



**MR**  
FRIENDLY

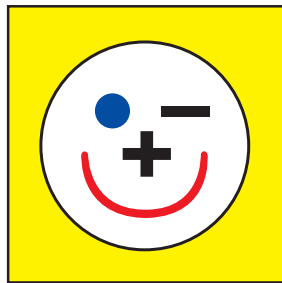
## **Branding**

The purpose of this guide is to familiarize you with the Mr Friendly brand. Here you will find tools to design your own outreach materials. Mr Friendly is ever evolving. All graphics are subject to change.

Welcome and enjoy...



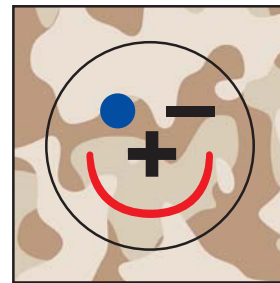
# FRIENDLY DO's



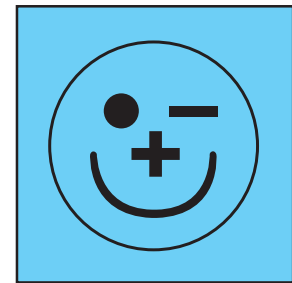
- Full Color
- Any Background
- White Face



- B & W
- Dark Background
- White Face



- Full Color
- Light Background
- Transparent Face



- Black
- Light Background
- Transparent Face



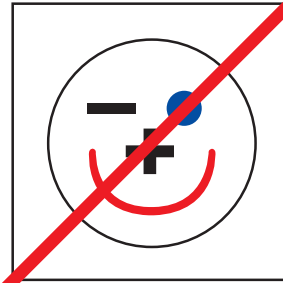
# FRIENDLY DON'Ts



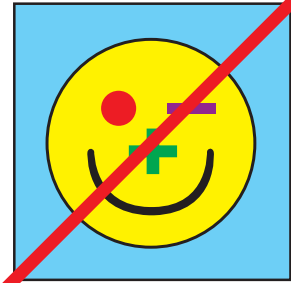
• **DO NOT** invert colors



• **DO NOT** use transparent face on dark background



• **DO NOT** use mirror image of the face



• **DO NOT** change colors of face

# MR FRIENDLY ISPIRATION

Here are some  
**FUN**  
variations on  
Mr Friendly's face



- The face may be partially blocked as long as all symbols are easily recognized



- The face may interact with props to enhance your event's theme



- The face may be tipped up to 25 degrees in either direction



# FRIENDLY FONTS

Gill Sans  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gill Sans  
Bold**

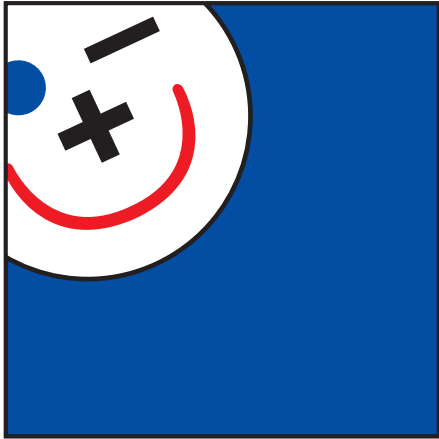
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abcdefghijklmnopqrstuvwxyz  
1234567890**

**Impact  
Regular**

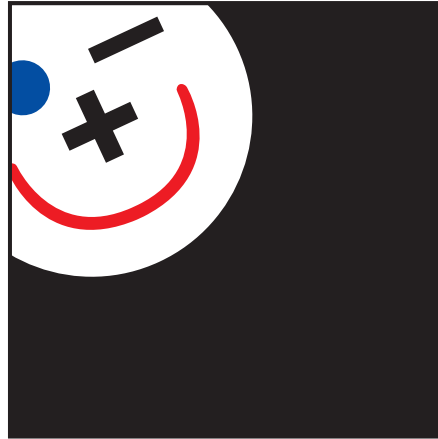
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abcdefghijklmnopqrstuvwxyz  
1234567890**



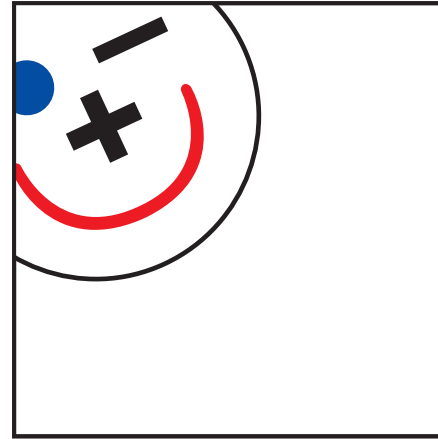
# FRIENDLY COLORS



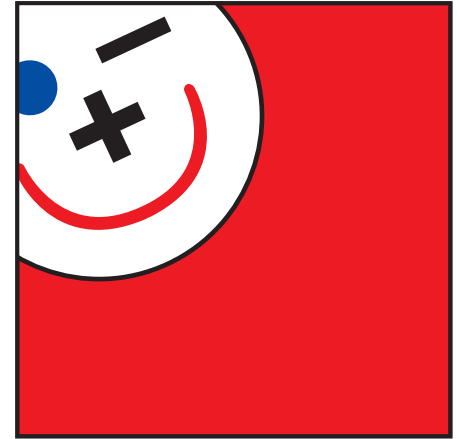
PMS# 286



Pantone Black



White



PMS# 186