

BRAND GUIDELINES » 1.25.2023



LOGOS



Black Logo:
HFLF_Logo_BW_RGB



Color Logo:
HFLF_Logo_RGB



Reversed Color Logo:
HFLF_Logo_RGB_White-LightTeal



Reversed Black Logo:
HFLF_Logo_BW-Reversed_RGB



Reversed Color Logo:
HFLF_Logo_RGB_NavyBlue-White



Reversed Color Logo:
HFLF_Logo_RGB_White-NavyBlue



Reversed White Logo:
HFLF_Logo_RGB_White



Reversed Color Logo:
HFLF_Logo_RGB_White-MediumBlue

Additional versions can be created as needed.

LOGOS / WITH TAGLINE



Black Logo:
HFLF_Logo_BW_RGB



Color Logo:
HFLF_Logo_RGB



Black Logo with Original Grays:
HFLF_Logo_BWwOriginalGrays_RGB



Reversed Black Logo:
HFLF_Logo_BW-Reversed_RGB

Additional versions can be created as needed.

ICONS



Serif H Icon in Navy Square:
H_Icon_Serif_Square_White-Navy_RGB



Serif H Icon in White Square:
H_Icon_Serif_Square_White-Navy_RGB



Script H Icon
H_Icon_Script_LightGray_RGB



Script H Icon in Teal Circle
H_Icon_Script_Circle_DarkTeal-LightGray_RGB



Serif H Icon in Navy Circle:
H_Icon_Serif_Circle_Navy-White_RGB

Additional versions can be created as needed.

COLORS / EXISTING



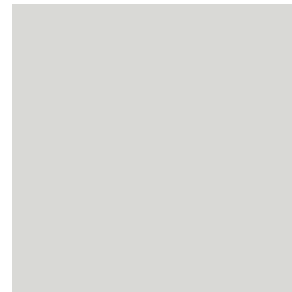
HL Dark Green-Blue
PMS: 546
CMYK: 97, 32, 34, 86
RGB: 7, 43, 49
HEX: 072B31



HL Navy Blue
PMS: 7463
CMYK: 100, 53, 0, 72
RGB: 0, 46, 73
HEX: 002E49



HL Medium Blue
PMS: 5405
CMYK: 69, 37, 19, 16
RGB: 79, 117, 139
HEX: 4F758B



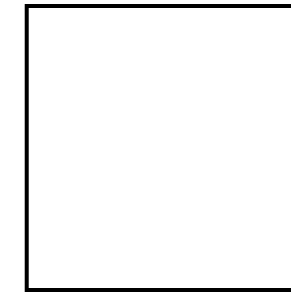
HL Light Gray
PMS: Cool Gray 1
CMYK: 10, 7, 5, 0
RGB: 217, 217, 214
HEX: D9D9D6



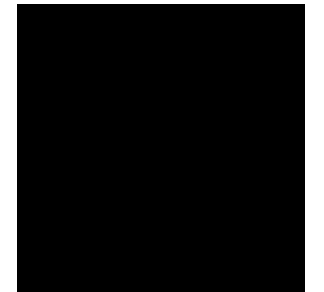
HL Medium Gray
PMS: 4278
CMYK: 47, 39, 31, 14
RGB: 126, 126, 130
HEX: 7E7E82



HL Dark Gray
PMS: Cool Gray 11
CMYK: 63, 52, 44, 33
RGB: 83, 86, 90
HEX: 53565A



HL White
PMS: Opaque White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF



HL Black
PMS: Black 6
CMYK: 100, 61, 32, 96
RGB: 0, 0, 0
HEX: 000000



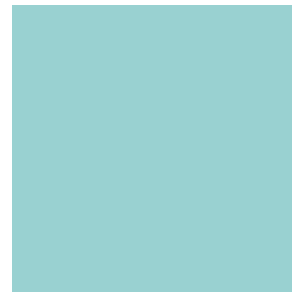
HL Dark Teal
PMS: 2213
CMYK: 77, 26, 33, 27
RGB: 53, 118, 117
HEX: 357675



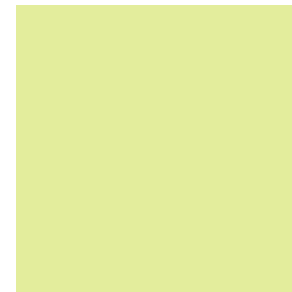
HL Medium Teal
PMS: 7465
CMYK: 77, 6, 38, 0
RGB: 56, 178, 174
HEX: 38b2ae



HL Bright Teal
PMS: 325
CMYK: 54, 0, 20, 0
RGB: 97, 212, 196
HEX: 61D4C4



HL Light Teal
PMS: 7464
CMYK: 36, 0, 15, 0
RGB: 154, 210, 209
HEX: 9ad2d1



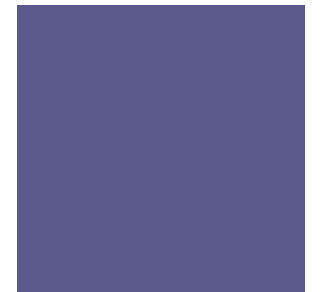
HL Lime Yellow
PMS: 2281
CMYK: 13, 0, 48, 0
RGB: 228, 238, 156
HEX: E4EE9C



HL Light Purple
PMS: 2072
CMYK: 28, 42, 0, 0
RGB: 193, 151, 210
HEX: C197D2

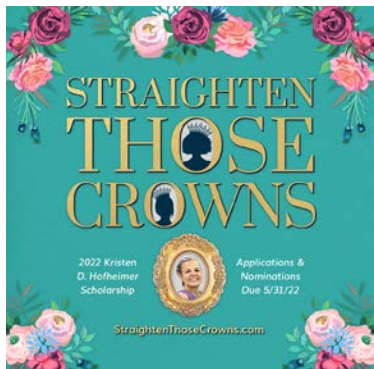


HL Pinkish Purple
PMS: 681
CMYK: 24, 64, 4, 3
RGB: 170, 102, 156
HEX: aa669c



HL Dark Purple
PMS: 2110
CMYK: 69, 59, 7, 11
RGB: 93, 89, 141
HEX: 5D598D

COLORS / UPDATED RECO



HofLaw Colors 2023 – RGB/HEX:

*Astrisk denotes PMS Color has unique RGB/HEX/CMYK color builds, and aren't the builds for the PMS color listed.

PMS 3295 0, 120, 100 007864 NEW	PMS 7463 0, 43, 73 002b49 Updated Builds	PMS 682 153, 72, 120 994878 NEW	PMS 200 186, 12, 47 ba0c2f NEW	PMS 7552 115, 83, 29 73531d NEW	PMS Black 6* 0, 0, 0 000000 EXISTING
PMS 2213* 53, 118, 117 357675 EXISTING	PMS 7701 0, 87, 118 005776 NEW	PMS 681* 170, 102, 156 aa669c EXISTING	PMS 7424 226, 69, 133 e24585 NEW	PMS 7551 180, 126, 0 b47e00 NEW	Opaque White 255, 255, 255 ffffff EXISTING
PMS 7465* 56, 178, 174 38b2ae EXISTING	PMS 5405* 79, 117, 139 4f758b EXISTING	PMS 2072* 193, 151, 210 c197d2 EXISTING	PMS 7423 224, 98, 135 e06287 NEW/GNO	PMS 7407 203, 160, 82 cba052 NEW	PMS Cool Gray 1 217, 217, 214 d9d9d6 EXISTING
PMS 325* 97, 212, 196 61d4c4 EXISTING	PMS 549 107, 164, 184 6ba4b8 NEW	PMS 7673 83, 84, 134 535486 UPDATED/NEW	PMS 507 213, 146, 170 d592aa NEW	PMS 0131 242, 240, 161 f2f0a1 UPDATED/NEW	Cool Gray 8 136, 139, 141 888b8d UPDATED/NEW
7464* 154, 210, 209 9ad2d1 EXISTING	PMS 7457 187, 221, 230 bbdde6 NEW	PMS 269 81, 45, 109 512d6d NEW	PMS 196 236, 199, 205 ecc7cd NEW	PMS 720 231, 183, 138 e7b78a NEW	PMS Cool Gray 11 83, 86, 90 53565a EXISTING

PMS 871 Metallic NEW	130 FOIL Great Western Foil
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Delete/Replace

RGB OLD	546 OLD	2110 OLD
2281 OLD		4278 OLD



PRIMARY TYPOGRAPHY / OVERVIEW + UPDATES

CURRENT SERIF FONTS

RECO: Consolidate these two fonts to one google font with multiple/variable styles.

FONT NAME (32 STYLES): Adobe Jenson Pro

USE: Business Cards

SAMPLE:

Representing Women Exclusively
SEPARATION
“” – & 1234567890

FONT NAME (1 STYLES): Prata

USE: Website, Social; Primary Serif Font

SAMPLE:

Representing Women Exclusively
SEPARATION
“” – & 1234567890

UPDATED SERIF FONT OPTIONS

RECO: Choose 1 font below to replace both fonts on the left.

