THE HOPE LINE

Brand Guide

Design with our style

Logos, colors, and fonts for making something that feels like TheHopeLine.

1. Logos



Horizontal logo
Our everyday logo, best for headers, covers, and footers.



Stacked logo
For square or tall spaces.



Chat bubble logo
When the chat idea fits.



HOPE icons
For avatars and tiny spaces.

2. Colors

Navy
#1e435b

Royal Blue
#2f5f98

Sky Blue
#85becc

Powder Blue
#e2eff3

Soft Pink
#e293b9

Deep Magenta
#bb0f66

Blush
#fae8f0

Slate
#767188

Soft Yellow #f5e680 is a tiny highlight and never sits next to blue. Use mostly blues, some pink, and white backgrounds.

3. Fonts

Aa

Poppins for everything.
Bold for headlines, **Medium** for subheads, and Regular for body text.

Aa

Caveat now and then, for a short pull quote or our tagline, true connection.

Please keep logos as they are: no stretching, recoloring, or effects, and leave clear space around them.