

**SLOW & SAY!**  
**HELLO!**

**BRAND**  
**GUIDELINES**

# LOGO USAGE

Use the logo on clear, uncluttered backgrounds and avoid alterations that compromise its visibility or message.



# TYPOGRAPHY

Typography reinforces a clear, approachable tone, using hierarchy to maintain consistency across all touchpoints.

## Headlines

**Freight Sans U Pro - Ultra Black**

**Aa**

**1 2 3 4 5 6 7 8 9**

## Body Font

Source Sans Variable

Aa

1 2 3 4 5 6 7 8 9

**Bold - Headers**

**Medium - Subheaders**

Regular - Body Copy

Light - Captions

# COLOR PALETTE

Font colors draw from a natural, mountain-inspired palette, balancing contrast and warmth to keep messaging clear, friendly, and easy to read.

## Mountain Peak Blue

Hex #004566  
CMYK: (100%, 71%, 38%, 25%)  
RGB: (0, 69, 102)

## Endless Sky Blue

Hex #8AB5D7  
CMYK: (45%, 18%, 5%, 0%)  
RGB: (138, 181, 215)

## Smiley Yellow

Hex #FDDE3C  
CMYK: (2%, 9%, 87%, 0%)  
RGB: (253, 222, 60)

## Warm Light Cream

Hex #F5F1EB  
CMYK: (3%, 3%, 6%, 0%)  
RGB: (245, 241, 235)