Project 150
Brand Toolkit
Mission Statement

To provide basic necessities to homeless, displaced, and disadvantaged high school students to ensure they remain in school, graduate and build successful futures.
Project 150 and Betty's Boutique Logo

Approved Logos

The Project 150 logo is a circle of people in variations of grey holding hands with Project 150 written across the center. The text "High School is Tough Enough" is slanted along the bottom. There are no variations to this logo.

The Betty's Boutique logo is a wooden coat hanger outlined in black with the letters "BB" and "Betty's" centered. The word BOUTIQUE is centered along the bottom. There are no variations to this logo.

When using the logos do not alter the color, stretch the logo, or change the wording on the logo.
PANTONE Colors

The Project 150 logo consists of the following colors.

- **BLACK** – HEX #101518, RGB(16,21,24), CMYK(33,12,0,91)
- **YELLOW** – HEX #f0fc30, RGB(240,252,48), CMYK(5,0,81,1)
- **LIGHT GREY** – HEX #b5c4cc, RGB(181,196,204), CMYK(11,4,0,20)
- **MEDIUM GREY** – HEX #94a8b0, RGB(148,168,176), CMYK(16,5,0,31)
- **DARK GREY** – HEX #6f848b, RGB(111,132,139), CMYK(20,5,0,45)

The Betty’s Boutique logo consists of the following colors.

- **BLACK** – HEX #101518, RGB(16,21,24), CMYK(33,12,0,91)
- **YELLOW** – HEX #fbdd59, RGB(251,221,89), CMYK(0,12,65,2)
- **LIGHT GREY** – HEX #b5c4cc, RGB(181,196,204), CMYK(11,4,0,20)
Social Media Accounts

How to "tag" or mention Project 150 on social media

When mentioning Project 150 in your social media posts, please tag us by using @project150lv where appropriate.

Using hashtags is great to group posts together related to Project 150 and our work. Our tagline is "High School is Tough Enough" and should be used at the end of your posts like this: #HighSchoolIsToughEnough
You can also include #project150lv