

CHAMP / Fonts & colors

Quick reference | September 28, 2026

FONTS

Heebo

Primary headings, body and controls

Plus Jakarta Sans

Trust headings and statistics

Inter

Trust-section supporting copy

Americana Extra Bold - BOLD: logo only. Use original logo artwork.

DIGITAL COLORS



Page background
#05060F



Alternate section
#0D1226



Panel background
#0B0F22



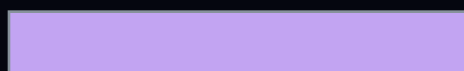
Primary text
#EEF1F8



Body text
#AAB3C9



Subtle border
#252C46



Lavender
#C2A4F2



Sky blue
#8EC9EF



Cyan
#7FE0EA



Label lavender
#A5B0F5



Positive result
#7EE0A5



Action text
#080C1C

ACTION GRADIENT

Lavender #C2A4F2 to sky #8EC9EF; dark text #080C1C.

Original logo colors and Americana remain unchanged.

Current guide: affordacareinsurance.com/brand-guide