

True North Employee Benefits

Brand Guidelines

Brand Essence

Beliefs + Purpose + Values = True North. We exist to deliver clarity, trust, and direction in employee benefits.

Brand Colors

True North Blue: #0A4F82

Compass Gold: #C9A24D

Slate Navy: #1F2A37

Soft Gray: #F3F4F6

Typography

Primary Typeface: Inter

Accent Typeface: Source Serif 4

Voice & Tone

Trustworthy, clear, human, and confident without being corporate.