



The Frankie Woolwine Story, Inc. BRANDING GUIDELINES

BRAND POSITIONING STATEMENT:

We exist to urge students to stop and think about the grave consequences of driving under the influence.

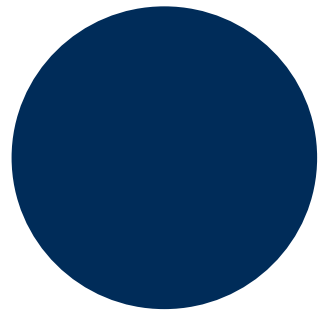
We do this by asking them to hear the heartbreaking story of Frankie Woolwine, share it with friends and make the right choice not to get behind the wheel before they take their life and/or someone else's.

Hear the Story. Share the Story. Choose Your Story.

PRIMARY FONT:	ARIAL BLACK
SECONDARY FONT:	ARIAL BOLD
TERTIARY FONT:	ARIAL REGULAR

BLUE:

PMS 540
#003057
CMYK - 100, 53, 0, 65
RGB - 0, 48, 87



GRAY:

#939598
CMYK - 0, 0, 0, 50
RGB - 147, 149, 152

