

# HEALTHY BY ASSOCIATION

## Brand Standards Sheet

LOGO



HEALTHY BY  
**ASSOCIATION**  
*powered by intention*

LOGO ICON



### LOGO VARIATIONS

grayscale: 75% & 35% black



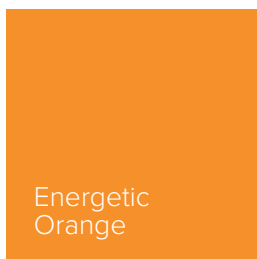
HEALTHY BY  
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white color on dark background



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### COLOR



Energetic  
Orange

CMYK: 00 / 52 / 94 / 00  
RGB: 246 / 144 / 44  
Hex: #F6902C  
PMS: 151 C



Strong  
Gray

CMYK: 68 / 62 / 58 / 45  
RGB: 65 / 65 / 67  
Hex: #414143  
PMS: 446 C

### FONTS suggested font for use

headline font

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

alternate options

Source Sans Pro SemiBold & Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

body copy font

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

usage example

CELEBRATE ACCOMPLISHMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

**SUBHEADER GOES HERE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

### LOGO USAGE please follow these rules when using the logo

minimum size

do not scale any smaller than these widths

— .75in —



HEALTHY BY  
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**DO NOT ALTER LOGO:**  
proportions, color, or font

