

the heartland collective



brand style guide



Variants



Main Monochromatic





**heartland  
collective**

**Baloo 2 - bold**

Baloo 2 - medium

Baloo 2 - normal

HEX  
#244151ff

R 36  
G 65  
B 81

HEX  
#3eb39eff

R 62  
G 179  
B 158

HEX  
#f5d051f

R 245  
G 208  
B 81



Primary Color Palette

Secondary Color Palette

HEX  
#244151ff

R 36  
G 65  
B 81

HEX  
#417464ff

R 65  
G 116  
B 100

HEX  
#3eb39eff

R 62  
G 179  
B 158

HEX  
#a0d778ff

R 160  
G 125  
B 120

HEX  
#f5f475ff

R 245  
G 244  
B 117

HEX  
#f5d051ff

R 245  
G 208  
B 81





podcasts



articles



photos



events



authors



main







**heartland  
collective**



Progressive Perspectives from the Heartland

Front



business cards

Back



[www.theheartlandcollective.com](http://www.theheartlandcollective.com)

X @theheartlandpod  
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# podcast icons designs







in the wilderness





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