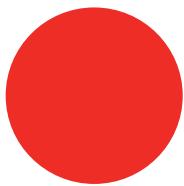


HWC Branding Style Guide Sheet

HWC Colors



CMYK
C: 0 M: 95 Y: 96 K: 0

RGB
R: 238 G: 47 B: 39

PANTONE
485 C

HEX
#ee2f27

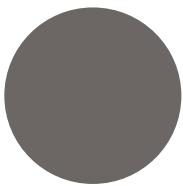


CMYK
C: 74 M: 66 Y: 60 K: 62

RGB
R: 41 G: 44 B: 48

PANTONE
426 C

HEX
#292c30

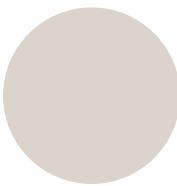


CMYK
C: 56 M: 51 Y: 53 K: 20

RGB
R: 108 G: 104 B: 100

PANTONE
417 C

HEX
#6c6864



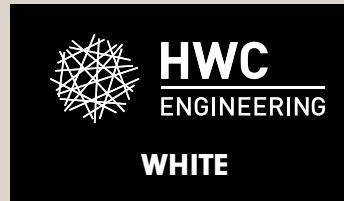
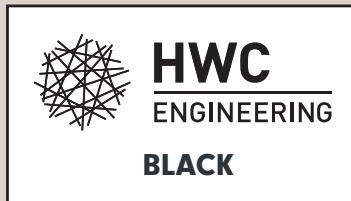
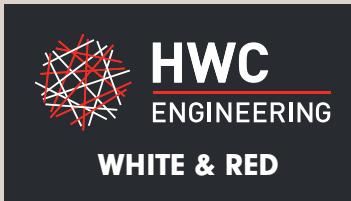
CMYK
C: 13 M: 13 Y: 17 K: 0

RGB
R: 232 G: 225 B: 217

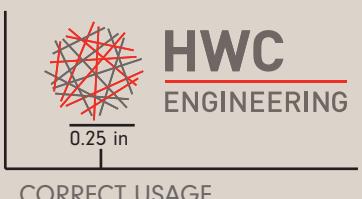
PANTONE
Warm Gray 1 U

HEX
#ddd4cc

HWC Logo



INCORRECT USAGE
Too small, skewed,
& too close to border



CORRECT USAGE

NOTE:

Logo should be no smaller than 0.5 inches in height. No skewing logo of any kind. Logo should be at least 0.25 inches away from any border.
Choose logo that works best with a contrasting background for optimal visibility.

Typeface

Neuzeit Grotesk - Light

Neuzeit Grotesk - Regular

Neuzeit Grotesk - Bold

Neuzeit Grotesk - Black

Note: Smallest recommended font size
is 9 point font. (actual size)

Poppins - Thin

Poppins - Thin Italic

Poppins - ExtraLight

Poppins - ExtraLight Italic

Poppins - Light

Poppins - Light Italic

Poppins - Regular

Poppins - Italic

Poppins - Medium

Poppins - Medium Italic

Poppins - SemiBold

Poppins - SemiBold Italic

Poppins - Bold

Poppins - Bold Italic

Poppins - Extra Bold

Poppins - Extra Bold Italic

Poppins - Black

Poppins - Black Italic

Order of Office Locations

INDIANAPOLIS | TERRE HAUTE | NEW ALBANY | LAFAYETTE | HAMMOND | MUNCIE | NORTH VERNON