

# 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.