

## Logos



This is the standard EmpowHer logo. The logotype and block use CMYK process color or if solid, must use the Dark Coral Swatch and the slogan type must use the Dark Gray swatch.



This is the EmpowHer Health Events logo. The logotype and block must use the Green Swatch and the slogan type must use the Dark Blue swatch.


## Fonts

Logotype - OptiJake


Slogan & Document Titles - VAG Rounded Std: Light


Web Interface & Body Copy - Trebuchet


## Color Swatches


 **Dark Coral**  
CMYK - 0 79 98 0  
RGB - 241 92 34  
Hex - #f15c22  
Closest Pantone Solid Coated - 1655 C

 **Medium Coral**  
CMYK - 0 66 84 0  
RGB - 244 121 61  
Hex - #f4783d  
Closest Pantone Solid Coated - 164C

 **Green**  
CMYK - 60 8 100 0  
RGB - 118 179 67  
Hex - #76b343  
Closest Pantone Solid Coated - 7489 C

 **Dark Blue**  
CMYK - 87 46 9 0  
RGB - 0 121 178  
Hex - #0079b2  
Closest Pantone Solid Coated - 7461 C

 **Dark Gray**  
CMYK - 67 51 50 22  
RGB - 86 99 102  
Hex - #566366  
Closest Pantone Solid Coated - 431 C

 **Light Gray**  
CMYK - 14 8 9 0  
RGB - 217 221 222  
Hex - #d9dde  
Closest Pantone Solid Coated - 7541 C