FONT NAME (18 STYLES W/ 3 CONDENSED VERSIONS – VARIABLE)::

Noto Serif

SAMPLE:

Representing Women Exclusively
SEPARATION
“” – & 1234567890

FONT NAME (12/6SC STYLE – VARIABLE):

Playfair Display

SAMPLE:

Representing Women Exclusively
SEPARATION
“” – & 1234567890

PRIMARY TYPOGRAPHY / OVERVIEW + UPDATES

UPDATED SERIF FONT OPTION #1

FONT NAME (18 STYLES W/ 3 CONDENSED VERSIONS – VARIABLE):

Noto Serif

SAMPLE:

Representing Women Exclusively
SEPARATION
“ ” – & 1234567890

SOURCE:

<https://fonts.google.com/noto/specimen/Noto+Serif?query=noto+serif>

STYLES:

Noto Serif Thin
Noto Serif Thin Italic
Noto Serif ExtraLight
Noto Serif ExtraLight Italic
Noto Serif Light
Noto Serif Light Italic
Noto Serif Regular
Noto Serif Italic
Noto Serif Medium
Noto Serif Medium Italic
Noto Serif SemiBold
Noto Serif SemiBold Italic
Noto Serif Bold
Noto Serif Bold Italic

Noto Serif ExtraBold
Noto Serif ExtraBold Italic
Noto Serif Black
Noto Serif Black Italic

Noto Serif SemiCondensed*
Noto Serif Condensed*
Noto Serif ExtraCondensed*

*Each condensed version above
has the same weights as the
uncondensed version.

UPDATED SERIF FONT OPTION #2

FONT NAME (12/6SC STYLE – VARIABLE):

Playfair Display

SAMPLE:

Representing Women Exclusively
SEPARATION
“ ” – & 1234567890

SOURCE:

<https://fonts.google.com/specimen/Playfair+Display?query=playf>

<https://fonts.google.com/specimen/Playfair+Display+SC?query=playf>

STYLES:

Playfair Display Regular
Playfair Display Italic
Playfair Display Medium
Playfair Display Medium Italic
Playfair Display SemiBold
Playfair Display SemiBold Italic
Playfair Display Bold
Playfair Display Bold Italic
Playfair Display ExtraBold
Playfair Display ExtraBold Italic
Playfair Display Black
Playfair Display Black Italic

PLAYFAIR DISPLAY SC REGULAR
PLAYFAIR DISPLAY SC ITALIC
PLAYFAIR DISPLAY SC BOLD
PLAYFAIR DISPLAY SC BOLD ITALIC
PLAYFAIR DISPLAY SC BLACK
PLAYFAIR DISPLAY SC BLACK ITALIC

PRIMARY TYPOGRAPHY / OVERVIEW + UPDATES

CURRENT SANS SERIF FONT

FONT NAME (10 STYLES):

Muli (*It looks like Muli is no longer a Google font and needs to be updated*)

SAMPLE:

Representing Women Exclusively
"" – & 1234567890

SOURCE:

<https://fonts.adobe.com/fonts/muli>

STYLES:

Muli ExtraLight
Muli ExtraLight Italic
Muli Light
Muli Light Italic
Muli Regular
Muli Regular Italic
Muli SemiBold
Muli SemiBold Italic
Muli Bold
Muli Bold Italic

UPDATED SANS SERIF FONT

FONT NAME (18 STYLES – VARIABLE):

Mulish (*Replaces Muli which appears to no longer be a Google font*)

SAMPLE:

Representing Women Exclusively
"" – & 1234567890

SOURCE:

<https://fonts.google.com/specimen/Mulish>

STYLES:

Mulish Extra Light
Mulish ExtraLight Italic
Mulish Light
Mulish Light Italic
Mulish Regular
Mulish Regular Italic
Mulish Medium
Mulish Medium Italic
Mulish SemiBold
Mulish SemiBold Italic

Mulish Bold
Mulish Bold Italic
Mulish ExtraBold
Mulish ExtraBold Italic
Mulish Black
Mulish Black Italic
Mulish ExtraBlack
Mulish ExtraBlack Italic

EMAIL TYPOGRAPHY / OVERVIEW + UPDATES

PRIMARY SERIF FONT

FONT NAME (10 STYLES):

EB Garamond (Closest Google Font to Garamond)

SAMPLE:

Representing Women Exclusively
“” – & 1234567890

SOURCE:

<https://fonts.google.com/specimen/EB+Garamond?category=Serif>

STYLES:

EB Garamond Regular
EB Garamond Italic
EB Garamond Medium
EB Garamond Medium Italic
EB Garamond Semibold
EB Garamond Semibold Italic
EB Garamond Bold
EB Garamond Bold Italic
EB Garamond ExtraBold
EB Garamond ExtraBold Italic

PRIMARY SANS SERIF FONT

FONT NAME (10 STYLES):

Open Sans*

SAMPLE:

Representing Women
Exclusively
“” – & 1234567890

SOURCE:

<https://fonts.google.com/specimen/Open+Sans?query=open+sans>

STYLES:

Open Sans Light > Mulish Light
Open Sans Light Italic > Mulish Light Italic
Open Sans Regular > Mulish Regular
Open Sans Italic > Mulish Regular Italic
Open Sans SemiBold > Mulish SemiBold
Open Sans SemiBold Italic > Mulish SemiBold Italic
Open Sans Bold > Mulish Bold
Open Sans Bold Italic > Mulish Bold Italic
Open Sans ExtraBold > Mulish ExtraBold
Open Sans ExtraBold Italic > Mulish ExtraBold Italic

BACKUP SANS SERIF FONT

FONT NAME (4 STYLES):

Arial

SAMPLE:

Representing Women
Exclusively
“” – & 1234567890

SOURCE:

System Font

STYLES:

Arial Regular > Mulish Regular
Arial Italic > Mulish Regular Italic
Arial Bold > Mulish Bold
Arial Bold Italic > Mulish Bold Italic

CURRENT SOCIAL OVERVIEW

CLIENT REVIEW OF ATTORNEY
KATIE WILCOX CARTER

“Katie exceeded my expectations! She listened, answered all my questions and provided information I didn't know I needed. She genuinely showed me that she cared about me and my well being.”

HofLaw.com

STRAIGHTEN THOSE CROWNS

2022 Kristen D. Hofheimer Scholarship Applications & Nominations Due 5/31/22

StraightenThoseCrowns.com

HOFLINE
PODCAST EPISODE 7:
Initial Consultations

ATTORNEY LORI A. MICHAUD | ATTORNEY KATIE CARTER

HOFHEIMER FAMILY LAW FIRM
HofLaw.com

Monthly Divorce Seminars

2nd Saturday / 3rd Tuesday / 3rd Thursday
1/14 at 8:30am / 1/17 at 6:30pm / 1/19 at 12:00pm

SAY THIS, NOT THAT!

» SCHOOL EDITION «

“I left you off the form as an emergency contact because you never show up anyway.” ❌

“Do you want to fill out the school paperwork together?” ✅

“Call the school if you want more information – I don't have to give it to you.” ❌

“I'm sending over Johnny's report card, school picture order forms, and a note from his teacher so you can see.” ✅

HofLaw.com

girls Night Out

IT'S HERE!
Join us Wednesday, Sept. 14, 2022 • 6-8pm
Ocean View Fishing Pier on the Top Deck
400 W. Ocean View Ave. Norfolk, VA
HofLaw.com/GNO

HAPPY BIRTHDAY!

