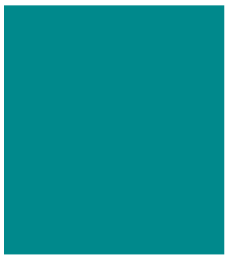**Brand Elements**

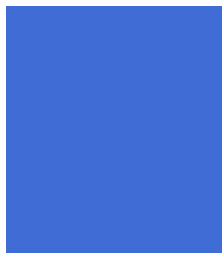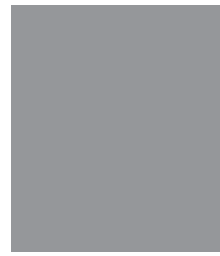Metrowest Overeaters Anonymous

Logos

Colors

Hex: 00898c
RGB: R0 G137 B140

Hex: 3f6dd5
RGB: R63 G109 B213

Hex: 00000
100 K

Hex: 6d6e71
RGB: R109 G110 B113
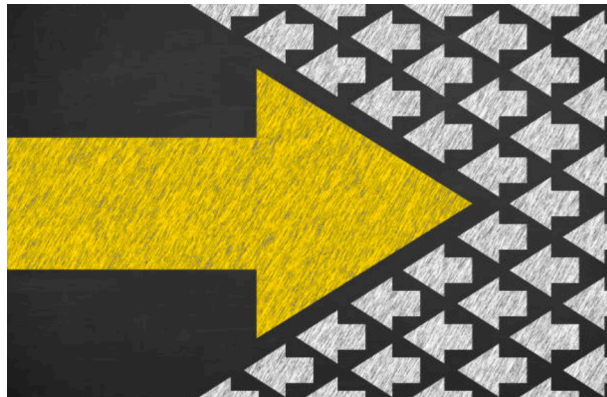
Typefaces

Headlines: Gotham / Montserrat digital

Body Copy: Open Sans

Brand Elements

Photography

Conceptual Imagery

We do not use traditional recovery imagery (nature, rainbows, flowers etc…)
unless they are represented in a conceptual and graphic treatment.

Brand Elements
Symbols / Patterns

We use abstract graphic patterns and bold symbol graphics to support our photo image library