



Current Logo Proposed Logo



The logomark is inspired by elements of thai letterforms, and is comprised of the 'mai toh' tone mark, and an element of the letters 'tho than' and 'ro ruea' to create an abstract image of a person raising their hands toward the sky.



'tho than' 'ro ruea' 'mai toh'

the urban light foundation

Input Mono is a typeface that feels modern, but contains human touches like "tails" and tapered strokes.

The wordmark is set in 'Input Mono Narrow Light,' which is the brand's primary font, but the entire Input Mono family of fonts and weights are available to use whenver necessary.

```
Input Mono Thin
                                          Input Mono Compressed Thin
Input Mono Thin Italic
                                          Input Mono Compressed Thin Italic
Input Mono Extra Light
                                          Input Mono Compressed Extra Light
Input Mono Extra Light Italic
                                          Input Mono Compressed Extra Light Italic
Input Mono Light
                                          Input Mono Compressed Light
Input Mono Light Italic
                                          Input Mono Compressed Light Italic
Input Mono Regular
                                          Input Mono Compressed Regular
Input Mono Italic
                                          Input Mono Compressed Italic
Input Mono Medium
                                          Input Mono Compressed Medium
Input Mono Medium Italic
                                          Input Mono Compressed Medium Italic
Input Mono Bold
                                          Input Mono Compressed Bold
Input Mono Bold Italic
                                          Input Mono Compressed Bold Italic
Input Mono Black
                                          Input Mono Compressed Black
Input Mono Black Italic
                                          Input Mono Compressed Black Italic
Input Mono Condensed Thin
                                          Input Mono Narrow Thin
Input Mono Condensed Thin Italic
                                          Input Mono Narrow Thin Italic
Input Mono Condensed Extra Light
                                          Input Mono Narrow Extra Light
                                          Input Mono Narrow Extra Light Italic
Input Mono Condensed Extra Light Italic
Input Mono Condensed Light
                                          Input Mono Narrow Light
                                          Input Mono Narrow Light Italic
Input Mono Condensed Light Italic
Input Mono Condensed Regular
                                          Input Mono Narrow Regular
Input Mono Condensed Italic
                                          Input Mono Narrow Italic
Input Mono Condensed Medium
                                          Input Mono Narrow Medium
                                          Input Mono Narrow Medium Italic
Input Mono Condensed Medium Italic
Input Mono Condensed Bold
                                          Input Mono Narrow Bold
Input Mono Condensed Bold Italic
                                          Input Mono Narrow Bold Italic
Input Mono Condensed Black
                                          Input Mono Narrow Black
Input Mono Condensed Black Italic
                                          Input Mono Narrow Black Italic
```



