Style Guide

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Hilltop Community Resources

INTRODUCING HILLTOP'S STYLE GUIDE

Hilltop's Marketing Department is pleased to introduce the new Style Guide, developed in conjunction with our recent logo and rebranding efforts. A strong visual identity brings clarity, unity, and consistency to our brand—and ultimately strengthens public understanding of who we are and what we do.

As we move forward, this guide is intended to be a practical resource to help ensure Hilltop's Brand Standards are applied consistently across all communication channels.

Please consult the Marketing team for any questions.
marketing@htop.org

About
Hilltop

MISSION STATEMENT

We create connection.
to build a community.
where everyone belongs.

WHO IS HILLTOP?

Hilltop Community Resources is a local non-profit organization that has supported individuals and families on the Western Slope of Colorado for 75 years. Through compassionate and tailored services, we meet the wide-ranging needs of our community—from behavioral health services to supported senior living—while fostering connection and belonging. As a trusted community leader, we collaborate with partners at the state and local level to address challenges and create lasting impact. Together, we build a more inclusive community where everyone has the opportunity to thrive.

HILLTOP'S VALUES

Relationship- Start with possibilities, practice kindness, and speak with care and candor.
Integrity- Take responsibility for our actions, honor our commitments, and act with transparency.
Courage- Encourage bravery, speak truth to power, and challenge the status quo.
Inclusivity- Respect individual differences, ensure equal opportunities, and condemn prejudicial actions.
Growth- Pursue greatness, champion excellence, and celebrate success.
Fun- Take our responsibilities seriously but not ourselves, and remember to play

Brand Colors

Monument Twilight

RGB: 8, 69, 87
CMYK: 95, 64, 47, 34
HEX: #084557
Pantone: 302 C

Western Slope Skies

RGB: 121, 145, 172
CMYK: 57, 36, 21, 0
HEX: #7991ac
Pantone: 646 C

Delta Sunrise

RGB: 247, 148, 33
CMYK: 0, 50, 98, 0
HEX: #f79421
Pantone: 2011 C

Primary
Colors

Monument Twilight, Western Slope Skies, and Delta Sunrise make up the primary color palette for Hilltop Community Resources. These three colors are core to our brand identity and are prominently featured in the Hilltop logo.

To maintain consistency and reinforce brand recognition, we encourage the use of one or more of these colors in all branded materials—across both print and digital platforms.

If you have questions about proper usage, please reach out to the Marketing team for guidance.

Bookcliff Lavender

RGB: 166, 146, 147
CMYK: 37, 41, 36, 1
HEX: #a69293
Pantone: 7653 C

Slick Rock Slate

RGB: 192, 182, 157
CMYK: 26, 24, 39, 0
HEX: #c0b69d
Pantone: 7529 C

Escalante Sage

RGB: 169, 166, 101
CMYK: 36, 26, 72, 2
HEX: #a9a665
Pantone: 5845 C

Palisade Peach

RGB: 218, 166, 126
CMYK: 14, 37, 53, 0
HEX: #daa67e
Pantone: 721 C

Black Canyon Brown

RGB: 120, 90, 87
CMYK: 47, 62, 56, 25
HEX: #785a57
Pantone: 7616 C

Secondary
Colors

In addition to Hilltop's primary brand colors, we offer a complementary secondary color palette. These colors are intended to enhance visual variety while maintaining brand consistency.

Several of these secondary colors are associated with specific Hilltop programs, allowing for subtle differentiation within a cohesive visual system. We encourage using these approved colors when developing Hilltop materials to support clarity, identity, and unity across all communications.

Brand Logo

This color is **Delta Sunrise** from the Primary Color Palette. In this treatment, the top of the "o" suggests a sun rise over a hill. This is an accent color that brings a vibrant pop to the design.

This color is **Monument Twilight** from the Primary Color Palette. This is a solid base color.

This color is **Western Slope Skies** from the Primary Color Palette. This is a secondary base color.

Hilltop's new logo, introduced in 2024, was designed to refresh the brand with a bold, modern look. The thicker, sans-serif typeface brings strength and clarity, while the arch element pays homage to the previous logo's design. Symbolically, the arch represents a **"hill"** and **"top"** with the sun rising above it—conveying optimism, growth, and a forward-looking vision.

Hilltop
Primary Logo

PRESERVING HILLTOP'S BRAND

The Hilltop Community Resources logo is a key element of our brand identity and should be used consistently and correctly across all print and digital materials. Please do not attempt to recreate or modify the logo in any way. Its proportions and positioning must remain intact—elements should not be separated to fill space or compressed to save space. The logo should only be used in the approved formats and applications outlined in this manual.

