



The Blue Dove  
FOUNDATION

# STYLE GUIDELINES

Style guide for consistent branding

# ABOUT THE BLUE DOVE FOUNDATION

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## About Us

The Blue Dove Foundation was created to help address the issues of mental illness and addiction in the Jewish community and beyond. Based in Atlanta, we work with people and organizations across the United States and around the world.

## Our Mission

Our mission is to educate, equip and ignite our Jewish community with tools to work together to understand, support and overcome the challenges presented by mental health and substance abuse. As a community, and through tikkun olam, or "repairing the world," we will improve and save lives while eradicating the shame and stigma surrounding mental health and substance abuse in our global Jewish Community.

## Our Work

- Educate and raise awareness about mental health within the Jewish community.
- Produce powerful and engaging educational resources about the connections between mental wellness and Judaism.
- Spearhead and design programs that can be easily replicated in communities across the country, like mental health shabbat dinners, community training programs and more.

[Click Here to See Our Team](#)



# PRIMARY LOGOS

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# SECONDARY LOGOS

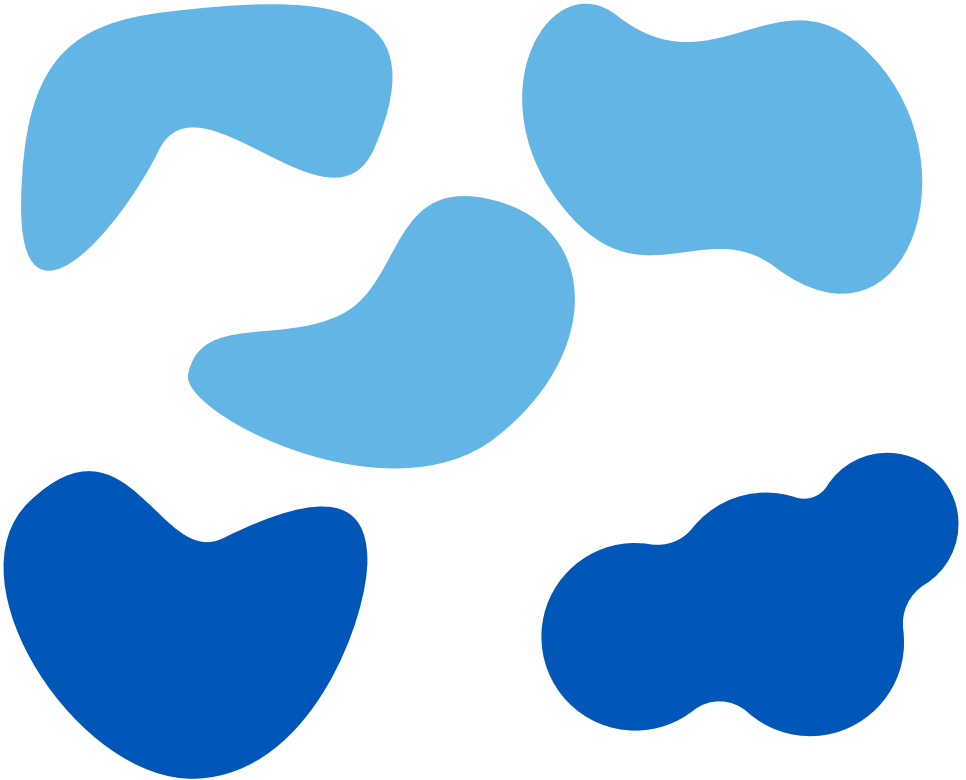
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# DESIGN ELEMENTS

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# PRIMARY COLORS AND FONTS

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Color = PMS 2935  
HEX = 0057B8  
RGB = 0 87 184  
CMYK = 100 52 0 0

Mr. Eaves XL San OR Regular  
Tracking = 80

Mr. Eaves XL San OT Light  
Tracking = -30



Color = PMS 2915  
HEX = 62B5E5  
RGB = 98 181 229  
CMYK = 60 9 0 0

Glacial InDifference

Shofar Regular

**More Sugar**

**Download Fonts**

# ABOUT THE BLUE DOVE FOUNDATION

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Resource Header and  
Footer



# CONNECT WITH THE BLUE DOVE FOUNDATION

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