

Pacoima Beautiful Brand Guide



Our Story

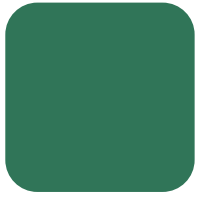
Pacoima Beautiful (PB) was founded in 1996 by five relentless mothers who became distraught by the unpleasant sight of trash and toxic smells they endured while walking their young children to school. They knew that the only way to create a safer and cleaner community for their children and neighbors was through collective action, and so like good neighbors they joined forces to bring Pacoima some of its first major community clean-ups and tree planting events. The beautification projects of our founding mothers set the grassroots foundation that our historically women led organization has stood by for the past 25 years.

Today Pacoima Beautiful is the only environmental justice organization in the Northeast San Fernando Valley striving for community improvement. We are a dedicated team of leaders, planners, organizers, health promoters and advocates for a healthier and safer Northeast San Fernando Valley.



Pacoima Beautiful is a grassroots environmental justice organization that provides education, impacts local policy, and supports local arts and culture in order to promote a healthy and sustainable San Fernando Valley.

Primary Colors



Pacoima Green

#327559
rgb(50, 117, 89)



Slate

#3a6d75
rgb(58, 109, 117)



Bisque

#efebce
rgb(239, 235, 208)



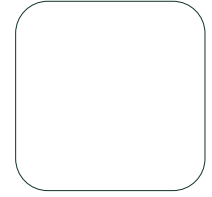
Black

#173529
rgb(23, 53, 41)



Light Grey

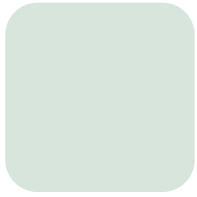
#cccccc
rgb(204, 204, 204)



White

#ffffff
rgb(255, 255, 255)

Pacoima Green Shades



#d6e4de
rgb(215, 227, 221)



#b4cdc2
rgb(180, 205, 194)



#6a9f89
rgb(105, 158, 136)



#327559
rgb(50, 117, 89)

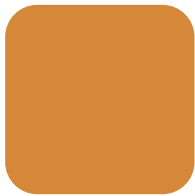


#2c624b
rgb(44, 98, 75)



#173529
rgb(23, 53, 41)

Pillar Colors



Pumpkin

#d3873c
rgb(211, 135, 60)

Arts & Culture



Cucumber

#6a9f89
rgb(106, 159, 137)

Organizing



Sand

#948e66
rgb(148, 142, 102)

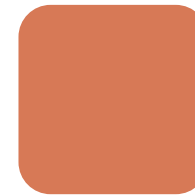
Policy



Teal

#4c8b95
rgb(76, 139, 149)

Youth Organizing



Tangerine

#d57956
rgb(214, 121, 87)

Planning

Typography

Ad

Mulish

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography.

It was initially drawn in 2011 by Vernon Adams and then refined until 2014, adding more weights, support for more Latin languages, tightened the spacing and kerning and made many glyph refinements throughout the family – all based on hundreds of users' feedback. In 2017 the family was updated by Jacques Le Bailly to complete the work started by Vernon after he passed away, in collaboration with his wife Allison, an artist who holds the trademark on the typeface family name. In August 2019, it was updated with a Variable Font "Weight" axis.

*Mulish font was earlier known as Muli and the name was changed in the year 2020.

-Google Fonts

Extra Light 200

Light 300

Regular 400

Medium 500

Semi Bold 600

Bold 700

Extra Bold 800

Black 900

Primary Logo

Horizontal Lockup



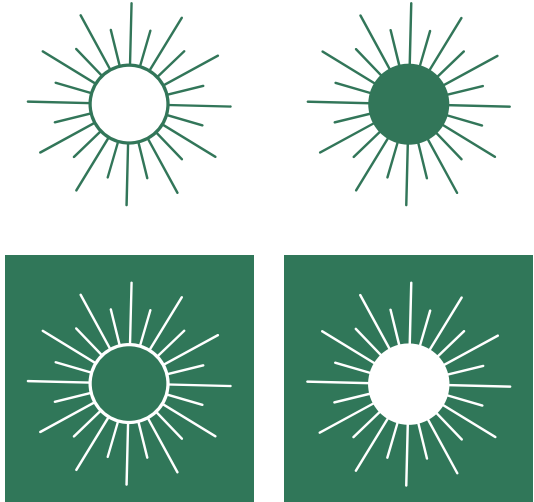
Clear Space



Vertical Lockup



Mark



Wordmark



Alternative Logos

Horizontal Lockup



Stamp



Vertical Lockup



Mark



