



PRIMARY

BRANDMARK

ALTERNATE



PRIMARY



HCI Dark Teal

c96 m68 y38 k23
HEX 114a68
PMS 2210 C



HCI Light Teal

c70 m36 y26 k1
HEX 5489a3
PMS 2208 C



Blue

c100 m86 y25 k11
HEX 083c79
PMS 541 C



Dark Green

c88 m35 y89 k27
HEX 11663e
PMS 349 C



Bright Green

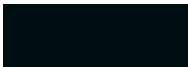
c40 m4 y92 k0
HEX a5c649
PMS 2299 C



Gradient

083c79 > a5c649
c100 m86 y25 k11
>c40 m4 y92 k0

NEUTRAL



Soft Black

c79 m67 y64 k82
HEX 010e11



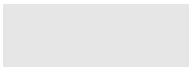
Dark Gray

c75 m61 y58 k49
HEX 323c3f



Gray

c41 m31 y29 k0
HEX 9da2a7



Light Gray

c8 m6 y6 k0
HEX e7e6e6

FONTS: PRINTED MATERIAL

UNIVERSAL FONT

Used in Microsoft applications

Helvetica Neue Condensed, headlines

Helvetica Neue, Regular, body copy

Helvetica Neue, Italic, body copy

Helvetica Neue, Bold, body copy

Helvetica Neue, Bold Italic, body copy

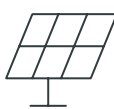
Century Gothic, Regular

Century Gothic, Italic

Century Gothic, Bold

Century Gothic, Bold Italic

ICON STYLE



LEAD PHOTO TREATMENT



To achieve this look:

1. Convert background image to black and white
2. Add gradient layer on top of image using values provided above
3. Set gradient layer effect to multiply