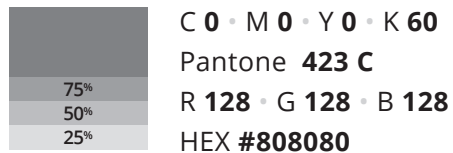




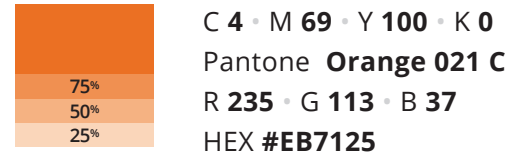
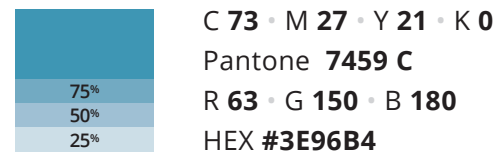
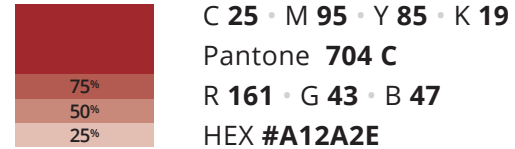
Visual Identity Style Guide

## 995HOPE Color Palette

### PRIMARY



### SECONDARY



## Logo and Icon Application

### LOGO

Whenever possible, the color logo is to appear on a white background or light image background that provides maximum contrast.



When in reverse but not on solid black, use all white on primary green or dark image background that provides maximum contrast.



### LOGO WITH TAGLINE

The tagline shall appear below the logo and right justified, as shown. The tagline color is 60% black.



### ICON

The icon can only be used in these two manners. White on a primary blue square or primary blue on white background.



### 1-COLOR LOGO APPLICATION

An all blue logo, PMS 648, may be used (silkscreen, vinyl, embroidery, etc.) on light backgrounds. An all white logo may be used on dark backgrounds.



## Logo Usage | Restrictions

### MINIMUM CLEAR SPACE

Spacing around the full logo should be at least **.125" (1/8")**. Elements such as text, rules, borders, illustrations, photographs (when not used as a background) and trim edges should not extend into this spacing.



### MINIMUM SIZE



1.25"

Minimum width of the logo should never be scaled smaller than **1.25"**.



.5"

Minimum height of the icon when used alone should never be scaled smaller than **.5"**.

### RESTRICTIONS

Do not flip or change the colors of the logo/icon.



Do not stretch or condense.



## Typefaces

The official typefaces are the Open Sans and Montserrat families.

Open Sans and Montserrat families are only for use on the company website and in specific marketing materials and specialty items created by or with permission from marketing.

**OPEN SANS** should be used for body copy.

Regular 400 & *400 Italic*

Additional styles maybe used for sub-headlines and specialty treatments.

**Semi-bold 600 & 600 Italic**

**Bold 700 & 700 Italic**

**MONTERRAT** may be used for headlines and Calls to Action (ex: buttons).

Light 300 & *300 Italic*

**Semi-bold 600 & 600 Italic**

**Bold 700 & 700 Italic**

### EXAMPLE

Headline

← Montserrat Light

SUB HEADLINE

← Open Sans Semi-bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque imperdiet dolor. Etiam sed fermentum dui. A ipsum eros.

← Open Sans Regular

CALL TO ACTION

← Montserrat Bold

Arial should be utilized in all other materials including electronic and printed communications (email messages and signatures, Word documents, Powerpoint presentations, etc.).

**ARIAL** should be used for body copy.

Regular & *Italic*

Additional styles maybe used for headlines and specialty treatments.

Regular

**Bold**

***Bold Italic***

**Black**

### EXAMPLE

Headline

← Arial Regular

SUB HEADLINE

← Arial Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque imperdiet dolor. Etiam sed fermentum dui. A ipsum eros.

← Arial Regular

CALL TO ACTION

← Arial Bold

v.20200922