Ashli Pack Attorney FEB. 2ND | Lori Michaud Attorney FEB. 4TH

HofLaw.com

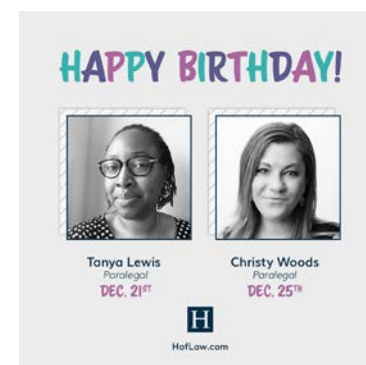
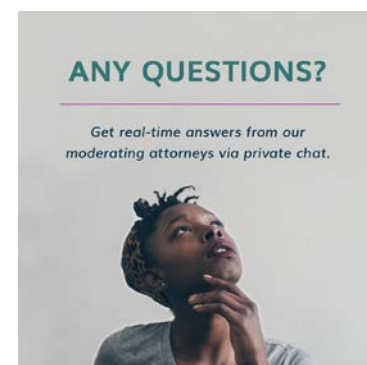
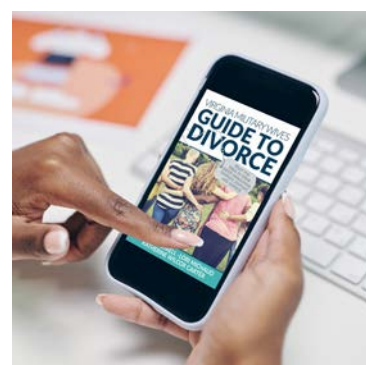
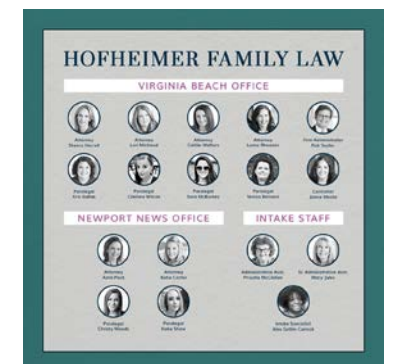
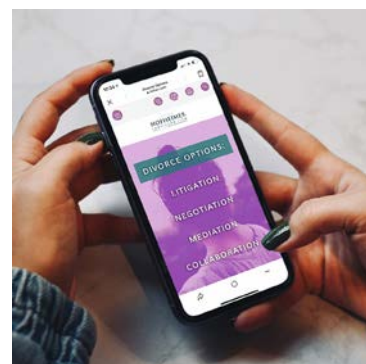
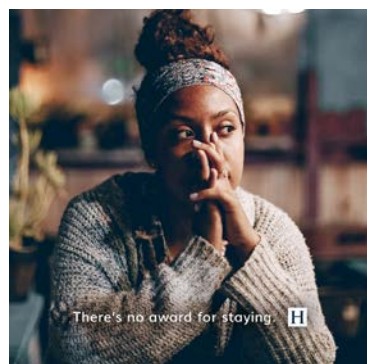
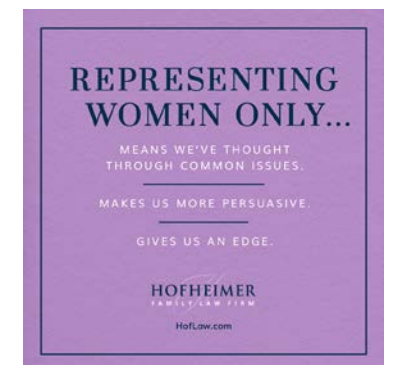
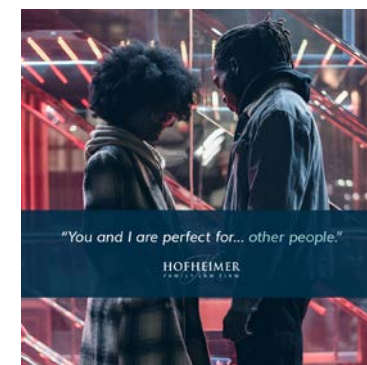
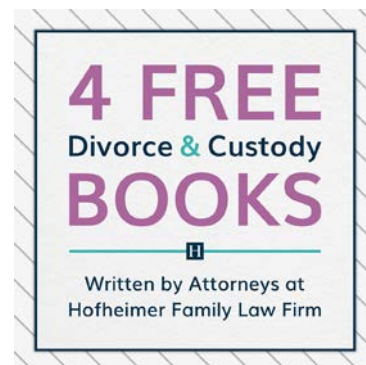
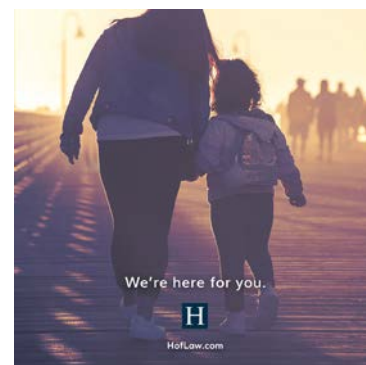
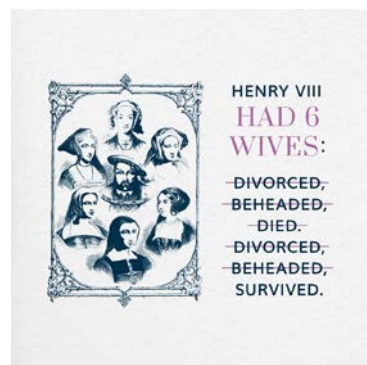
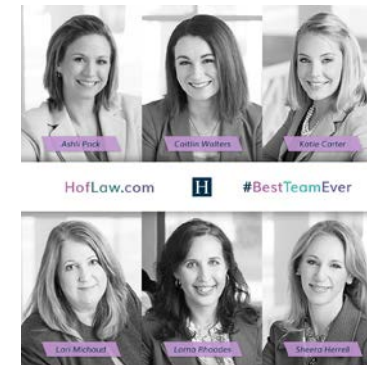
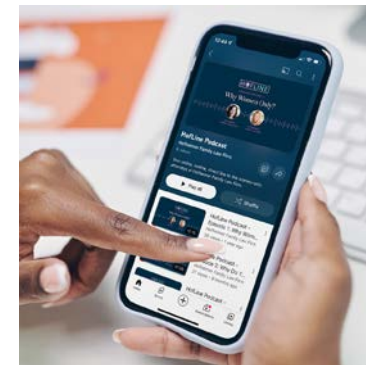
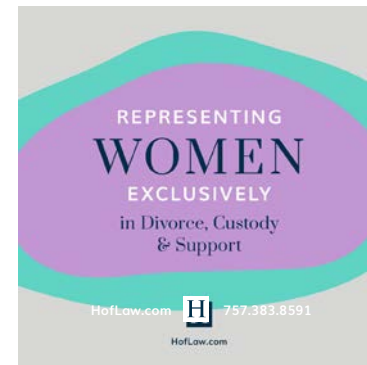
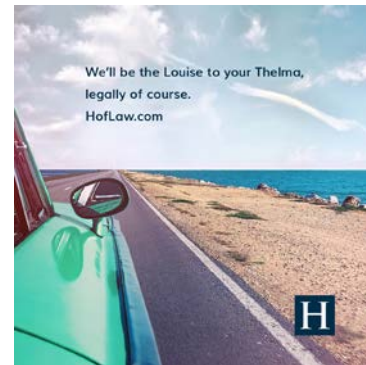
“This year, my goal is to lose 180 – 200 pounds.”

HofLaw.com

this must be the place

WIN LINE | TAKE NUDGES

CURRENT SOCIAL OVERVIEW



CURRENT VIDEO OVERVIEW



Legal Jargon Videos: Horizontal + Vertical



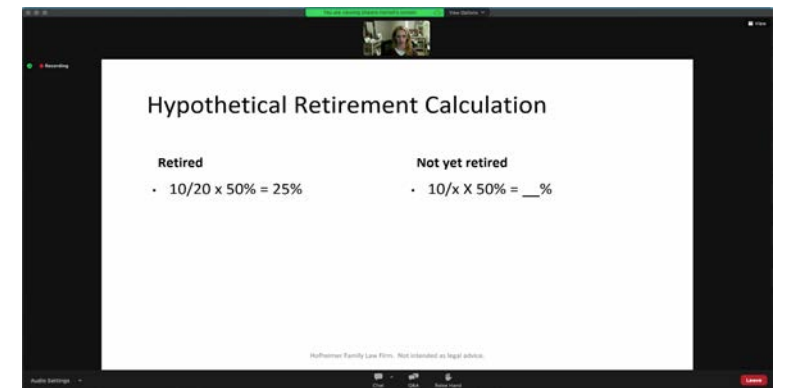
Podcast Videos: Horizontal



Brand Video: Horizontal



Scholarship Finalists Videos: Horizontal + Vertical Mix



Divorce Seminars (Others?) Recordings: Horizontal



Old YouTube Videos: Horizontal

CURRENT PHOTOGRAPHY HOFLOW TEAM



FULL TEAM:
HofheimerLawFirmHeadShotsNov2017ForPrint-86.jpg



ATTORNEYS:
Hofheimer Family Law Attorneys.jpg



ATTORNEYS:
HHofheimerLawFirmHeadShotsNov2017forPrint-40.jpg

Some team members above in each photo are no longer with HofLaw.

CURRENT PHOTOGRAPHY INDIVIDUALS OVERVIEW



Attorney Headshot Environmental:
HofheimerLawFirmHeadShotsNov2017ForPrint-1-2.jpg



Attorney Headshot White BKGD / Isolated:
HofheimerLawFirmHeadShotsNov2017ForPrint-1-2.jpg



Attorney Headshot Environmental:
HofheimerLawFirmHeadShotsNov2017ForPrint-1-2.jpg



Attorney Headshot White BKGD / Isolated:
HofheimerLawFirmHeadShotsNov2017ForPrint-1-2.jpg

CURRENT PHOTOGRAPHY NEW HIRES OVERVIEW



Intake Specialist - Retouched BW:
HL_IntakeSpecialist_ChelseaAdams_RG_BW_RGB



Intake Specialist - Retouched BW:
HL_IntakeSpecialist_JuliaBurris_RT_BW_RGB



Paralegal - Retouched BW:
HL_Paralegal_ChelseaWilcox_RT_BW_RGB



Paralegal - Retouched BW:
HL_Paralegal_TeresaBernard_RT_BW_RGB

New teammates who did not have professional photos taken at a HofLaw photoshoot send their best headshot that they have the rights to use, which we then convert to black and white and adjust the brightness/contrast as needed to match everyone else's black and white photos as best as possible. We use these with black and white versions of HofLaw professional photography for birthdays and other miscellaneous team social posts.

