



2025 NATIONAL ADVISORS CONFERENCE

REACHING NEW HEIGHTS

Style Guide



April 27-30, 2025 • Four Seasons Hotel, Westlake Village, CA



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Logos

Primary Logo (right)

Primary logo to be vertical logo with tagline.

Secondary Logos (below)

Secondary logos, with or without tagline, vertical or horizontal, are below.



Tertiary Logos

For small applications such as a logo on an app or small screen.

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Logo for Sage Background

For the web version, use the darker sage background and the logos formulated especially for the sage background's web version (in order to meet accessibility standards in contrast for web).

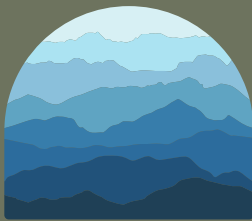
PRINT



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WEB



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Clear Space:

When placing the logo next to another logo, please allow two D's worth of space between them.



Logo Dont's:



Do not use the icon by itself



Do not put an object or letter in the icon



Do not change the colors within the logo



Do not stretch the logo

Color Palette

FOREST PINE SAGE* (WEB) SAGE PISTASCHIO



HEX:	#2A3727	#364533	#6D735E	#7A8069	#D4D2BB
RGB:	42/55/39	54/69/51	109/115/94	122/128/105	212/210/187
CMYK:	71/51/75/63	71/51/75/50	—	53/38/60/12	17/12/27/0
PANTONE:	5535 U	5743 U	—	5773 U	5803 U

GRAVEL ANTLER TUMBLEWEED



HEX:	#C2AB99	#DED6C7	#F5F2ED
RGB:	194/171/153	222/214/199	245/242/237
CMYK:	25/31/38/0	12/12/20/0	3/3/5/0
PANTONE:	2310 U	P 23-1 U	P 1-1 U

NAVY AZURE LAKE SKY CLOUD



HEX:	#143040	#21527A	#387DAB	#BFDDEE3	#E0F2F5
RGB:	20/48/64	33/82/122	56/25/171	191/222/227	224/242/245
CMYK:	92/71/51/51	93/69/30/13	80/44/15/1	24/3/9/0	11/0/3/0
PANTONE:	3025 U	3005 U	299 U	290 U	P 115-2 U

*Please use the web-safe version of Sage for website applications.

Color Combinations

LIGHT BACKGROUNDS (HEADER & BUTTON COLORS)

- Do not use a white background
- Please check combination is web-safe and passes accessibility before using on website

Header

Header

Header

Header

Header

TUMBLEWEED

Header

Header

Header

ANTLER

Header

Header

CLOUD

Header

Header

Header

PISTASCHIO

FOREST

PINE

SAGE

PISTASCHIO

NAVY

AZURE

LAKE

SKY

CLOUD

GRAVEL

ANTLER

TUMBLEWEED

Color Combinations

MEDIUM BACKGROUNDS (HEADER & BUTTON COLORS)

- Please check combination is web-safe and passes accessibility before using on website

Header

Header

Header

Header

SAGE

Header

Header

Header

LAKE

Header

Header

Header

GRAVEL

Header

Header

Header

SKY

FOREST

PINE

SAGE

PISTASCHIO

NAVY

AZURE

LAKE

SKY

CLOUD

GRAVEL

ANTLER

TUMBLEWEED

Color Combinations

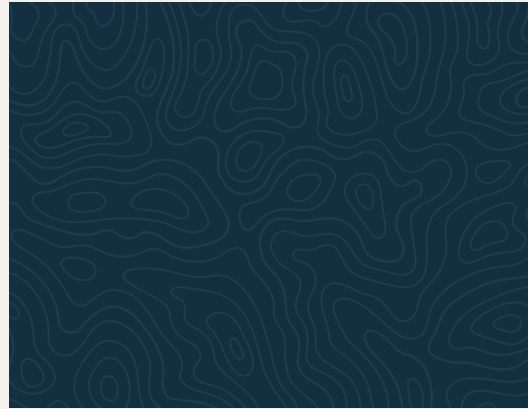
DARK BACKGROUNDS (HEADER & BUTTON COLORS)

- Please check combination is web-safe and passes accessibility before using on website

