



## Logo Usage Guide

V1 / March 2024

A

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



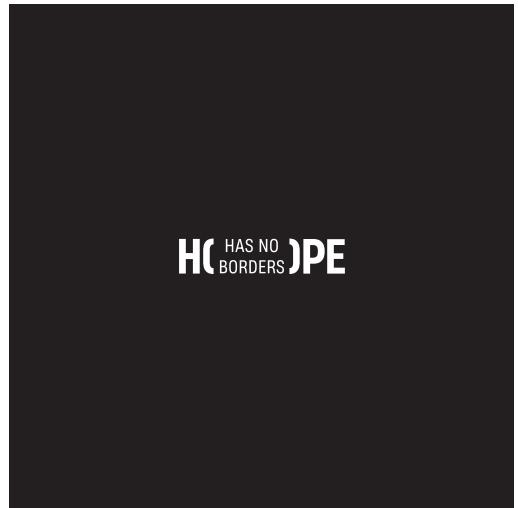
C

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.



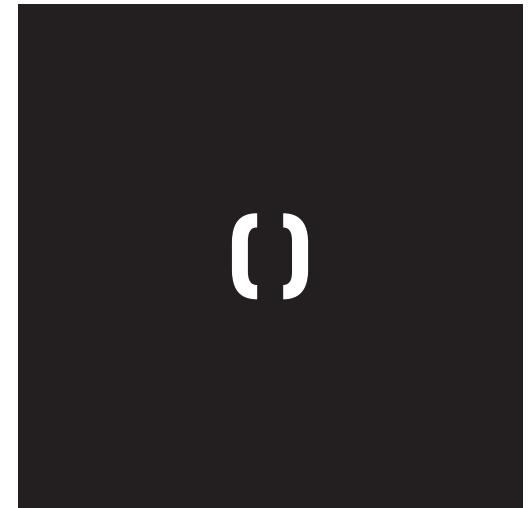
B

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.



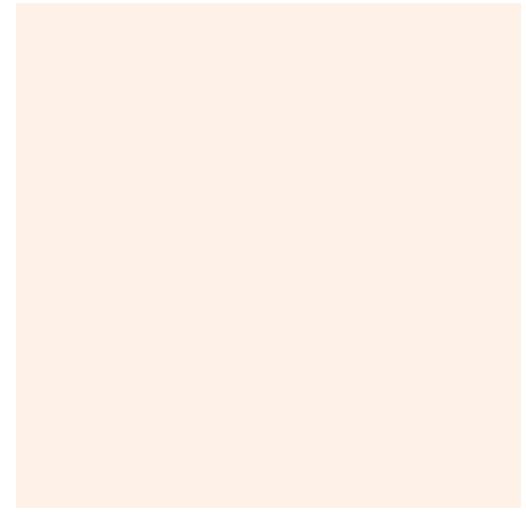
Forrest

HEX: #19381e  
CMYK: 85 50 100 61



Bone

HEX: #fff3ea  
CMYK: 0 7 5 0



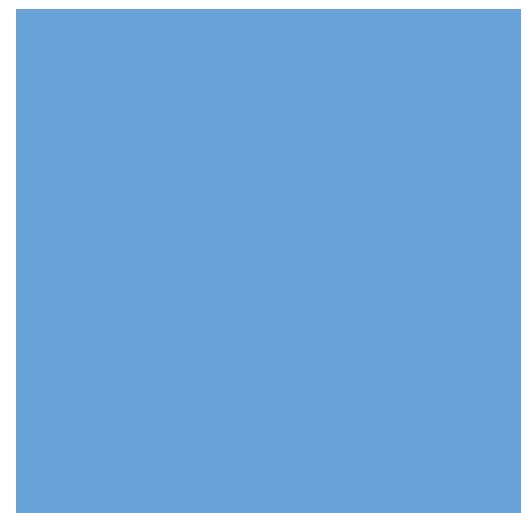
Yarrow

HEX: #c7d400  
CMYK: 27 0 100 0



Sky

HEX: #75a3d6  
CMYK: 57 25 0 0



Wide

Displaying Headlines and  
Important Information

# Heading Now - 92 Light

Regular

Long form copy  
and details

# Heading Now - 73 Book

Condensed

Labeling content  
and subheads

# Heading Now - 63 Book