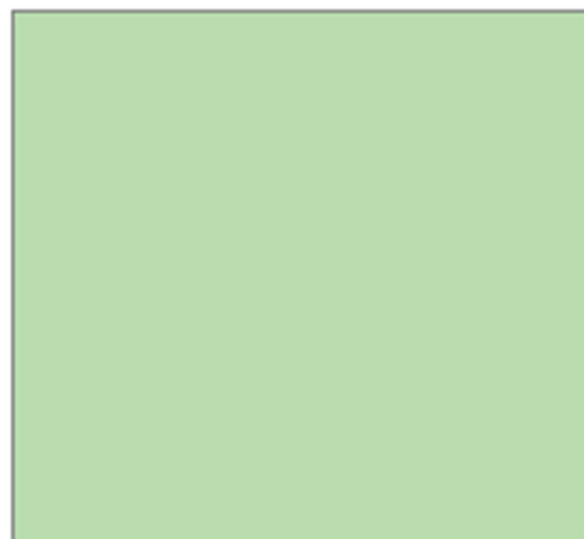


DISSENTERS **BRANDING GUIDE**



DISSENTERS



RGB (181 ,243 , 180)
Hex #B5F3B4



RGB (35 ,31 , 32)
Hex #231F20



RGB (203 ,247 , 246)
Hex #CBF7F6



RGB (249 ,40 , 51)
Hex #F92833

LOGOS



DISSENTERS



DISSENTERS



DISSENTERS



DISSENTERS



TYPOGRAPHY

ELZA TEXT SEMIBOLD FOR INFORMATIVE HEADERS

Elza Text Medium is great for body text or additional details.

