



# BRANDBOOK



# LOGOICON



# TYPESTYLE



Branded TBH Gradient  
CMYK: C44% M0% Y79% K0%  
RGB: #153 G204 B102  
HEX: #99cc66

Branded TBH Gray  
CMYK: C40% M20% Y94% K3%  
RGB: #117 G138 B48  
HEX: #739e44

Branded TBH Green  
CMYK: C45% M37% Y37% K2%  
RGB: #146 G147 B147  
HEX: #9293f3

BEHAVIORAL HEALTH



## TYPEFONTS

### Open Sans (Reg + Extra Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&()\*' " " "

### Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&()\*' " " "

### Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&()\*' " " "

### Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&()\*' " " "

## EXAMPLETYPE

### Open Sans extra bold as header

RALEWAY AS SUBHEADER

Montserrat regular is a sans serif typeface used for normal body text.

### Raleway adds a little flavor as a header

Montserrat has several weights, including light, thin, medium, and semibold.

Headline/alternate body copy  
Average point size 18-80

Alternate headline  
Average point size 18-80