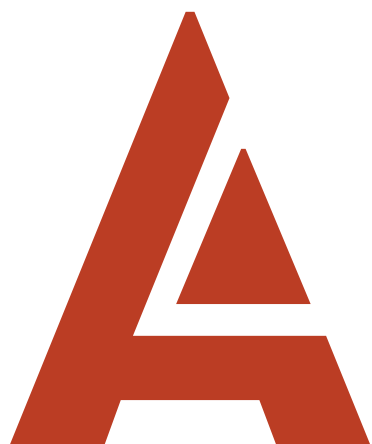


**LOGOS & AND  
COLOR PALETTE**



**ALPHA**  
HR SOLUTIONS

**FULL COLOR**



**ALPHA**  
HR SOLUTIONS

**ONE COLOR-PMS 7599 COATED**

# BRANDING COLORS

CMYK/Hexadecimal/RGB



20-85-85-10  
B44736  
180-70-50



50-30-80-10  
859355  
130-150-85



20-35-90-0  
CEA141  
200-160-65



60-25-45-0  
6D9B9  
110-155-145

Pantone Coated/PMS



PMS 7599C



PMS 7495C



PMS 7752C



PMS 5565C

**TYPEFACES**

**HEADERS**  
LOVELO

**BOLD**  
Avenir Heavy

**COPY/TEXT**  
Avenir Book