Header Header Header Header FOREST	Header Header Header Header PINE	Header Header Header Header NAVY	Header Header Header Header LAKE
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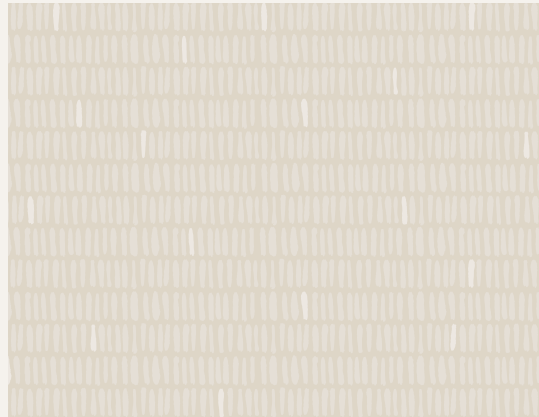
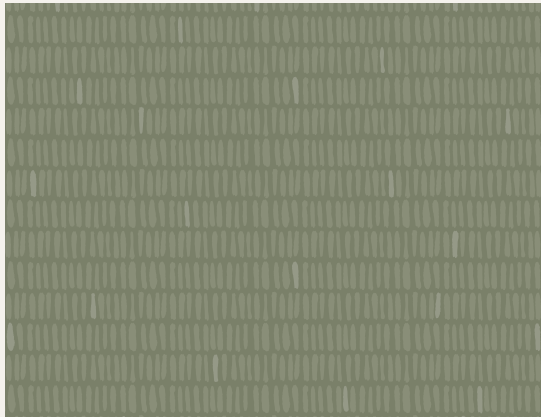
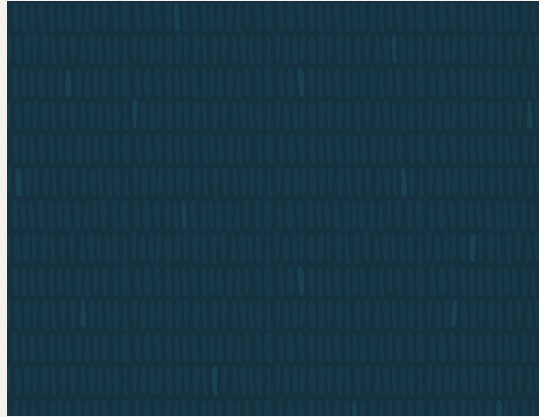
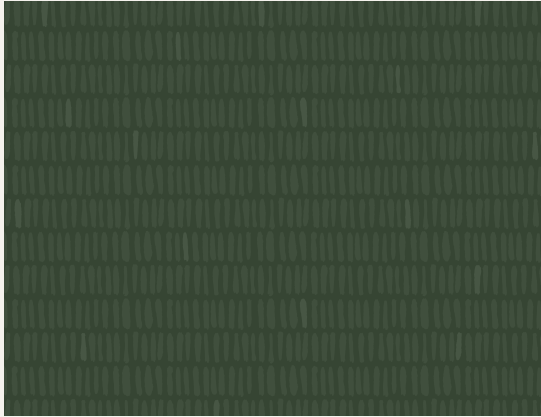
FOREST	PINE	SAGE	PISTASCHIO	NAVY	AZURE	LAKE	SKY	CLOUD	GRAVEL	ANTLER	TUMBLEWEED

Pattern 1: Topographic Map



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Pattern 2: Vertical Shapes



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Fonts

H1: Coranto 2 Bold

H2: CORANTO 2 HEADLINE BOLD

Callout text: Coranto 2 Bold Italic

Body text: Avenir Next Medium

(use Regular for reverse text)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est dolore sin laborum.

Web body text:

Open Sans Regular



Photos – Landscape

Nature landscapes of the scenery around Westlake Village, and its surrounding areas, to be used as backgrounds for the website, or any other application where needed.



Photos – Hotel

To be used on website or other promotional materials before actual conference.



Edge Treatments

To be used occasionally. Do not use the ragged edge in the same instance that the angled edge is being used. Please vary the edge treatment line if using more than one ragged edge in a single document.