PANTONE Orange 021 C C=0 M=83 Y=100 K=0 R=240 G=83 B=35 #f05323

PANTONE 7481 C C=79 M=0 Y=96 K=0 R=25 G=178 B=80 #19b250

PANTONE 109 C C=1 M=16 Y=99 K=0 R=254 G=209 B=10

#fed10a

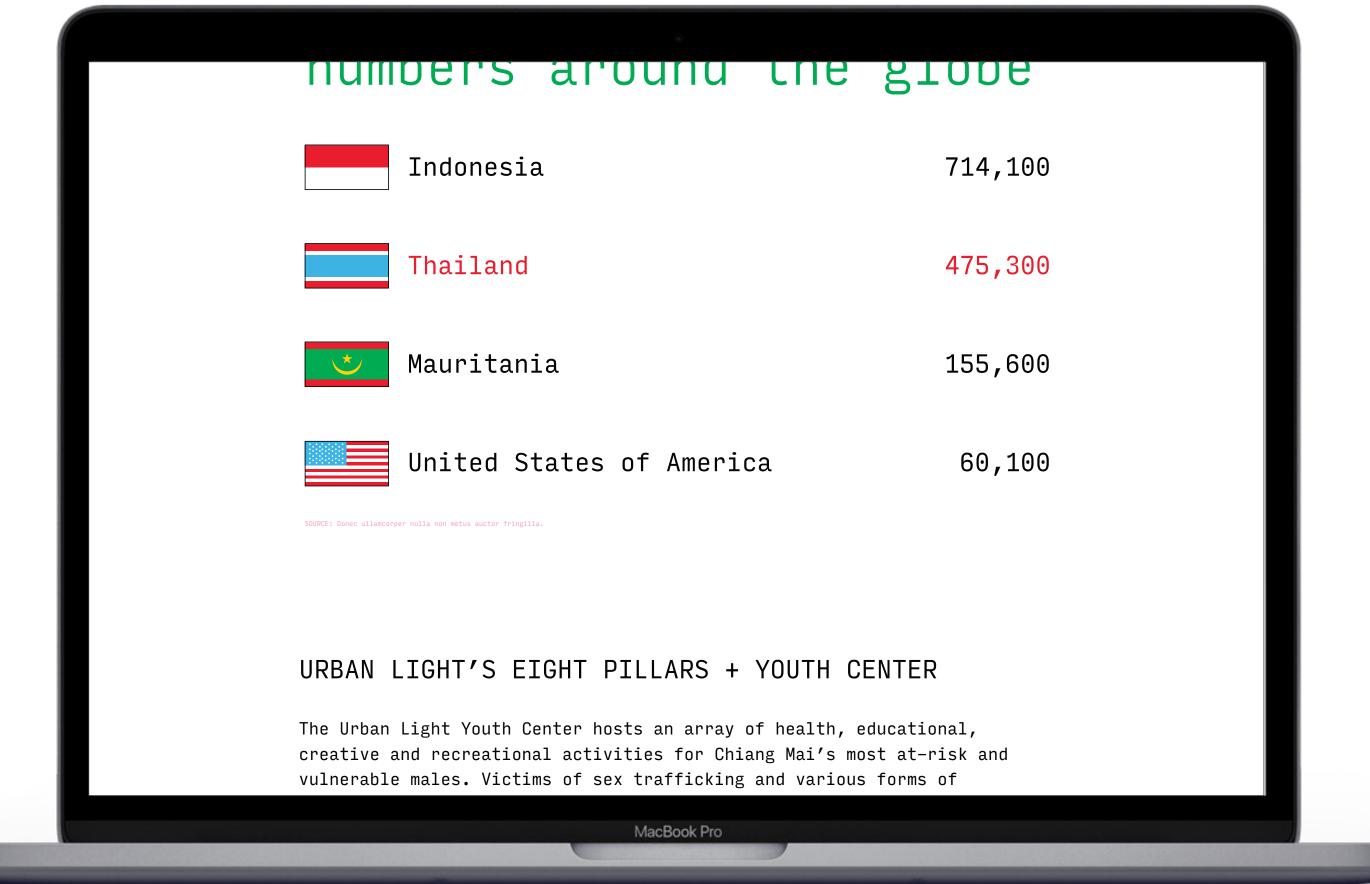
PANTONE 210 C C=0 M=47 Y=0 K=0 R=245 G=260 B=197 #f5a0c5

PANTONE 185 C #e81d2c

C=2 M=100 Y=93 = 0R=232 G=29 B=44

PANTONE 298 C C=65 M=10 Y=2 K=0 R=64 G=180 B=226 #40b4e2

The color system is inspired by the bright and saturated dyes and textiles seen throughout Thailand, and are intended to create a vibrant palette that inspires positive thinking like optimism and hope.



urban-light.org urban light foundation DONATE Empowering at-risk young males in Thailand to live a life outside the grasp of exploitation and trafficking. 2019 impact report Our 2019 Impact Report features messages from our new Thailand Director, Project Coordinator & Board Member as well as

The official website makes generous use of white space to better draw attention to the instances of thoughtful and purposeful use of color.



The logomark can be extracted and combined with elements like headlines, and incorporated into apparel, decals, and other awareness-driving products.







Pharetra Dolor,

Vestibulum id ligula porta felis euismod semper. Cras mattis consectetur purus sit amet fermentum. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Curabitur blandit tempus porttitor.

Alezandra Russell, (USA) 391 523 9187 (Thailand) +66 853 271 179 urban-light.org







This example branded stationery set include letterhead and half-letterhead, as well as enevelopes and business cards that showcase the logo and vibrant color palette.



MKE PDX