INSIDE OUT IDENTITY GUIDE

All communication that uses Inside Out's design identity must be sent to jr@insideoutproject.net to be validated by the Inside Out team **before** being published.

When drafting text for your communications, please refer to our **press guidelines**.
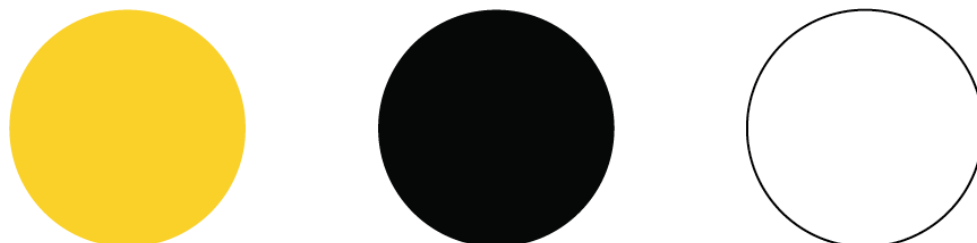
Logo
Once your copy has been approved, our team can share jpegs of the Inside Out logo.
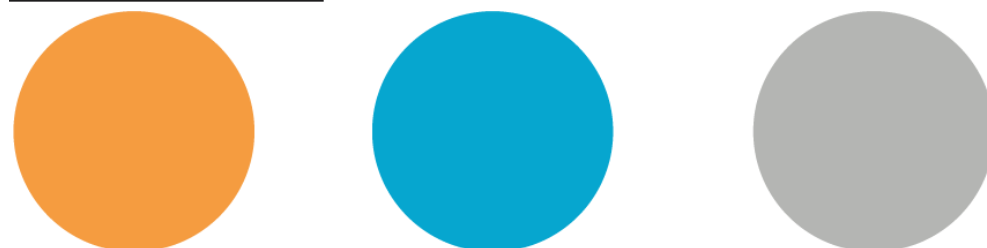
Color
Once your copy has been approved, our team can share the Inside Out color hex codes.

PRIMARY COLORS

SECONDARY COLORS

Typography

Inside Out uses the fonts seen below on our website. We are happy to share which web fonts and Adobe fonts we use in our assets once your copy is approved.

The Inside Out Project

We help communities turn their untold stories into a work of public art!

Inside Out Polka Dots

A signature of Inside Out is our black and white polka dots. All Photobooth portraits are taken against the polka dot backdrop, and some Group Leaders like to use the dots as their backdrop. We also use the polka dots in the layout of Action Statement posters.

You can access the polka dot backdrop **here**.