



# Beyond Gratitude

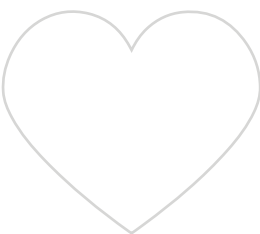
A Tribute to Nurse Managers

## Campaign Style Guide

### CAMPAIGN LOGO



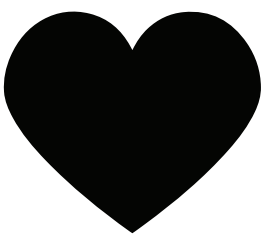
### PRIMARY COLOR PALETTE



HEX #FFFFFF

CMYK 0.0.0.0

PANTONE 000C



HEX #000000

CMYK 75.68.67.90

PANTONE BLACK 6 C



HEX #263B80

CMYK 100.90.19.5

PANTONE 7687 C



HEX #D50032

CMYK 10.100.86.2

PANTONE 186 C



HEX #658D1B

CMYK 62.1.100.25

PANTONE 370 C

### SECONDARY COLOR PALETTE



HEX #003087

CMYK 100.91.17.6

PANTONE 287 C



HEX #69B3E7

CMYK 54.16.0.0

PANTONE 292 C



HEX #9BCFF4

CMYK 36.7.0.0

PANTONE 291 C



HEX #F8BA3F

CMYK 2.29.87.0

PANTONE 143 C



HEX #FEDB00

CMYK 2.10.100.0

PANTONE 108 C



HEX #63666A

CMYK 62.52.48.19

PANTONE COOL GRAY 10 C

### TYPEFACE

#### SCRIPT

Market Web

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

#### HEADER

Montserrat Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

#### SUBHEADER

Montserrat Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

#### BODY

Open Sans

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

### CAMPAIGN APPLICATION EXAMPLE



Brought to you by



Made possible thanks to the generous support of

