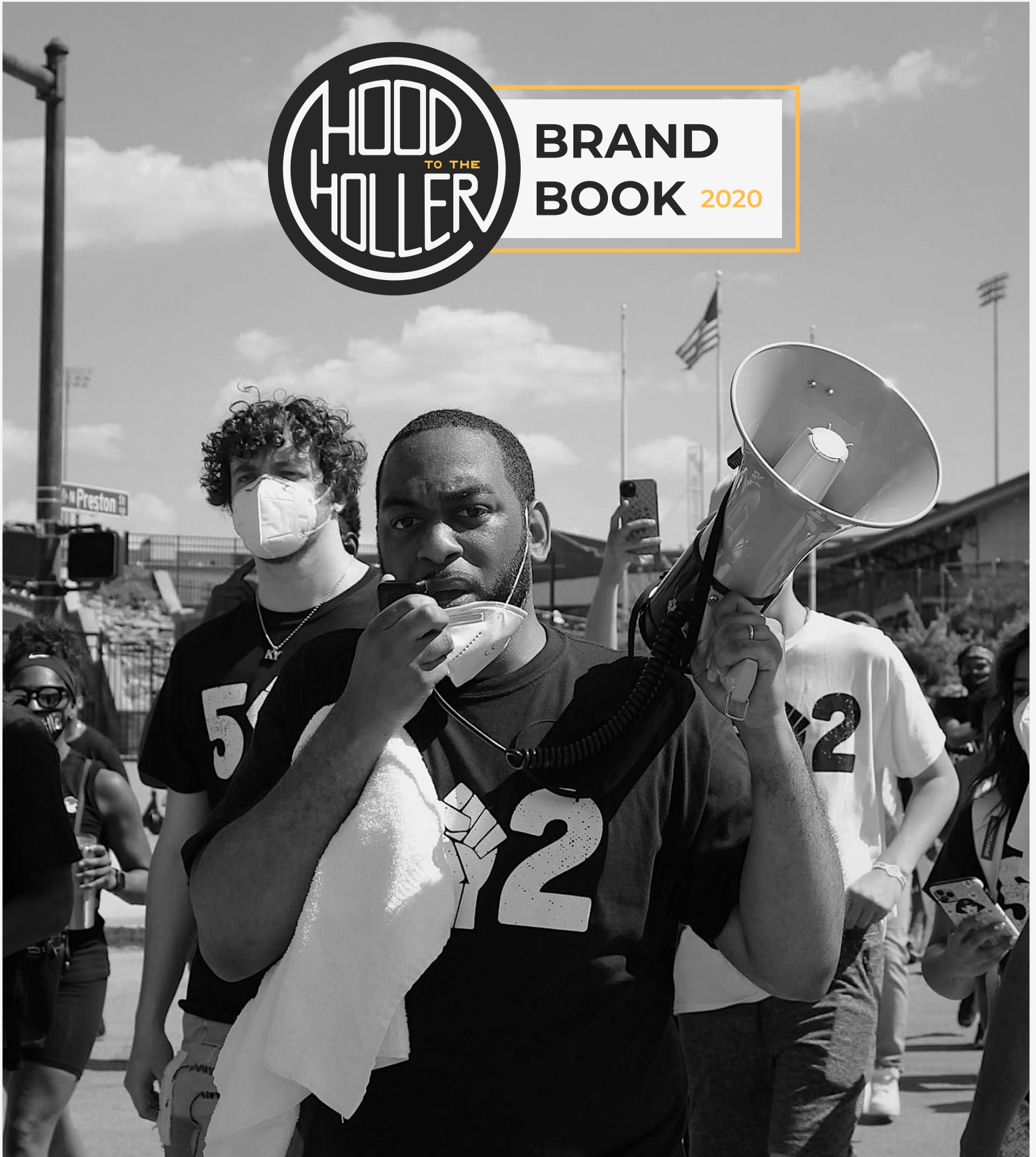




**BRAND
BOOK 2020**



A PEOPLE CENTERED MOVEMENT TO TRANSFORM OUR FUTURE.

Hood to the Holler is an organization founded by Charles Booker, and is focused on leveraging the incredible momentum for positive change in Kentucky and nationally, toward the aim of **building broad coalitions** and **breaking down barriers of race and class.**



THE LOGO

PRIMARY LOGOS



RETRO LOGO



THE FONTS

TITLE FONT

APPOLO BLACK

**ABCDEFGHI
JKLMNOPQR
STUVWXYZ
123456789**

BODY FONT

MONTSERRAT

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
123456789!@#\$%&*()'"?



YELLOW

#FFBD4F

**PRIMARY
COLORS**

BLACK

#272727

WHITE

#F6F6F6



RED
#E5654C

SECONDARY COLORS

BLUE
#01ACC