CURRENT WEBSITE HEADER IMAGES OVERVIEW



Home Page: Mobile + Desktop



Monthly Divorce Seminars Page: Mobile + Desktop



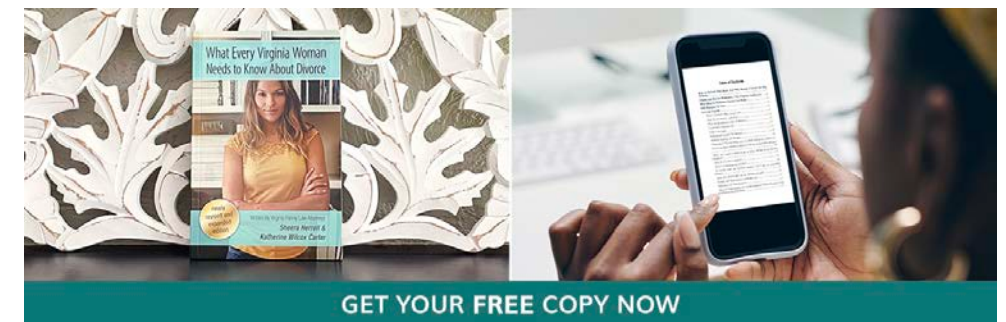
Practice Area Pages: Mobile + Desktop



Girls Night Out Page: Mobile + Desktop



Updated Reco R2 Book Pages: Mobile + Desktop



Updated Reco R1 Book Pages: Mobile + Desktop

CURRENT WEBSITE FEATURED IMAGES OVERVIEW



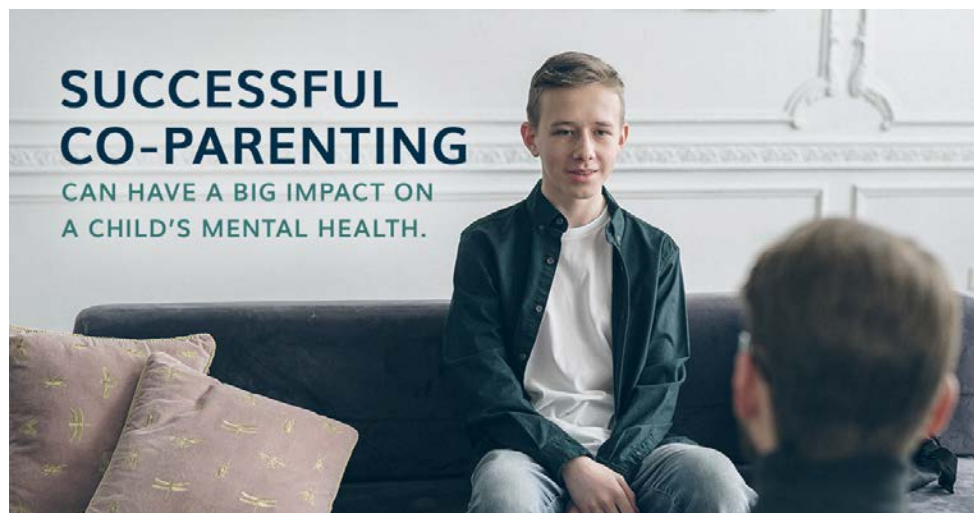
Blog Article: <https://hoflaw.com/exclusive-possession-of-the-home-in-virginia/>



Blog Article: <https://hoflaw.com/narcissism-and-divorce/>



Blog Article: <https://hoflaw.com/how-do-i-file-for-legal-separation-in-virginia/>



Blog Article: <https://hoflaw.com/successful-coparenting/>

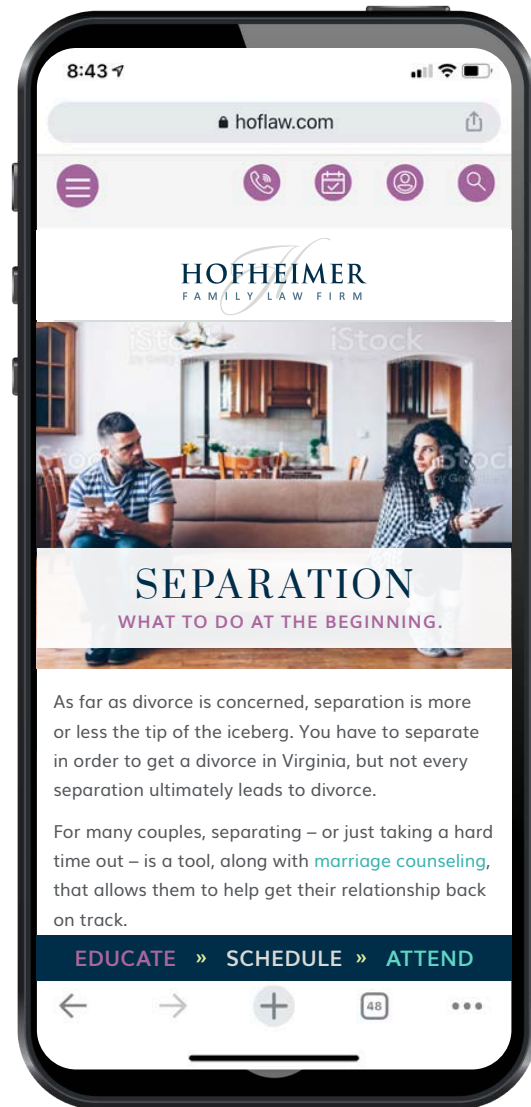


Blog Article: <https://hoflaw.com/trauma-responses-to-divorce-and-custody-cases/>

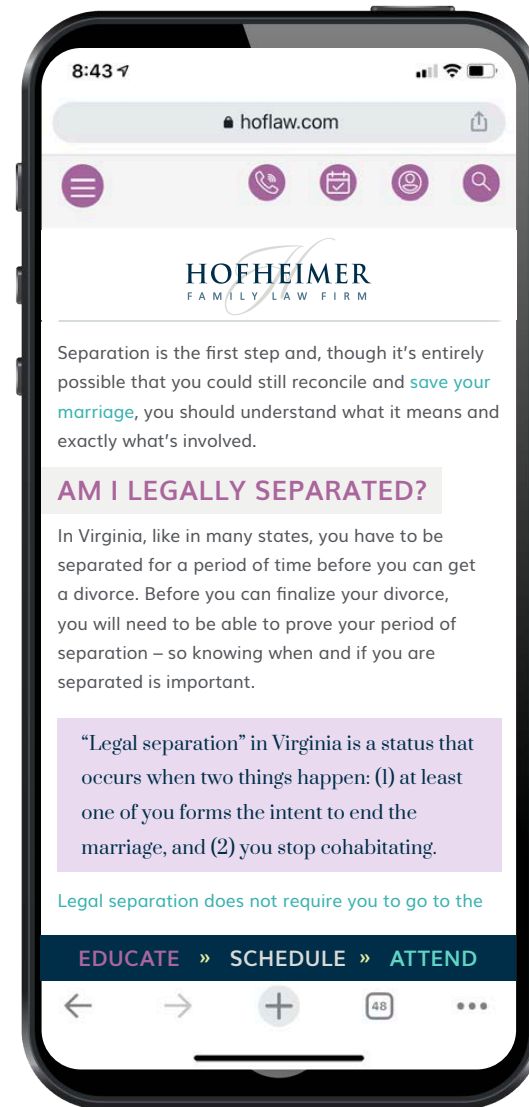


Blog Article: <https://www.hoflaw.com/help-he-wont-negotiate-at-all-but-i-want-a-divorce/>

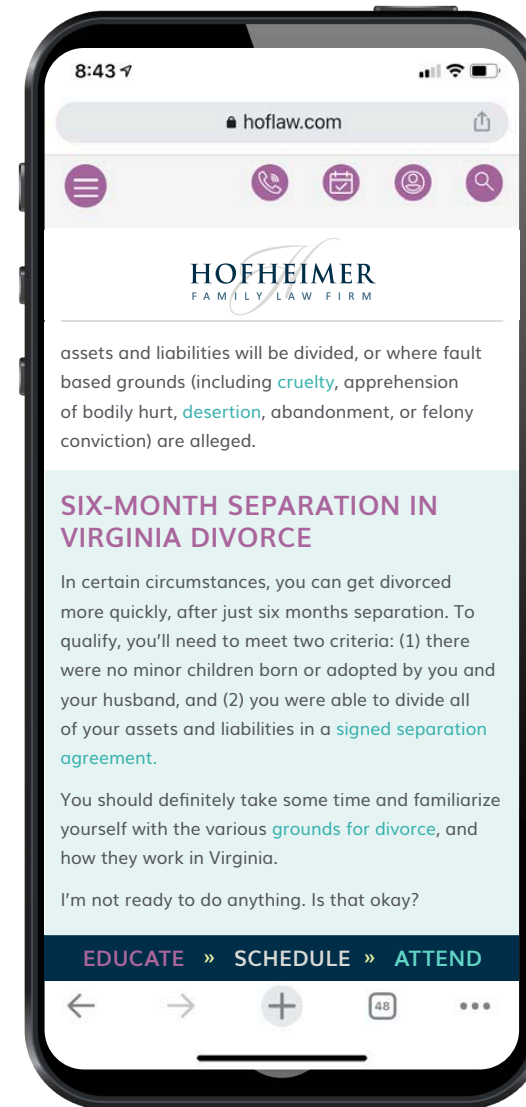
MOBILE PRACTICE AREA PAGE DESIGN DIRECTION



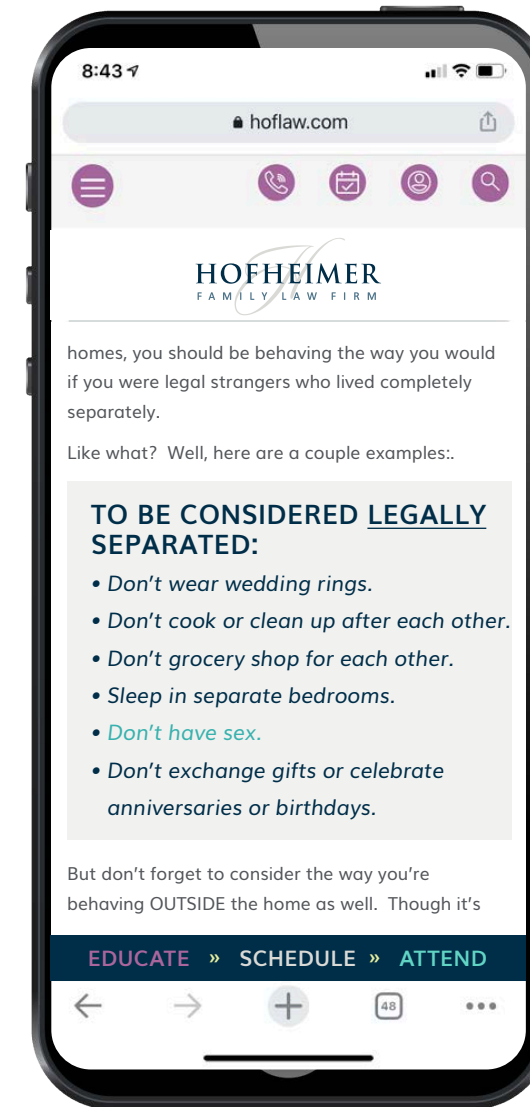
Top of Separation Page
Stock photo with translucent white bar overlay to hold headline and subhead



Call Outs
Break up text by calling out headers and important info. with an opacity-lightened, colored box with slightly larger font in a different color



Section Backgrounds
Break up long text by marking sections with an opacity-lightened background (not recommended for sections with call outs already).