NEIGHBOR FOR FUN + FUNKY HEADERS

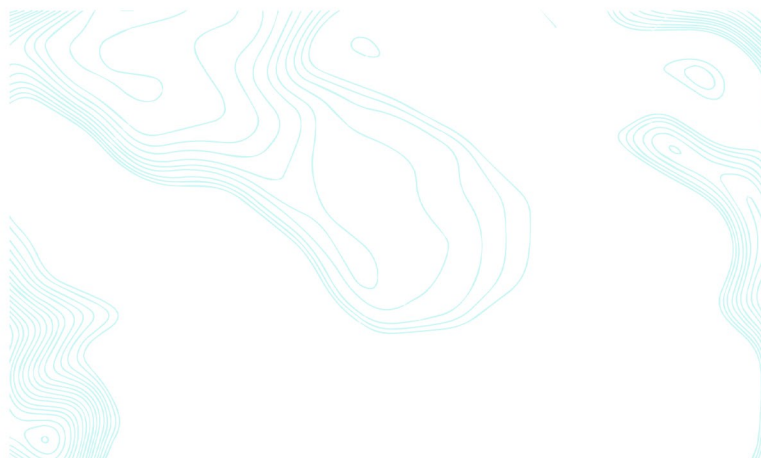
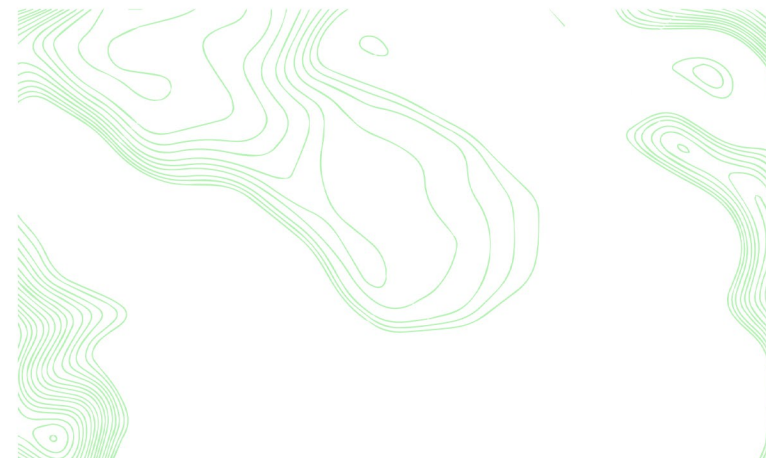
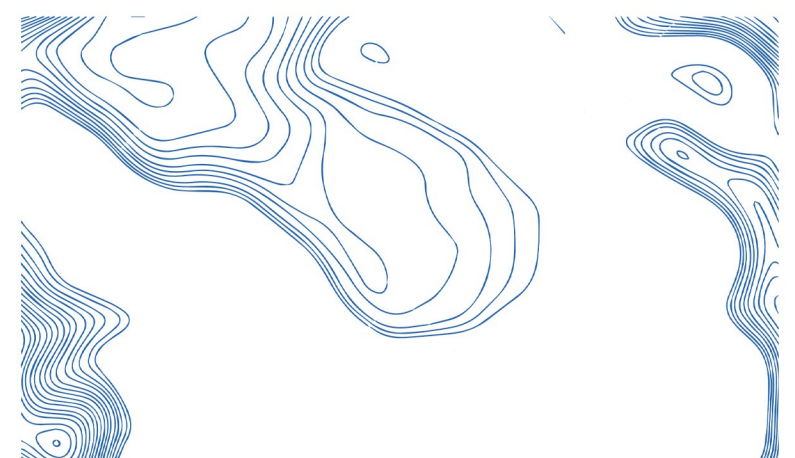
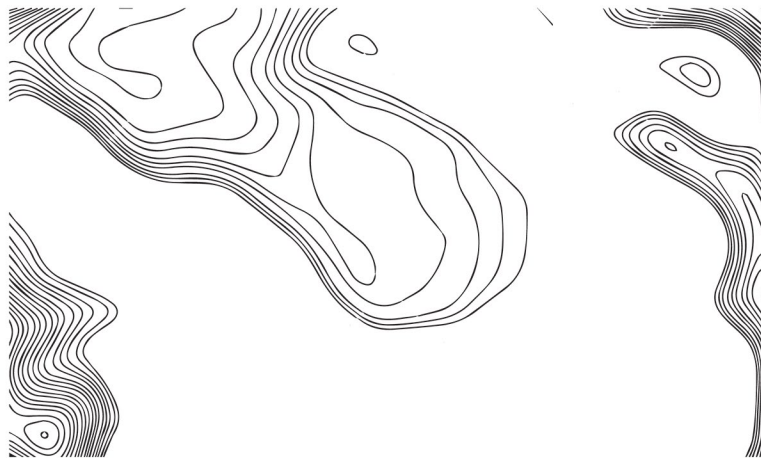
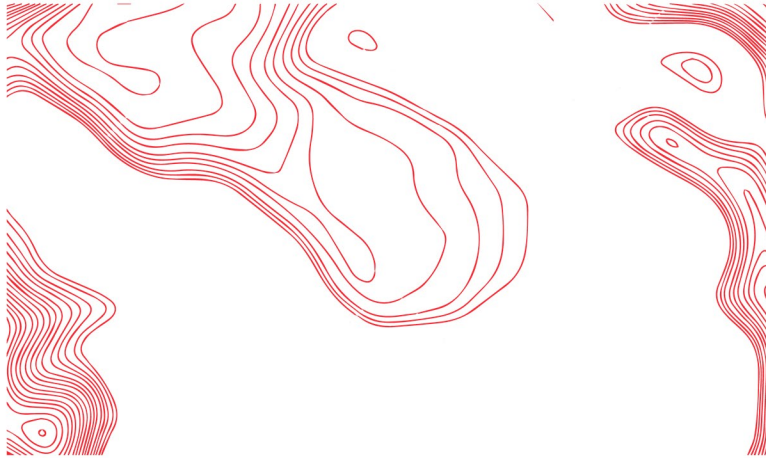
Century Gothic Regular at 90% text width, or any round sans serif font, is a great pair with Neighbor.

FRANKLIN GOTHIC HEAVY TO MAKE AN IMPACT

Elza Text Medium is 2-for-1 with Franklin Gothic Heavy as well, and works great as body text.

We want our text to grab attention, match the message of our content, be legible, and when appropriate get creative! These fonts are in Adobe, but comparable alternatives are available on Canva.

AESTHETICS + VISUALS



Use our wavy graphics to maintain the cool, youthful, and dynamic Dissenters brand. These look great with a textured background!

Even justifying your text (so it's a complete square) also helps the text look polished and even.



AESTHETICS + VISUALS

Use pictures! Especially of people in your chapter or other Dissenters (see the **DSNTRS Stock Photos** Google Drive). Images help illustrate your message and draw people in.

Use texture in backgrounds or on images. It creates a level of dimension that makes our graphics stand out!