If you have questions about proper usage, please reach out to the Marketing team for guidance.

ALTERNATIVE
BLACK

ALTERNATIVE
COLOR REVERSE

ALTERNATIVE
COLOR

OPTION ONE 1:1

OPTION TWO 1:1

OPTION THREE 1:1

1:1 logo treatments refer to square (1:1 aspect ratio) versions of a logo. These are used when a logo needs to fit within a space that is equal in width and height, such as social media profile images (Facebook, Instagram, LinkedIn, etc).

Logo
Variations

PRIMARY LOGO VARIATIONS

The primary logo shown in other set ups, plus Hilltop's 1:1 options.

If you have questions about proper usage, please reach out to the Marketing team for guidance.

Do's &
Dont's

DO'S

Maintain clear space around the logo to ensure visibility.

Use the brand's official color palette for consistency.

Resize the logo proportionally to keep clarity and legibility.

Place the logo on backgrounds with sufficient contrast.

Always follow brand guidelines for placement and usage.

DON'TS

Don't alter the logo's design, colors, or proportions.

Avoid adding unapproved effects like shadows or gradients.

Never use the logo in unapproved colors or styles

Brand Family

Hilltop
PROPERTY
SERVICES

Hilltop's **PROPERTY SERVICES** are identified with the Delta Sunrise accent color in the identifying Hilltop arch.

Hilltop
SENIOR
LIVING
COMMUNITIES

Hilltop's **SENIOR LIVING COMMUNITIES** are identified with the Bookcliff Lavender accent color in the identifying Hilltop arch.

Hilltop
BRAIN
INJURY
SERVICES

Hilltop's **BRAIN INJURY SERVICES** are identified with the Escalante Sage accent color in the identifying Hilltop arch.

Hilltop
COMMUNITY
PROGRAMS

Hilltop's **COMMUNITY PROGRAMS** are identified with the Palisade Peach accent color in the identifying Hilltop arch.

Hilltop
SUPPORT
SERVICES

Hilltop's **SUPPORT SERVICES** are identified with the Western Slope Skies accent color in the identifying Hilltop arch.

Hilltop Sub-Logos

SUB-LOGOS - SECONDARY VISUAL IDENTITY

The Hilltop sub-logo collection was created to help distinguish the various programs within the Hilltop organization. When using sub-logos, the Hilltop primary logo should also be somewhere on the application. Each program is paired with a specific color from Hilltop's brand palette (see pages 5–6). Whenever possible, that designated color should be incorporated into the program's marketing materials to strengthen its unique identity while maintaining alignment with the overall Hilltop brand.

If you have questions about proper usage, please reach out to the Marketing team for guidance.

Do's & Dont's

DO'S

Maintain clear space around the logo to ensure visibility.

Use the brand's official color palette for consistency.

Resize the logo proportionally to keep clarity and legibility.

Place the logo on backgrounds with sufficient contrast.

Always follow brand guidelines for placement and usage.

DON'TS

Don't alter the logo's design, colors, or proportions.

Avoid adding unapproved effects like shadows or gradients.

Never use the logo in unapproved colors or styles.

PROPERTY SERVICES

SENIOR LIVING COMMUNITIES

BRAIN INJURY SERVICES

COMMUNITY PROGRAMS

SUPPORT SERVICES

Hilltop
Wordmark

WORDMARKS- SECONDARY VISUAL IDENTITY

A **wordmark** is a visual extension of the primary Hilltop logo, used to represent specific programs, departments, or initiatives within the organization. While it maintains a clear connection to the main brand, a word-mark provides distinction and clarity for individual entities. Word-marks help reinforce Hilltop's unified identity while allowing flexibility in messaging and recognition across diverse services.

If you have questions about proper usage, please reach out to the Marketing team for guidance.

Do's & Dont's

DO'S

Maintain clear space around the logo to ensure visibility.

Use the brand's official color palette for consistency.

Resize the logo proportionally to keep clarity and legibility.

Place the logo on backgrounds with sufficient contrast.

Always follow brand guidelines for placement and usage.

DON'TS

Don't alter the logo's design, colors, or proportions.

Avoid adding unapproved effects like shadows or gradients.

Never use the logo in unapproved colors or styles.

Typography

Basic Sans.

Using designated typography consistently is essential to maintaining a clear, professional, and dependable Hilltop brand.

San-Serif

PRIMARY TYPEFACE

Basic Sans is one of the primary typefaces selected to represent the Hilltop identity. To support brand consistency, it may be used in both headings and body copy.