Sticky Footer
Navy Blue bar with Pinkish Purple "EDUCATE", Light Gray "SCHEDULE", and Bright Teal "ATTEND" buttons; Lime Yellow ">" divider symbol (All text in Muli Bold, All Caps)

DESKTOP PRACTICE AREA PAGE DESIGN DIRECTION

TOP NAVIGATION:

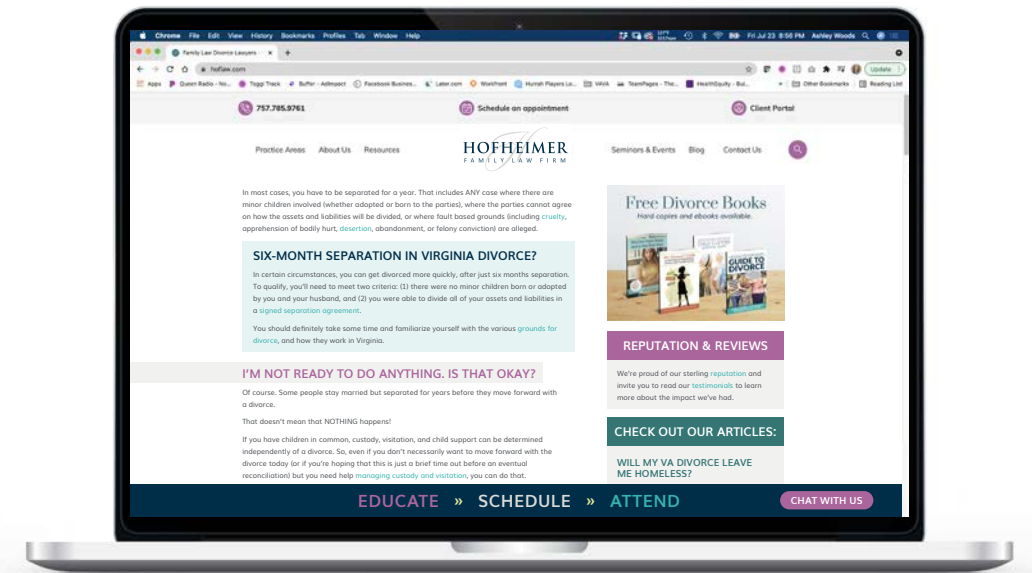
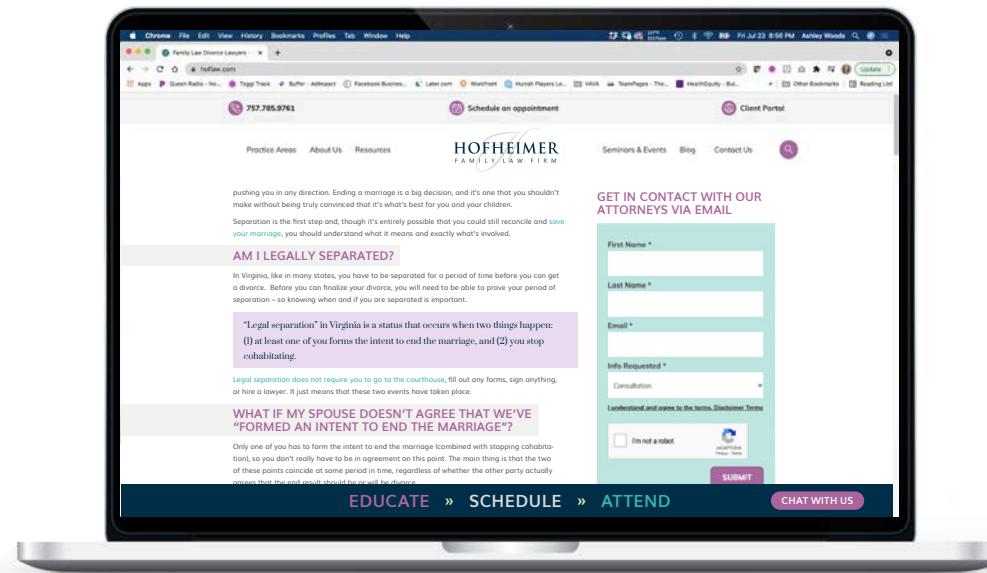
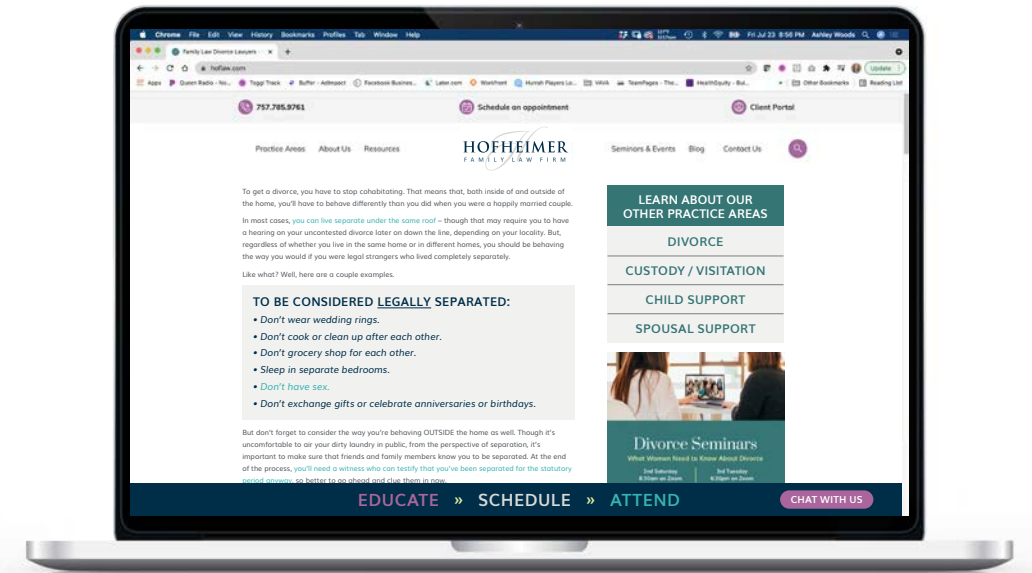
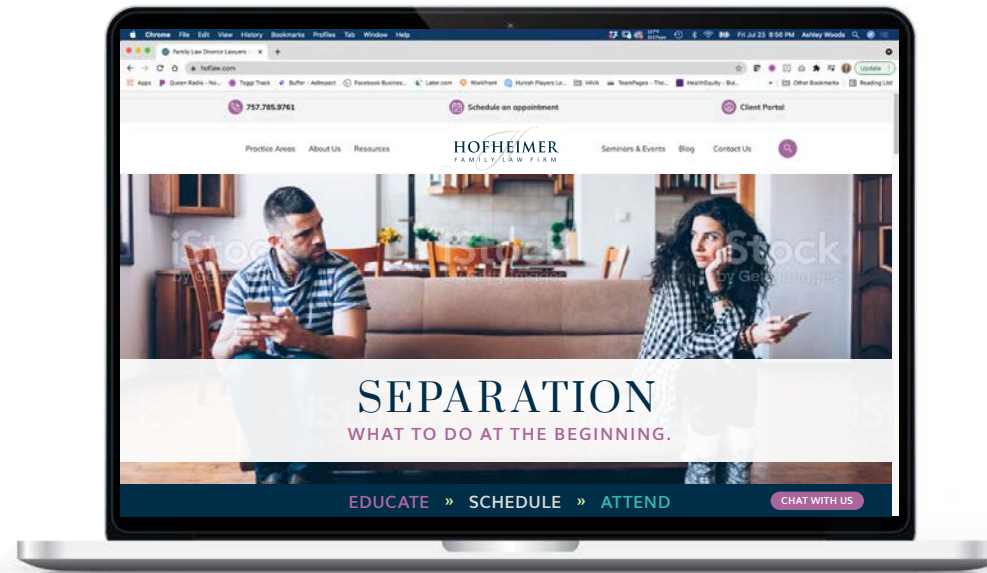
Update logo to master file without tagline divider bar;
Center logo

SUBHEADS:

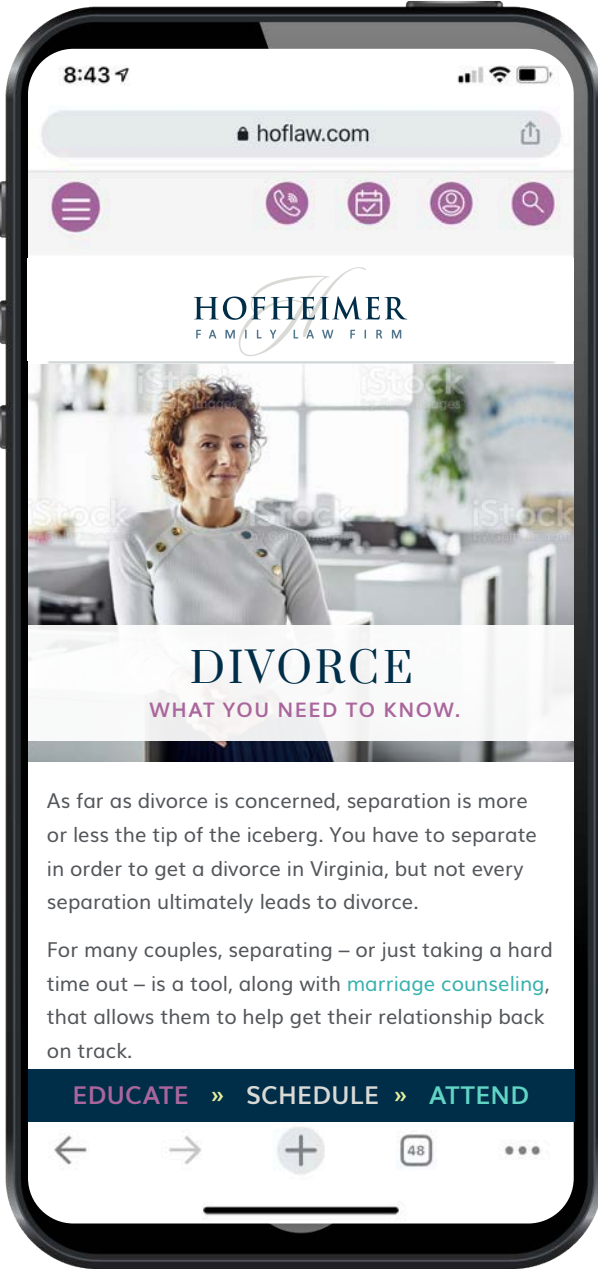
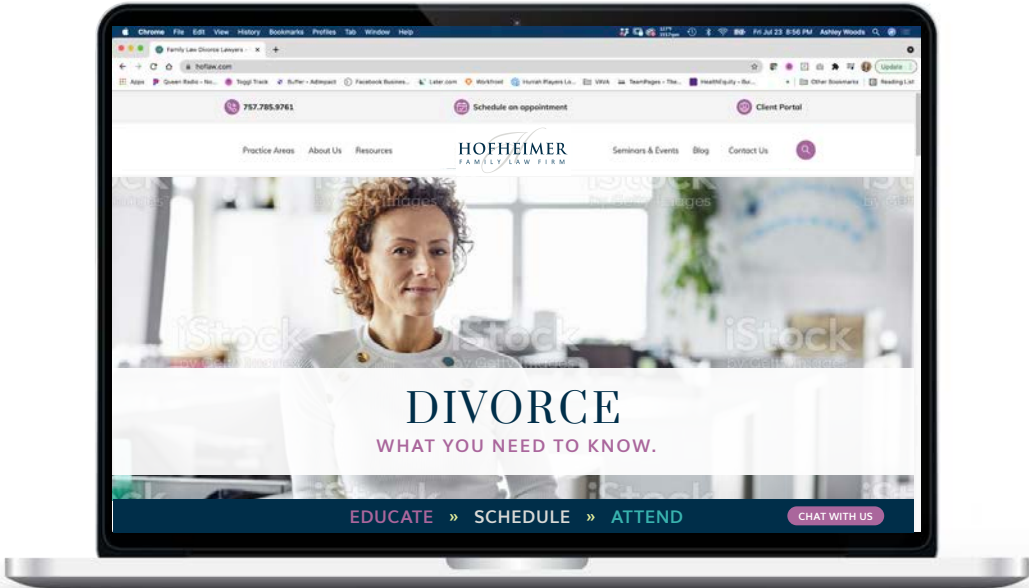
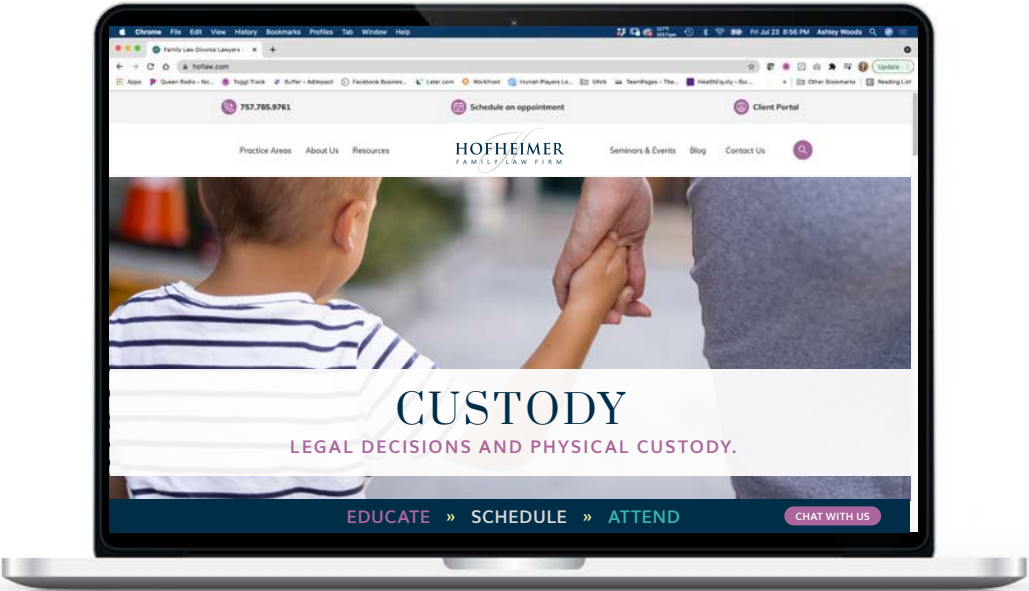
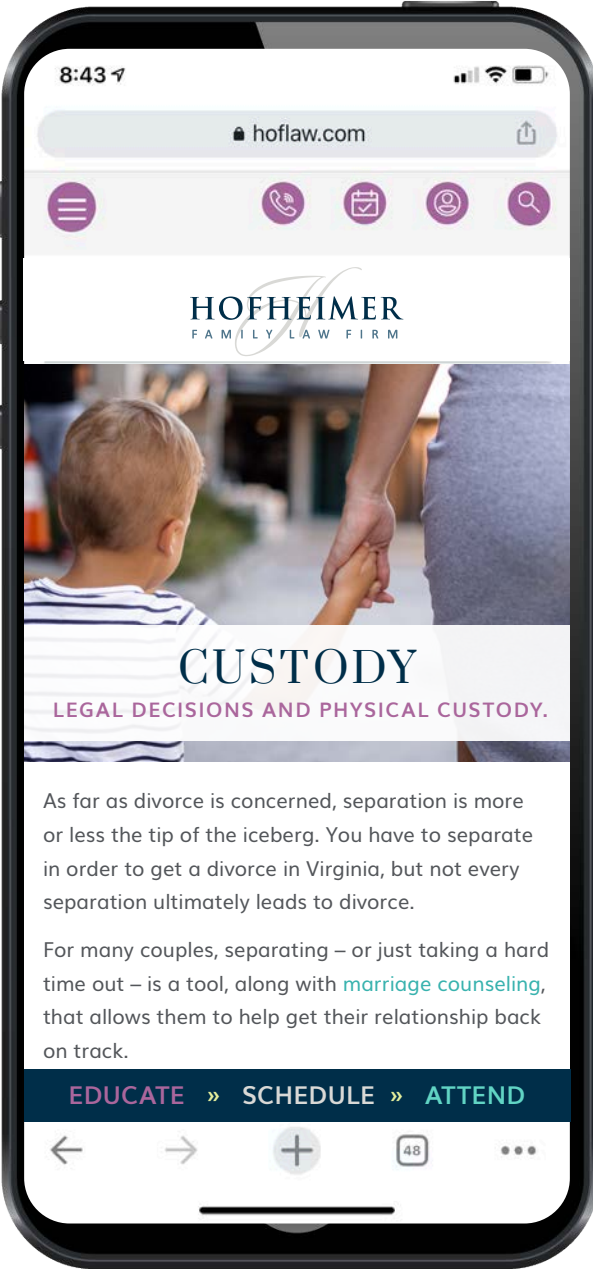
Text in all caps, Muli Bold; Text colors: Pinkish Purple (section headers), Navy Blue (callout headers); Background Rectangle: Light Gray at 35% opacity

SECTIONS/CALL-OUTS:

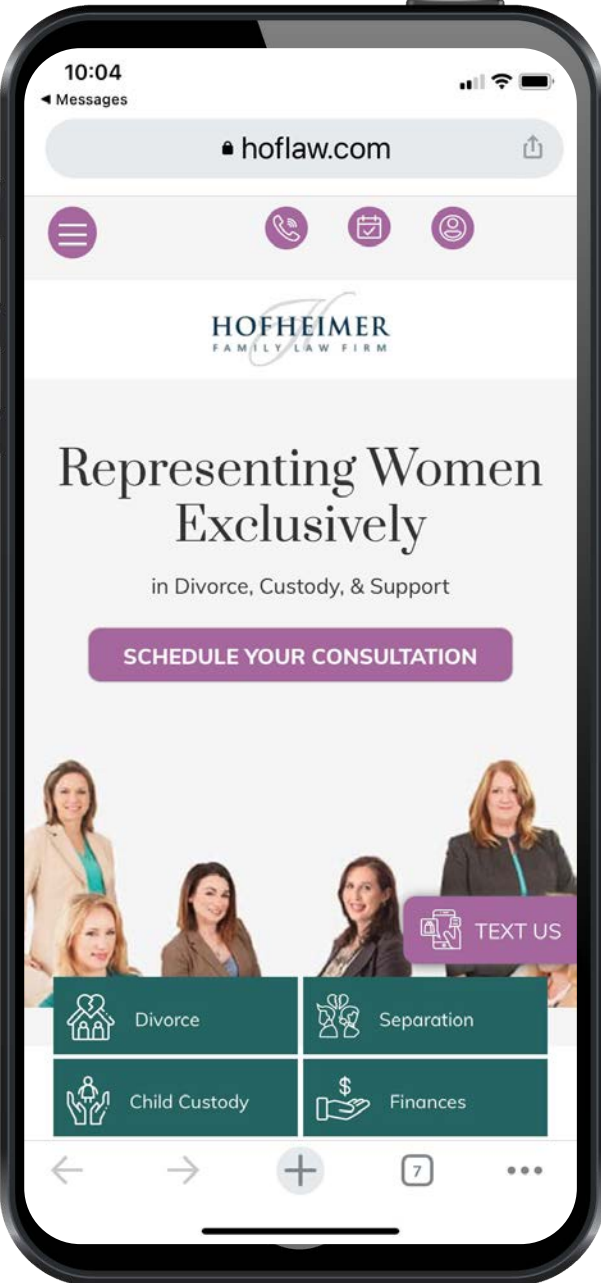
If calling out part of a section, align background paragraph edge and inset text same amount; If separating a full section, make colored background full width; Use Light Purple at 35% opacity, Light Teal at 25% opacity, or Light Gray at 35% opacity



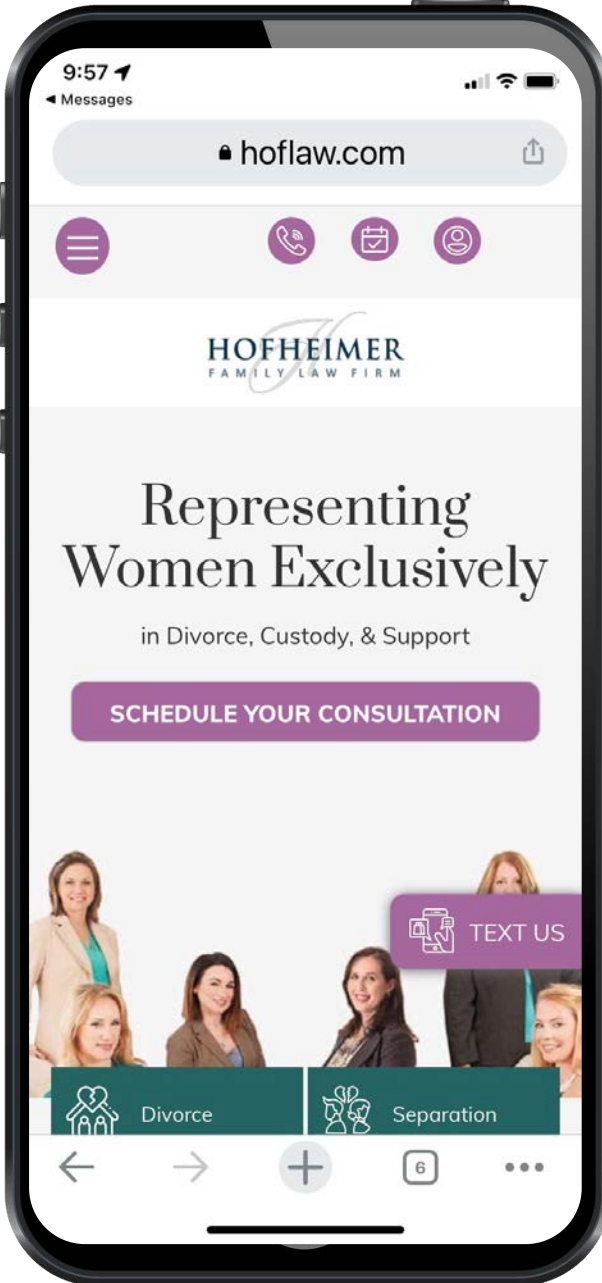
MOBILE + DESKTOP PRACTICE AREA IMAGE SAMPLES



CURRENT MOBILE WEBSITE DISPLAY VARIATIONS



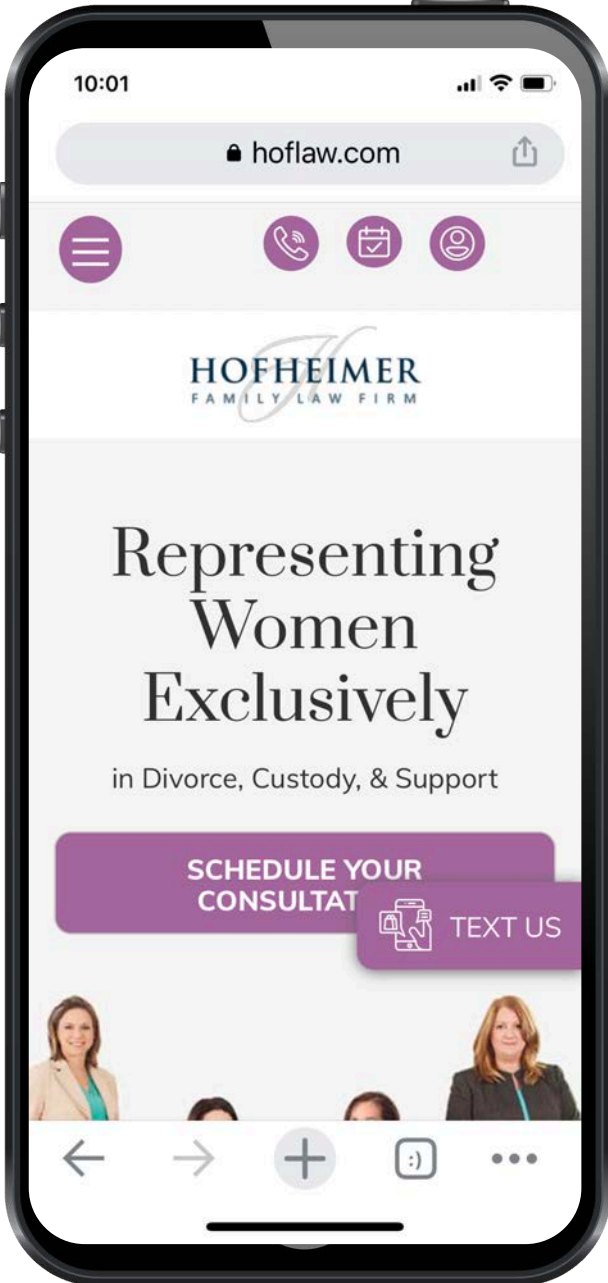
iPhone 11 - Default Setting



iPhone 11 - Larger Text Setting
with text size slightly increased under Accessibility



