

HOLLYHOCK

Brand Guidelines

Logomark, colours & fonts

2026



Logomark

Light Background

[Hollyhock Logo Files on Drive](#)

HOLLYHOCK



Logomark

Dark Background

HOLLYHOCK
HOLLYHOCK



Accessibility

A Note on Web Content Accessibility Guidelines

[Web Color Contrast Checker](#)

WCAG, or Web Content Accessibility Guidelines, are a set of technical standards developed by the World Wide Web Consortium (W3C) to help make web content accessible to everyone, including people with disabilities. These guidelines provide specific recommendations for creating accessible web content, including websites, applications, and other digital content. Not only is it important to provide websites that are WCAG compliant, there's also been a substantial increase in web accessibility lawsuits filed against businesses as the Internet has become more "public." Non-conformance to WCAG standards is increasingly considered similar to not providing equal access to users with disabilities. Anyone creating content can start with basic accessibility principals:

1. Color Contrast and Readability: Check the colours you are using for text on print and digital content is accessible. I use [WebAIM contrast checker](#). Please see the example below of some of the colours from our palette that we've been using that fail that accessibility checker. We will need to update our colour palette in order to reduce the issue of a lack of contrasting colours.
2. Alternative text or Alt Text for images: Please add this in Hubspot, WordPress and Retreat Guru. Each of these platforms gives you the option of describing the image you are uploading.
3. Make sure all links have descriptive text that clearly indicates the purpose. Text such as "Click here" does not provide enough information for the user to understand where they are navigating to.
4. Proper use of headings – use H1 and H2 tags to help users navigate and understand the content. H3 and H4 tags can be used as subheadings and callouts. Ensure headings are used sequentially.

Please take a look at the [WCAG Audit 2025 document](#) that we can use to start the review process for website upgrades. Please take a look if you are interested in learning more.

Colours for Light Backgrounds

Primary Colours



Deep Azure
HEX: 233C4D

When to Use:
Headers,Hollyhock logo, background colour, packaging, print and social/web graphical elements such as buttons



Salish Sea
HEX: 427C7D

When to Use:
Clickable linkonnewsletters, some graphical elements, SVI background colour



Stormy Nights
HEX: 232222

When to Use:
Used for maintext, background colour on website, some graphical elements

Secondary Colours



Coral Gardens
HEX: CA5757

When to Use:
Contrastingcolour when needed in graphical elements and print
*don't use with text overlay or as text color (use [contrast checker](#))



Golden Petal
#D6AD60

When to Use:
Contrastingcolour when needed in graphical elements and print
*don't use with text overlay or as text color (use [contrast checker](#))



Sea Lettuce
HEX: #95BC67

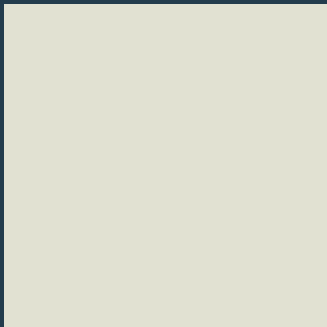
When to Use:
Contrastingcolour for donation button, some small graphical elements, use sparingly

Colours for Dark Backgrounds

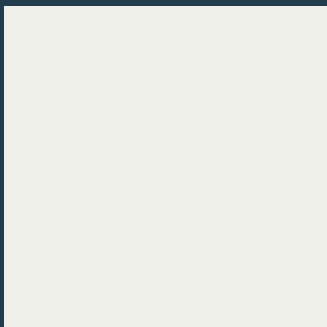
Primary Colours



Sand
HEX: CDB697
When to Use:
Hollyhock logo, occasional background colour on print and social/web graphical elements

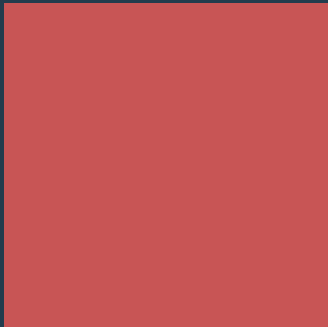


Lichen
HEX: E2E5D6
When to Use:
Background colour, print and social/web graphical elements, text in graphical elements when background is “deep azure”.

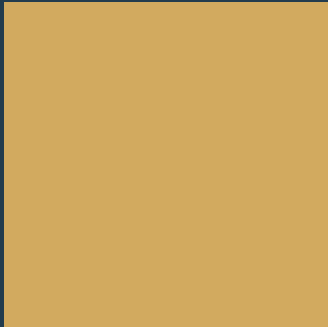


Oyster Shell
HEX: F3F3EB
When to Use:
Background colour, print and social/web graphical elements, text in graphical elements when background is “deep azure”.

Secondary Colours



Coral Gardens
HEX: CA5757
When to Use:
Contrasting colour when needed in graphical elements and print
*don’t use with text overlay or as text color (use [contrast checker](#))



Golden Petal
#D6AD60
When to Use:
Contrasting colour when needed in graphical elements and print
*don’t use with text overlay or as text color (use [contrast checker](#))



Sea Lettuce
HEX: #95BC67
When to Use:
Contrasting colour for donation button, some small graphical elements, use sparingly

Fonts

When to Use:
Titles and headers on social, web,
and print graphical elements,

Roca Two
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&(*)

When to Use:
Subtitles on social, web, and print
graphical elements

Monsterrat
SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&(*)

When to Use:
Standard body text used on web-
based application; social, website
design. Medium and Italics can be
used for emphasis such as presenter
social graphics.

Monsterrat
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&(*)