



**HILLTOP**

WEALTH ADVISORS

BRAND STYLE GUIDE

# Hilltop Wealth Advisors Logo

## STAND-ALONE LOGO



## ALTERNATE LOCKUP



## LOGO USAGE ON COLOR



# Color Palette

## PRIMARY COLORS



PMS 2985 C  
57c 0m 0y 0k  
82r 202g 245b

PMS 298 C  
70c 15m 0y 0k  
39r 170g 225b

PMS 640 C  
100c 30m 5y 0k  
0r 137g 199b

PMS 443 C  
19c 0m 0y 45k  
142r 154g 161b

PMS 433 C  
19c 0m 0y 90k  
47r 59g 66b

## SECONDARY COLORS / GREYS



PMS 367 C  
44c 0m 100y 0k  
156r 203g 59b

PMS 360 C  
67c 0m 100y 0k  
91r 186g 71b

PMS 7739 C  
100c 0m 100y 0k  
0r 166g 81b

PMS 7716 C  
100c 25m 51y 0k  
0r 140g 140b

PMS 319 C  
82c 0m 35y 0k  
0r 181g 181b

PMS 318 C  
49c 0m 21y 0k  
124r 206g 206b



PMS 602 C  
4c 2m 66y 0k  
249r 236g 132b

PMS 604 C  
8c 8m 100y 0k  
242r 220g 51b

PMS 7752 C  
14c 23m 100y 0k  
226r 192g 57b

PMS 715 C  
0c 57m 100y 0k  
247r 145g 49b

PMS 1365 C  
0c 43m 100y 0k  
250r 168g 49b

PMS 136 C  
0c 30m 100y 0k  
254r 190g 49b



PMS 7541 C  
2c 0m 0y 9k  
226r 231g 234b

PMS 427 C  
4c 0m 0y 18k  
202r 211g 216b

PMS 429 C  
8c 0m 0y 36k  
160r 172g 179b

PMS 430 C  
11c 0m 0y 54k  
123r 136g 143b

PMS 443 C  
15c 0m 0y 72k  
87r 100g 108b

PMS 433 C  
19c 0m 0y 90k  
47r 59g 66b

# Typography / Print

## PRIMARY FONT / HEADLINES & CALL-OUTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!#\$%

Montserrat Light / All Caps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!#\$%**

Montserrat Bold / All Caps

## PRIMARY FONT / BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
1234567890#\$\$%

Montserrat Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
1234567890#\$\$%

Montserrat Regular

## SECONDARY FONT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
1234567890#\$\$%

Eames Century Modern Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
1234567890#\$\$%

Eames Century Modern Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**1234567890#\$\$%**

Eames Century Modern Bold

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo*  
*1234567890#\$\$%*

Eames Century Modern Light Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo*  
*1234567890#\$\$%*

Eames Century Modern Regular Italic

# Typography / Web

## PRIMARY FONT / HEADLINES & CALL-OUTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!#\$%

Verdana Regular / All Caps

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!#\$%**

Verdana Bold / All Caps

## PRIMARY FONT / BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
1234567890#\$\$%

Verdana Regular

## SECONDARY FONT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
1234567890#\$\$%

Georgia Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo**  
**1234567890#\$\$%**

Georgia Bold

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo*  
*1234567890#\$\$%*

Georgia Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo***  
***1234567890#\$\$%***

Georgia Bold Italic

# Typography / Application

## BODY COPY

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## SIDEBAR

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## INTRODUCTION

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. VESTIBULUM MALESUADA MAXIMUS LOBORTIS. NULLA FACILISI. VIVAMUS UT DUI IPSUM. VESTIBULUM ERAT EROS, RHONCUS NON LEO NEC, CONGUE COMMODO QUAM. UT IMPERDIET VULPUTATE IPSUM, NEC ELEMENTUM NUNC CONSECTETUR SIT AMET. IN ID METUS LIGULA. NULLA IMPERDIET VENENATIS EROS. FUSCE FEUGIAT, TELLUS NON TRISTIQUE CURSUS, EST MAURIS LOBORTIS ORCI, VEL FRINGILLA ODIO EST ET VELIT.

## HEADER STYLES / ONE

### **Lorem Ipsum Dolor Sit**

AMET CONSECTETUR ELIT NULLA

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## HEADER STYLES / TWO

### **LOREM IPSUM DOLOR SIT**

Amet Consectetur Elit Nulla Lobortis ut Orci

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada maximus lobortis. Nulla facilisi. Vivamus ut dui ipsum. Vestibulum erat eros, rhoncus non leo nec, congue commodo quam.

# Graphic Elements

## MONOLINE ICONS

