Brand Guidelines
Charlotte's Backyard  BRAND GUIDELINES

TYPOGRAPHY

Proxima Nova
Regular
abcdefgihjklmnopqrstuvwxyz

Bold
abcdefgihjklmnopqrstuvwxyz

Moonstruck
Handwriting
abcdefgihjklmnopqrstuvwxyz

COLOR

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PERMISSIONS REQUEST

If you are interested in using the Charlotte's Backyard identity system, please direct all permissions requests to:

Kristin Reese  
EXECUTIVE DIRECTOR  
CCEDP  
Krisitin@ccedp.com  
704.669.4701
**LOGO : BLACK STAR**

This logo is to be used on light backgrounds only.

**LOGO : WHITE STAR**

This logo is to be used on dark backgrounds only.

**LOGO : SIMPLIFIED**

This is a 1" square format for use in small design areas that require enhanced legibility such as advertisements or sponsorships.
EXAMPLES
EXAMPLES

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A Daytripper’s Paradise
January 1-3, 2019