

NORTHFL

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BRAND SYSTEM

CREATED BY



LOGO



LIGHT BACKGROUND
The primary or black logo is for white or light backgrounds.



DARK BACKGROUND
The primary or white logo is for dark backgrounds and images.



GRADIENT BACKGROUND
The white logo is for gradient backgrounds.



PRIMARY

GREEN

#538328
83 / 131 / 40

BLUE

#178BC7
23 / 139 / 199

SECONDARY

LIGHT GREEN

#8CB443
140 / 180 / 67

DARK GREEN

#3B5E1D
59 / 94 / 39

EVERGREEN

#003D01
0 / 61 / 1

BLACK

#000000
0 / 0 / 0

WHITE

#FFFFFF
255 / 255 / 255

GRADIENT

EVERGREEN

LIGHT GREEN

BLUE

TYPE FAMILY

Bebas Neue

AA

BBCCDDEEFFGG

HHIIJJKKLLMMNN

OO PPQQRRSSTT

UU VVWWXXYYZZ

Poppins

Aa

BbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTt

UuVvWwXxYyZz

TYPE STYLES

- Headlines - Bebas Neue Bold
- Eye brow headlines - Poppins SemiBold (with added kerning)
- Body copy - Poppins Light
- Body copy highlights - Poppins Medium

EYEBROW HEADLINE

PRIMARY HEADLINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.