

The following are the approved versions of the Wayfinder Family Services logo:



STANDARD Preferred for most cases.

HORIZONTAL For use in spaces that are horizontal in orientation where vertical version would be too small.



LEGACY TREATMENTS: CONCLUDING IN JANUARY 2023 Please discontinue use of these logos and replace them with the logos above.

Junior Blind
has a new name!



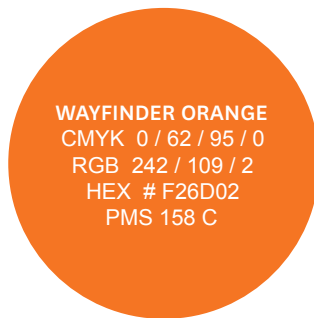
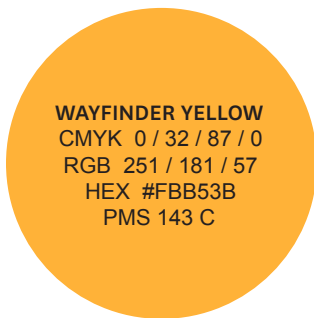
Blind Babies
Foundation



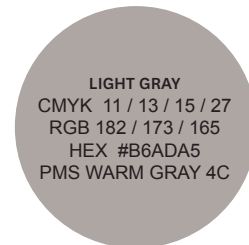
WHERE CAN I FIND THE LOGOS?

You can download all current versions of our logo on the Wayfinder website at this link:
www.wayfinderfamily.org/brand

CORE COLOR PALETTE



SECONDARY COLOR PALETTE



FONTS

SANCHEZ

Sanchez Bold or Black is used for headlines.

NATIONAL

National Book is used for body copy

ARIAL

To be used as substitute