iPhone 12 Pro - Default Setting

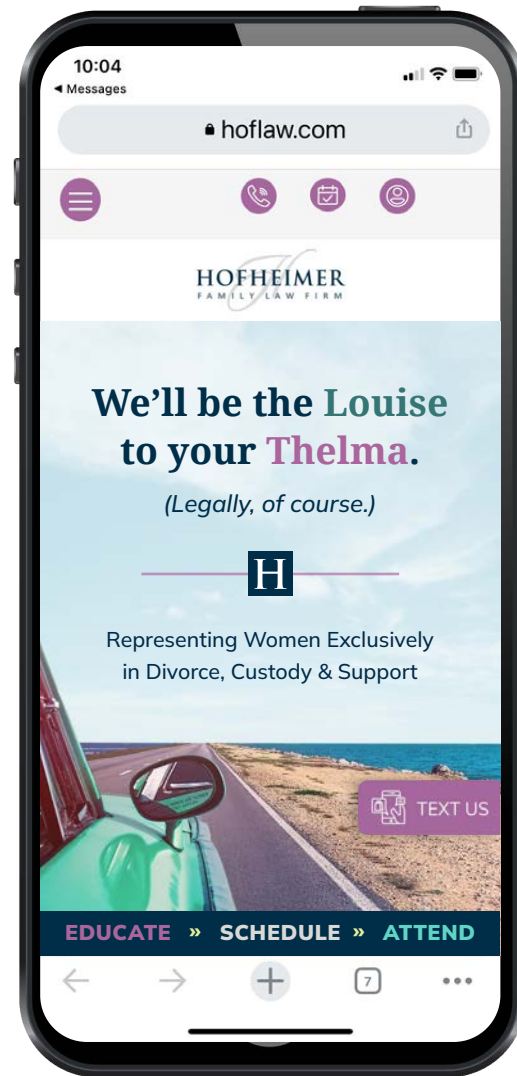


iPhone 12 Pro - Larger Text Setting

UPDATED MOBILE WEBSITE ABOVE THE FOLD RECOS



Woman Celebrating



Thelma & Louise Getaway Car



Organic Brand Shapes



Wedding / Couple Photo w/ Misdirect



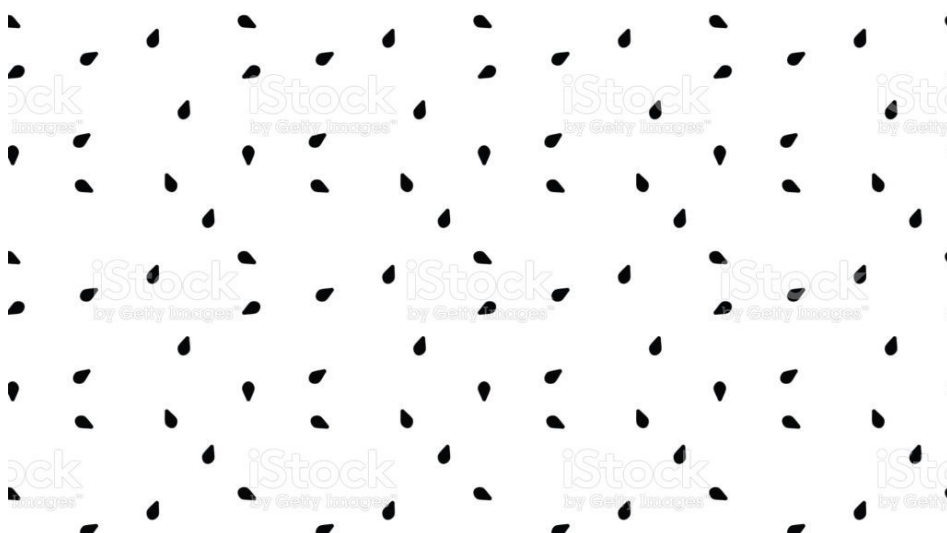
Wine Label / Longevity / Experienced

UPDATED DESIGN ELEMENTS BKGD SHAPES RECO



Additional color variations can be created as needed.

UPDATED DESIGN ELEMENTS PATTERNS RECO



Additional color variations can be created as needed.

UPDATED STOCK PHOTOGRAPHY RECO



All stock photography is retouched to have a similar look and feel with a Navy hue, slight desaturation, and increased brightness when needed. Subjects should be a mix of diversity in skin tones and ages as much as possible, though focusing on middle-aged women with a modern yet every-woman look.

UPDATED TEAM PHOTOGRAPHY STYLE RECO



Photography Notes:

2-4 locations (neutral, hall with personality, office/desk/meeting room, outside)

Space above, below, and both sides

Full length, some sitting, some standing

Full team, attorneys

Posed and candid talking

UPDATED INDIVIDUAL PHOTOGRAPHY STYLE RECO



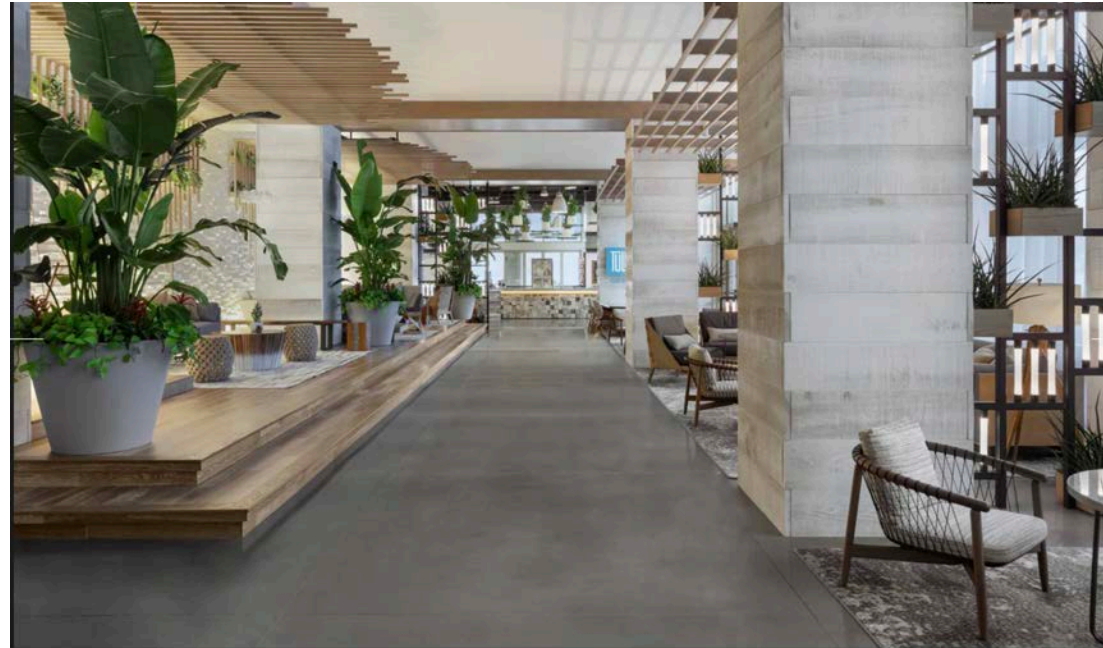
Photography Notes:

- 2-4 locations (neutral, hall with personality, office/desk/meeting room, outside)
- Space above, below, and both sides
- Full length, some sitting, some standing
- Individual team members, attorney/paralegal teams
- Posed and candid talking

UPDATED PHOTOGRAPHY PLANNING INFO



Marriott Virginia Beach Oceanfront / Preferred Location
<https://www.marriott.com/en-us/hotels/orfmc-marriott-virginia-beach-oceanfront/overview/>



5 / 42 Lobby Lounge [View Gallery](#)



39 / 42 Executive Boardroom [View Gallery](#)



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About the Photographer

I'm a mother to three wonderful children; three amazing little loves who are the light of my world. I am also married to a man who is the calm to my storm.

In addition to dress up, potty training, and PJ dance parties, we enjoy "smellows" on the fire and bike rides to the park. I may not be the perfect mom, the best housekeeper, or the most Pinterest savvy, but I love my job as a mommy.

Of course, photography is another one of my greatest passions. My love is newborn photos. There's just something so lovable about a sweet newborn baby. It took me 10 years to become a mom and I cherish each time I get to capture that moment for another mama.

Children and photography aside, my husband and I also love diving into a good Christian fiction book while traveling. It helps the trip go by faster. We're particularly fond of suspenseful novels, especially a good mystery.

Speaking of reading, I'm going to stop talking about myself and let you flip through the remaining pages of this site. If you have any other questions or want to learn more, don't hesitate to reach out. I'd love to talk with you!




Leah

Journey Through Life Photography / Leah Nisbet
<https://www.journeythroughlifephotography.com/>



40 / 42 Seaside Ballroom Foyer [View Gallery](#)



26 / 42 Executive Hospitality Suite [View Gallery](#)



23 / 42 Presidential Suite - Living Room [View Gallery](#)

APPENDIX ~ 2021 BRAND BASICS



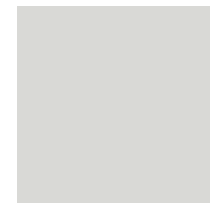
HL Dark Green-Blue
PMS: 546
CMYK: 97, 32, 34, 86
RGB: 7, 43, 49
HEX: 072B31



HL Navy Blue
PMS: 7463
CMYK: 100, 53, 0, 72
RGB: 0, 46, 73
HEX: 002e49



HL Medium Blue
PMS: 5405
CMYK: 69, 37, 19, 16
RGB: 79, 117, 139
HEX: 4F758B



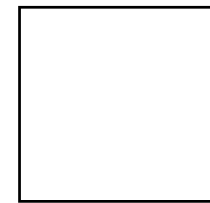
HL Light Gray
PMS: Cool Gray 1
CMYK: 10, 7, 5, 0
RGB: 217, 217, 214
HEX: D9D9D6



HL Medium Gray
PMS: 4278
CMYK: 47, 39, 31, 14
RGB: 126, 126, 130
HEX: 7E7E82



HL Dark Gray
PMS: Cool Gray 11
CMYK: 63, 52, 44, 33
RGB: 83, 86, 90
HEX: 53565A



HL White
PMS: Opaque White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF



HL Black
PMS: Black 6
CMYK: 100, 61, 32, 96
RGB: 0, 0, 0
HEX: 000000



HL Dark Teal
PMS: 2213
CMYK: 77, 26, 33, 27
RGB: 53, 118, 117
HEX: 357675



HL Medium Teal
PMS: 7465
CMYK: 77, 6, 38, 0
RGB: 56, 178, 174
HEX: 38b2ae



HL Bright Teal
PMS: 325
CMYK: 54, 0, 20, 0
RGB: 97, 212, 196
HEX: 61D4C4



HL Light Teal
PMS: 7464
CMYK: 36, 0, 15, 0
RGB: 154, 210, 209
HEX: 9ad2d1



HL Lime Yellow
PMS: 2281
CMYK: 13, 0, 48, 0
RGB: 228, 238, 156
HEX: E4EE9C



HL Light Purple
PMS: 2072
CMYK: 28, 42, 0, 0
RGB: 193, 151, 210
HEX: C197D2



HL Pinkish Purple
PMS: 681
CMYK: 24, 64, 4, 3
RGB: 170, 102, 156
HEX: aa669c



HL Dark Purple
PMS: 2110
CMYK: 69, 59, 7, 11
RGB: 93, 89, 141
HEX: 5D598D

Font Name (1 style)::

Prata

Sample:

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<https://fonts.google.com/specimen/Prata#standard-styles>
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Font Name (10 styles):

Muli

Sample:

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Source:

<https://www.fontsquirrel.com/fonts/muli>
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Font Name (32 styles):

Adobe Jenson Pro

Sample:

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<https://fonts.adobe.com/fonts/adobe-jenson>
Licensed through Adobe Creative Cloud subscription

SOCIAL TRACKING NUMBERS:

Reco using click rate for tracking

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LINKEDIN: 757.337.4392

INSTAGRAM: 757.745.1444



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