

Promote the Stay Strong: Zambia project at your school and help young children in this southeastern African nation have the best start at life possible. Use these approved fonts, colors and logos to build resources to support your fundraising efforts.

LOGOS

[Download the complete logo collection here.](#)

Key Club and UNICEF logo lockup



Wordmark (horizontal)

START STRONG: ZAMBIA

Wordmark (horizontal w/tagline)

START STRONG: ZAMBIA
Creating opportunities for young learners.

Wordmark (stacked)

**START
STRONG:
ZAMBIA**

Wordmark (stacked w/tagline)

**START
STRONG:
ZAMBIA**
Creating opportunities
for young learners.

MEMBER RESOURCES

Check out the Start Strong: Zambia landing page for FAQs and additional information.

[Download the PowerPoint template and social media graphics here.](#)



FONTS

Preferred font: Myriad Pro

Alternate font: Verdana

Aa Aa
Aa Aa

Black

Regular

Aa Aa
Aa Aa

Bold

Regular

COLORS

Primary colors



CMYK: 100 / 0 / 0 / 0
RGB: 0 / 174 / 239
HEX: #00aeef



CMYK: 100 / 70 / 0 / 40
RGB: 0 / 47 / 95
HEX: #003366



CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

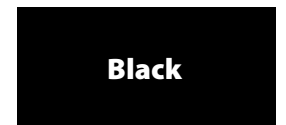
Accent colors



CMYK: 0 / 61 / 97 / 0
RGB: 245 / 128 / 37
HEX: #f58025



CMYK: 2 / 31 / 100 / 0
RGB: 247 / 180 / 26
HEX: #f5b419



CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000