



**People Centered | Mission Aligned**

# Brand Book

created by



# Logos

*Full Lockup*  
with tagline



**People** Centered | Mission **Aligned**



*Full Lockup*

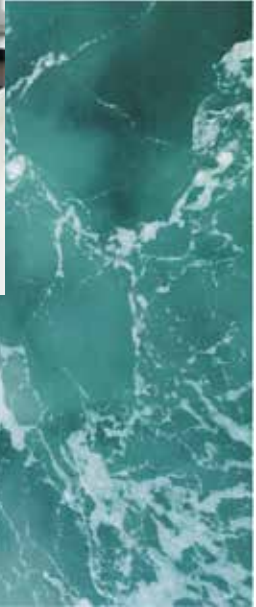
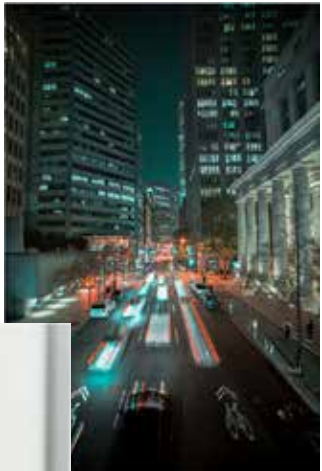
*Wordmark*



*Iconmark*

# Mood Board

Visual map of the feelings & vibes your branded content should consistently carry.



# Primary Colors

*Note: Hex is ideal for web design, RGB for digital applications, & CMYK for print applications.*



Hex : a6e2e0

RGB : 166 , 226 , 224

CMYK : 32.53 , 0 , 14.11 , 0

Emotion : positive, calm , pleasant, stress-free, welcoming, solution-oriented



Hex : 83b5b5

RGB : 131 , 181 , 181

CMYK : 49.85 , 14.41 , 28.04 , 0

Emotion : relaxed, considerate, careful



Hex : 5b7e7f

RGB : 91 , 126 , 127

CMYK : 67.46 , 38.49 , 45.16 , 9.06

Emotion : informed, expert, confident, resolved

# Primary Colors

*Note: Hex is ideal for web design, RGB for digital applications, & CMYK for print applications.*



Hex : b2b2b2

RGB : 178 , 178 , 178

CMYK : 31.06 , 24.64 , 25.23 , 0

Emotion : professional, understanding ,  
nonjudgmental



Hex : 939e9b

RGB : 147 , 158 , 155

CMYK : 45.33 , 30.6 , 36.23 , 0.78

Emotion : practical, focused, resourceful



Hex : 828e8c

RGB : 130 , 142 , 140

CMYK : 52.19 , 36.17 , 41.17 , 3.69

Emotion : down-to-earth, driven, productive

# Accents

*Suggestions for possible accompaniments to the colors already present in your core branding.*



Hex : f48b73

RGB : 244 , 139 , 115

CMYK : 0 , 56.02 , 51.72 , 0

Emotion : welcoming, warm, friendly, comfortable



Hex : 861719

RGB : 134 , 23 , 25

CMYK : 28.46 , 99.72 , 99.06 , 33.19

Emotion : passionate, wholesome, dedicated

# Fonts

*All fonts used are open-license for commercial & personal use.*

## Glacial Indifference (Bold)

**Ideal use : headings , emphasized words in copy , links & buttons**

**Emotion : practical , confident , expert , subject authority , open**

**Link for open-license download :**

**<https://www.fontsquirrel.com/fonts/glacial-indifference>**

## Glacial Indifference (Regular)

Ideal use : body copy paragraphs , subtitles & notes

Emotion : modern , sleek , intelligent , clarity , precise , attentive , efficient

Link for open-license download :

<https://www.fontsquirrel.com/fonts/glacial-indifference>

## *Merriweather (Italic)*

*Ideal use : Subheadings , Quotes*

*Emotion : knowledgeable , class , stylish , aware , organized*

*Link for open-license download :*

*<https://fonts.google.com/specimen/Merriweather>*

# Example Branded Material

## Title of Article

*Subtitle or Descriptor Line*



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Branded Item Series | 23



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*For free-to-use photos included in this Brand Book...*

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# For Continued Support

*Reach out any time to...*



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