



positivity



smile



up



no

freedom
happiness
human

Core ideas behind the PSf Logo



CHCR

Positively Smoke
Free Mobile

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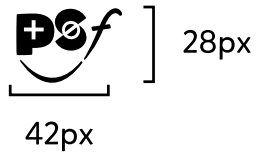
Full Color Postively Smoke Free (PSf) logo mark and type.
Uses Mikado light and Mikado Light.

The forms allude to both a face, a positive emotion, and the letter “f” is positioned such that breaks free of the other side.



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Modification for small sizes in order to maintain clarity of the “no” and “+” symbol.

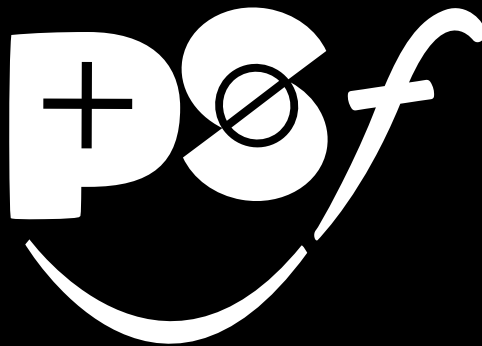
Minimum size shown.



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Positively
Smoke Free

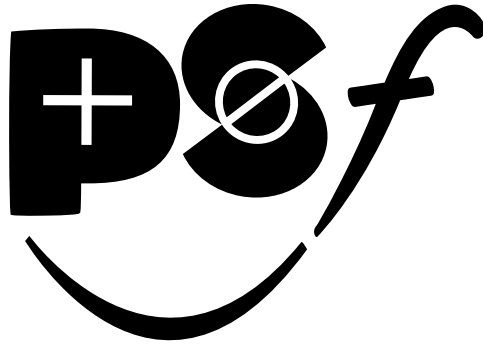


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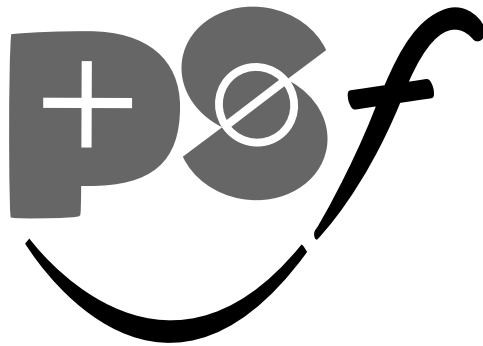
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Reverse Logo



Positively
Smoke Free



Positively
Smoke Free

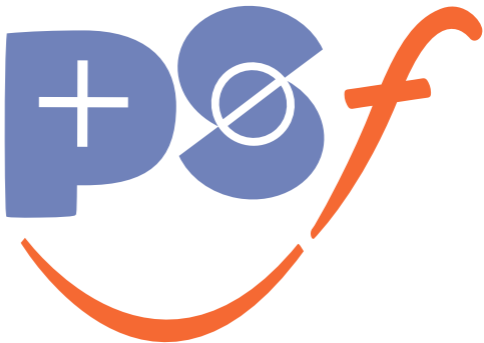
Black and Gray Versions



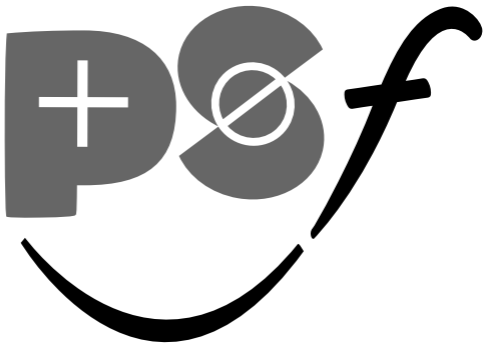
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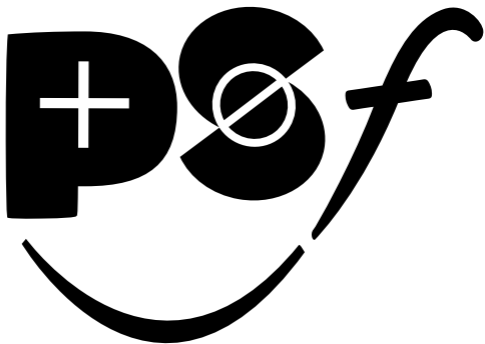
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posf

The logo consists of the lowercase letters 'posf' in a bold, sans-serif font. The 'p' is dark grey with a white plus sign inside. The 'o' is dark grey with a white circle inside. The 's' is dark grey with a white diagonal slash through it. The 'f' is black and has a cursive, handwritten style. Below the letters is a thick black curved line that starts under the 'p' and ends under the 'f', resembling a wide smile.

posf

The image features the lowercase letters 'posf' in a bold, black, sans-serif font. The letter 'o' is replaced by a white circle with a diagonal slash through it. Below the letters, a thick black curved line forms a wide, upward-curving smile, suggesting a happy or positive expression.