We understand that Basic Sans may not be available to all users. In those cases, we recommend substituting with *Helvetica* or *Arial*, depending on availability. These alternatives help preserve the clean and modern feel of our visual identity.

BASIC SANS ORIGIN

History of Basic Sans is a sans-serif typeface designed by Daniel Hernández, released by Latinotype in 2016. It offers a humanistic twist on the grotesque style, featuring warm curves and true italics. The family includes seven weights, each with matching italics, providing versatile design options.

**Basic Sans.
Black**

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`•©...¶®

**Basic Sans.
Bold**

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`•©...¶®

Basic Sans.
Regular

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`•©...¶®

Basic Sans.
Light

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`•©...¶®

Hierarchy &
Weight

Belarious

Using designated typography consistently is essential to maintaining a clear, professional, and dependable Hilltop brand.

Serif

PRIMARY TYPEFACE

Belarious is another of the primary typefaces selected to represent the Hilltop identity. To support brand consistency, it may be used in both headings and body copy.

We understand that Belarious may not be available to all users. In those cases, we recommend substituting with **Minion Pro** or **Bodoni**, depending on availability. These alternatives help preserve the clean and modern feel of our visual identity.

BELARIOUS SERIF ORIGIN

History of Belarious is a serif typeface created by designers José Scaglione and Veronika Burian. Known for its elegant and timeless design, Belarious combines traditional serif elements with modern touches, making it a versatile choice for both print and digital applications, appealing to various design projects.

Belarious Serif Bold

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`·©…¶®

Belarious Serif SemiBold

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`·©…¶®

Belarious Serif Regular

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`·©…¶®

Belarious Serif Light

a b c d e f g h i j k l m n o p q r s t u v w y x z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z
1234567890!@#$%^&*()_+={}[],./?;"\|~`·©…¶®

Hierarchy &
Weight

Adventures Unlimited
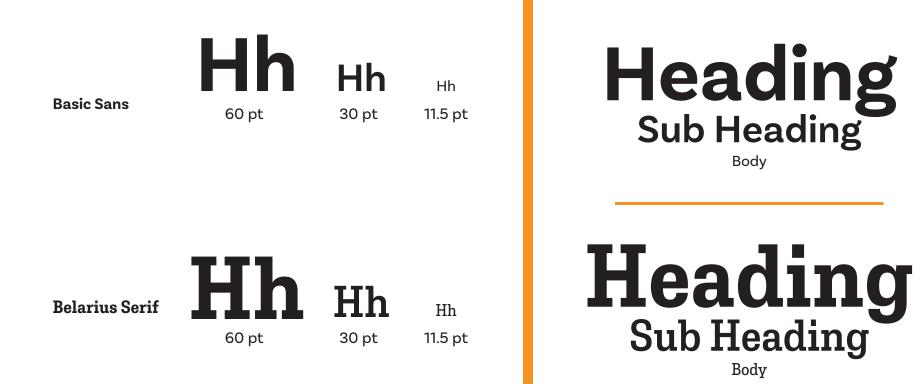
Script

COMPLIMENTARY TYPEFACE

Using **Adventures Unlimited** should be used as a playful, unique font, with no alternatives. It will be exclusively designated for the marketing team, ensuring a consistent and specific brand identity.

Note: Ask before using this font.

ADVENTURES UNLIMITED ORIGIN

History of Adventures Unlimited, designed by Elena Genova, is a versatile script typeface celebrated for its fluidity and expressive strokes. Genova's skill in creating typefaces with personality and charm shines through, making this font ideal for projects needing sophistication and creative flair.

Basic Sans

Hh 60 pt   Hh 30 pt   Hh 11.5 pt

Belarius Serif

Hh 60 pt   **Hh** 30 pt   **Hh** 11.5 pt

Font &
Sizing Logic

Heading
Sub Heading
Body

Heading
Sub Heading
Body

UNDERSTANDING TYPEFACE SIZING & ACCESSIBILITY

Body text should be comfortably readable and follow established standards for clarity across both print and digital formats. Larger text should be used primarily for titles and subheadings. While it can be effective for emphasis, increasing text size will mean reducing copy and may impact layout and overall design. We prioritize readability and support accessibility and ensure our content remains easy to navigate for people of all ages, abilities, and backgrounds—while staying consistent with our brand standards.

If you have questions about proper usage, please reach out to the Marketing team for guidance.

Style Guide brought to you by:

Hilltop
COMMUNITY RESOURCES

marketing@htop.org
htop.org

UPDATED JUNE 2025