



**Capstone Red (Primary Accent)**

- HEX: #A82424
- RGB: 168,36,36
- Usage: Logo wordmark, calls to action, emphasis elements
- Notes: Strong and confident without tipping

**Mountain Charcoal (Primary Dark)**

- HEX: #3A3D44
- RGB: 58,61,68
- Usage: Mountain mark, headlines, dark UI elements
- Notes: Replaces black, More refined and easier on the eyes

**Slate Gray (Secondary Dark)**

- HEX: #6E727A
- RGB: 110, 114, 122
- Usage: Subheadings, icons, secondary text
- Notes: Maintains hierarchy without visual clutter

**Clinic Blue (Secondary Accent)**

- HEX: #5C7399
- RGB: 92, 115, 153
- Usage: "CLINICS" text, rules, links, UI accents
- Notes: Calm and medical, without falling into overused healthcare teal.

**Snow White (Base Background)**

- HEX: #FFFFFF
- Usage: Primary background
- Notes: White space is intentional. Use it.

Aa | INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 vwxyz  
 @#%&\*-\_+|<>[]{}

Usage: All body copy, UI text, digital interfaces, long-form content  
 Weights:  
 • Regular for body text  
 • Medium for emphasis  
 • SemiBold for subheads

Aa | DIN NEXT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 @#%&\*-\_+|<>[]{}

Usage: Headlines, signage, logo-adjacent text, marketing emphasis  
 Weights:  
 • Bold for headlines  
 • Medium for short callouts

PRIMARY COLOR PALLETE



SECONDARY COLOR PALLETE



**Logo Usage Guidelines**

- Preferred: Full-color logo on white background
- Acceptable alternates:
  - All-white logo on dark backgrounds
  - Single-color charcoal logo for print

**Avoid:**

- Drop shadows
- Unapproved gradients
- Stretching or condensing the logo
- Placing the logo on busy photography without separation

**Brand Personality**

- Confident, not loud
- Calm, not clinical
- Alaska-strong, not rustic
- Medical, but human

**Color Usage Rules**

- Red is an accent. Use it deliberately.
- Charcoal and blue do most of the work.
- Avoid pure black. It clashes with the mountain tones.
- Avoid bright greens or teals. They dilute the Alaska identity.
- White space is part of the design, not wasted space.