





Colors and Font Usage

Typeface used for logo

Univers LT Std 55 Roman

Secondary Typefaces

Myriad Pro Regular

Myriad Variable Concept Semibold



PMS Violet C
CMYK 82/90/0/0
RGB 81/36/178
HEX 5124B2



PMS 2582 C
CMYK 46/81/0/0
RGB 170/69/195
HEX AA45C3



PMS 807 C
CMYK 15/81/0/0
RGB 239/69/195
Hex EF45C3



PMS 135 C
CMYK 0/25/68/0
RGB 255/196/103
HEX FFC467

Hearing Loss Association of America
7910 Woodmont Ave, Suite 1200
Bethesda, MD 20814

Phone: 301.657.2248
Fax: 301.913.9413
<https://www.hearingloss.org/>



Dear Sir/Madam,

Thank you for joining the Hearing Loss Association of America!

As an HLAA member, you are part of an organization with a mission to provide information, education, support and advocacy to people with hearing loss. Through our advocacy work at the federal level, we represent 48 million people with hearing loss in the United States – that includes you.

You can find more information about our mission and your benefits as an HLAA member on our website, <https://www.hearingloss.org/>

Sincerely,

Carla Beyer-Smolin
Membership Coordinator

Sara Lessans
Graphic Designer



Hearing Loss Association of America
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Logo Execution and Application

