

Madison Blue

Bgd Overlay
Headings and Titles



PROCESS C100 M89 Y39 K30
SCREEN R7 G37 B89
WEB HTML #072559

Cranberry Pink

Headings and Titles
Body text
Buttons



PROCESS C14 M79 Y18 K1
SCREEN R211 G83 B134
WEB HTML #d35386

Denim Blue

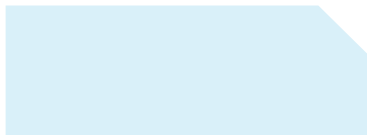
Buttons
Hover effect



PROCESS C84 M42 Y7 K0
SCREEN R17 G123 B183
WEB HTML #117bb7

Humming Bird Blue

Bgd Overlay



PROCESS C18 M0 Y3 K0
SCREEN R217 G240 B249
WEB HTML #d9f0f9

Deep Blue

Bgd Overlay
Headings and Titles



PROCESS C100 M88 Y46 K56
SCREEN R5 G27 B58
WEB HTML #051b3a

When to Use:

Headings 1

Apertura Bold

Heading 2

Apertura Regular

Tracking: oo

Font size and leading:
30px font / 36px (120%)
leading is the correct ratio
between font size and leading.

This ratio should be maintained
when scaling up or down.

The example shown here is:
30px font / 36px leading

Apertura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

'?'“!”(%)[#]{@}/&\<-+÷x=>®©\$€£¥¢:;,.*

Heading and Titles

Eliminating low pay, the gender wage gap, racism, ableism and inequality in one sweeping move. Find and be found in minutes through our anonymous candidate matching platform.

When to Use:

Button text

Muli Bold

Body text

Muli Regular

Tracking: oo

Font size and leading:
13px font / 15.6px (120%)
leading is the correct ratio
between font size and leading.

This ratio should be maintained
when scaling up or down.

The example shown here is:
30px font / 36px leading

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

'?'“!”(%)[#] {@}/&\<-+÷×=>®©\$€£¥¢::,*

Heading and Titles

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