



Logo Usage Guide

V1 / March 2024

A

This is the default mark, and should be used for all applications where space permits.



C

This mark is designed to make an impact. It doesn't carry the full name, so go big or don't bother. You'll need to make sure people are inspired to read-on.



B

This mark should be used where space is at a premium, so that the secondary type remain readable.



D

The is a special use-case mark intended less to identify HOPE, but to reinforce the brand presence when mixed with messaging. You probably won't use this much to start.



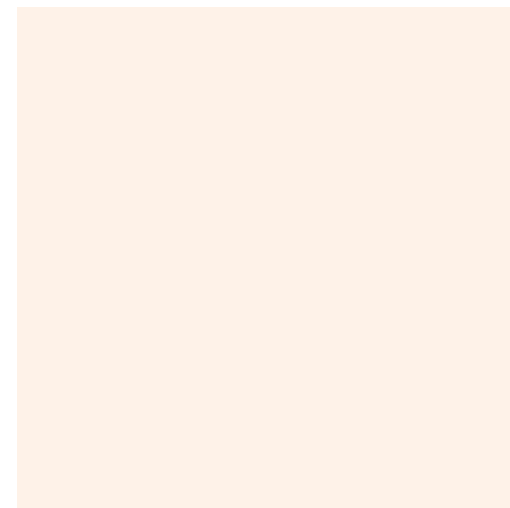
Forrest

HEX: #19381e
CMYK: 85 50 100 61



Bone

HEX: #fff3ea
CMYK: 0 7 5 0



Yarrow

HEX: #c7d400
CMYK: 27 0 100 0



Sky

HEX: #75a3d6
CMYK: 57 25 0 0



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