RAGGED EDGE



ANGLED EDGE



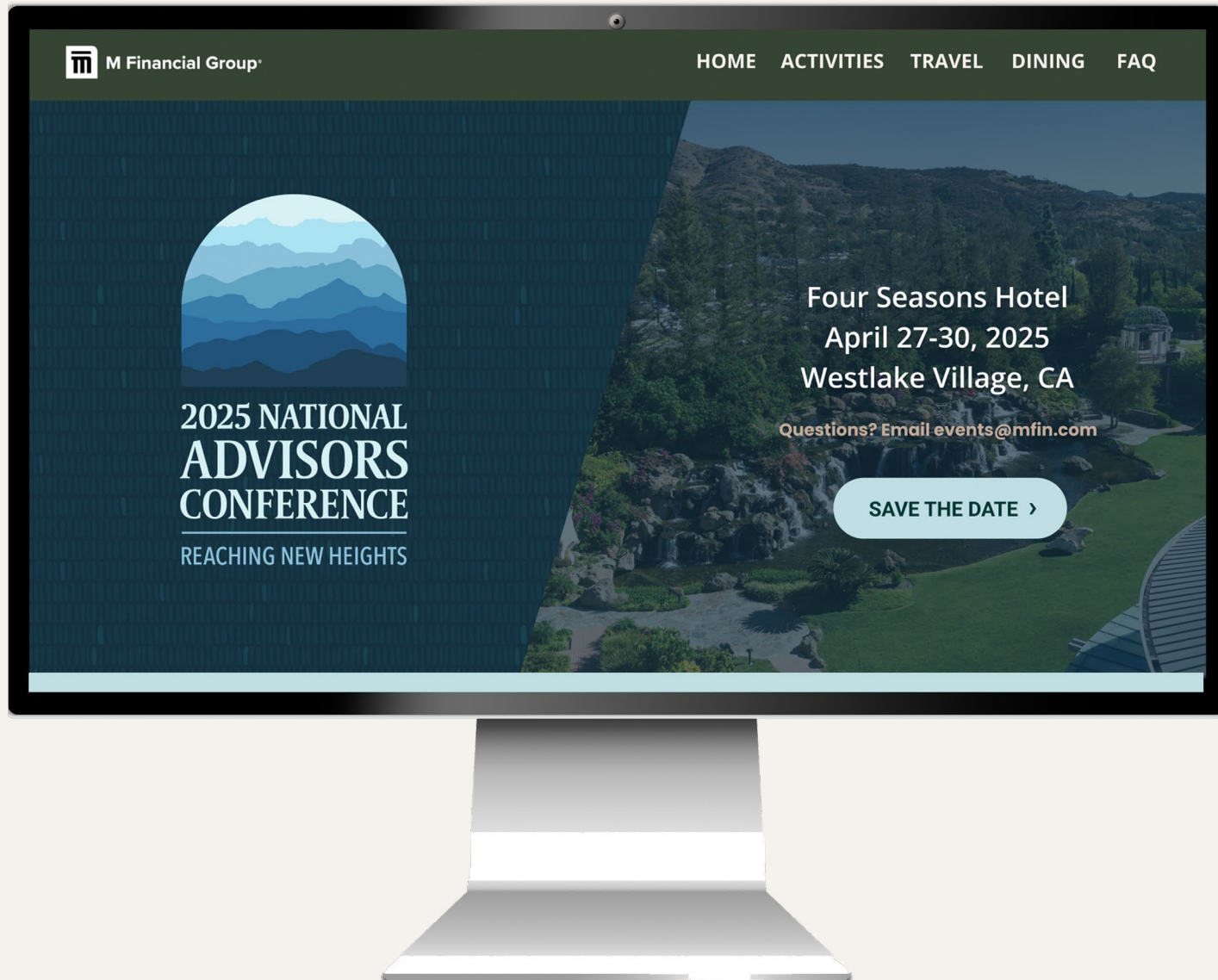
Signage

Meter board designs are brand style suggestions and do not represent the final, selected sign design, which will be based on the room decor and coloring they are placed in.

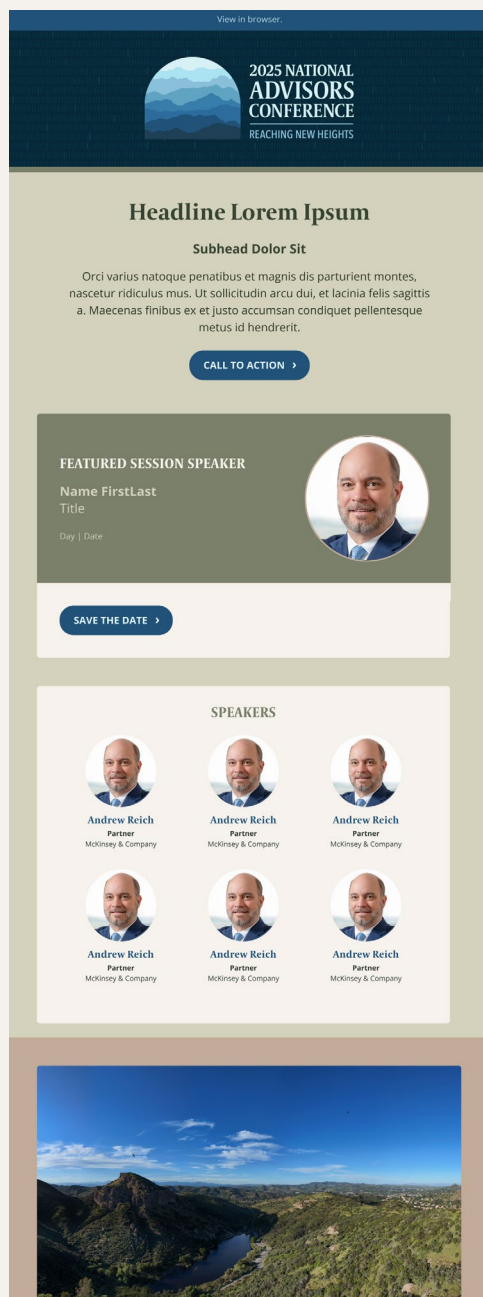


Website

This is a brand style suggestion and does not necessarily represent the final, selected home page design.



Email Sample





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