

## Partner Program

# Press & Brand Kit

Everything you need to talk about HackFirstAid accurately and on-brand — in a partner pitch, a press release, a co-branded landing page, or a customer case study. Last updated May 2026.

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**Partner marketing**

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**Asset requests**

Vector logos, photography, custom lockups  
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## Logo

The HackFirstAid wordmark is a serif lockup (Playfair Display Bold) followed by an optional sans tag (Inter Bold) that names the vertical — Business, Municipal, Medical, Education, or Boards. The wordmark is the primary mark. Do not redraw, italicize, condense, or substitute the typeface.



HackFirstAid Education

*Primary lockup on light background.*



HackFirstAid Business

*Reversed lockup on primary teal — minimum background ratio 60% teal.*



HackFirstAid Medical

*Vertical tag example — same lockup rules apply to Municipal, Education, and Boards.*

## Clear space & minimum size

Maintain clear space equal to the cap-height of the "H" on all four sides of the wordmark. Minimum print size: 1.25" wide. Minimum screen size: 120 px wide.

## Logo don'ts

- Don't change the wordmark color outside the approved palette below.

- Don't add drop shadows, outlines, gradients, or 3D effects.
- Don't co-mingle the HackFirstAid wordmark with another vendor's logo on the same lockup. Co-branding is a side-by-side layout with at least 24 px of clear space.
- Don't combine the wordmark with vertical tags other than the five approved verticals (Business, Municipal, Medical, Education, Boards).
- Don't use the wordmark on imagery depicting violence, disaster, or actors in hoodies. "Calm" is a brand attribute, not a typographic accident.

## Brand colors

The palette is anchored on a single primary teal. Neutrals are warm-cool greys that read as calm and clinical without going sterile. Tier accents (Silver / Gold / Platinum) are used only on partner-program surfaces.



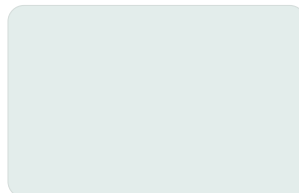
**Primary Teal**  
**#115E59**

Primary · CTAs, links, headings



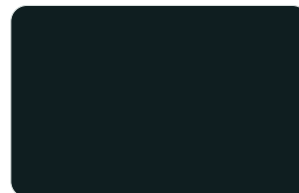
**Deep Teal**  
**#0A3D3A**

Hover, depth, pull-quotes



**Teal Tint**  
**#E3EDEB**

Callouts, highlights, badges



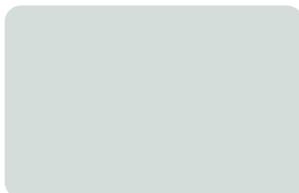
**Foreground**  
**#0F1E20**

Body text, headlines



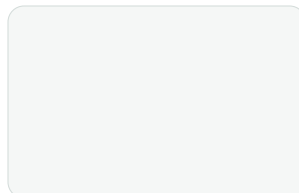
**Muted**  
**#5A6B6B**

Secondary text, meta



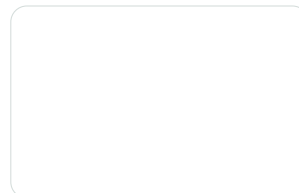
**Border**  
**#D5DDDB**

Rules, card outlines



**Card**  
**#F5F7F6**

Card and surface fills



**Background**  
**#FFFFFF**

Page background

## Partner tier accents (program surfaces only)



**Silver**  
**#94A3B8**

Authorized tier



**Gold**  
**#C8A437**

Reseller tier



**Platinum**  
**#115E59**

Delivery tier

*Tier accents do not appear on customer-facing surfaces. They are reserved for partner-program documents, badges, and the partner portal.*

## Typography

<h1>Playfair Display</h1>	<p><b>Headlines · Serif</b> Weights 500, 600, 700 · used for H1–H3, statistics, pull-quotes. Fraunces is the approved alternate when Playfair is unavailable (e.g., on hackfirstaid.com).</p>
<h2>Inter Regular &amp; Semibold</h2>	<p><b>Body, UI, micro · Sans</b> Weights 400, 500, 600, 700 · used for body text, navigation, captions, footers, and all interface chrome. System fallback: SF Pro Text / Segoe UI.</p>
<p><b>EYEBROW · UPPERCASE · 0.08em</b></p>	<p><b>Eyebrows · Inter Bold, 0.08em letter-spacing</b> The small primary-color label above each headline. Always sentence fragments, never punctuated.</p>

## Approved language

Use the boilerplate below verbatim in press releases, partner pages, and case studies. The "say this / not that" grid covers the most common slips.

### Standard boilerplate (85 words)

*"HackFirstAid delivers calm, plain-language cyber incident response for the audiences that rarely get it — individuals and families, small and mid-sized businesses, municipalities, small medical practices, K-12 districts, and the boards and trustees who oversee them. Founded by Travis Barlow, HackFirstAid pairs free self-serve triage with paid playbooks, HIPAA-aware tooling for healthcare, regulator hand-offs, and partner-delivered services. Atlantic-Canadian roots, North-American practice. No fear marketing. No vendor pitch."*

### Short boilerplate (30 words)

*"HackFirstAid is calm, plain-language cyber incident response for individuals, small businesses, municipalities, small medical practices, K-12 districts, and the boards that oversee them."*

### Founder bio (50 words)

*"Travis Barlow is the founder of HackFirstAid and of AtlSecCon, Atlantic Canada's longest-running security conference. Over 25+ years and 580+ engagements he has led incident response across the public sector — school districts, municipalities, healthcare, and critical infrastructure. He lives and works in Nova Scotia."*

### Say this / not that

Say	Not
"Calm, plain-language incident response."	"Enterprise-grade cyber resilience platform."
"The first hour matters most."	"Don't be the next headline."
"HackFirstAid Partner" (with tier name)	"HackFirstAid Certified" or "HackFirstAid Authorized Reseller" (non-approved phrasing)

"Built by Travis Barlow, founder of AtlSecCon."	"Powered by AtlSecCon" or "Endorsed by Travis Barlow" (without written approval)
"Free triage" (the unauthenticated tool)	"Free assessment" or "Free audit" (implies a deliverable we don't ship)
"K-12 districts" / "school districts"	"Schools" (too broad — we exclude higher ed by design)
"Out of scope by design: higher ed, hospitals/health systems, OT/SCADA, non-security cyberbullying."	Silence on scope, leading customers to expect coverage we don't provide.
"Small medical practices" (the Medical vertical's audience)	"Healthcare" or "hospitals" (implies coverage of large health systems we don't serve)

## The HackFirstAid family

One cyber-readiness stack across six audiences. Partner program covers the five organizational verticals; the individuals & families vertical remains free and consumer-direct.

Vertical	Audience	Site	In partner program?
Individuals & families	Households, victims of fraud, identity theft	hackfirstaid.com	No — free, consumer-direct
Business	Small and mid-sized businesses	business.hackfirstaid.com	Yes — all tiers
Municipal	Towns, counties, utilities, special districts	municipal.hackfirstaid.com	Yes — all tiers
Medical	Small medical practices (HIPAA, training, IR, vCISO)	medical.hackfirstaid.com	Yes — all tiers (BAA required)
Education	K-12 public, charter, and private districts	education.hackfirstaid.com	Yes — all tiers
Boards	Trustees, directors, and governance overseers	boards.hackfirstaid.com	Yes — all tiers

Need a vector logo, custom lockup, photography, or approved language for a specific market or language? Email [brand@hackfirstaid.com](mailto:brand@hackfirstaid.com) with your use case and turnaround date.