hairconfirm®

Product Book & Branding Guideline

January 2019

hairconfirm®

HAIR DRUG TEST

Hair Collection Kit

90 DAY REPORT
Detects Further Back Than Urine Testing* >

See back for why we're better

Choose Your Test And Pay Lab Fee Online:

10 DRUGS OF ABUSE	or	10 DRUGS OF ABUSE + 4 PRESCRIPTION OPIOIDS

Marijuana · Amphetamine · Methamphetamine · Ecstasy · Cocaine · Opiates · Codeine · Morphine · Heroin · Phencyclidine (PCP)	Marijuana · Amphetamine · Methamphetamine · Ecstasy · Cocaine · Opiates · Codeine · Morphine · Heroin · Phencyclidine (PCP) · Oxycodone · Hydrocodone · Hydromorphone · Oxymorphone

$59 LAB FEE   or   **$89** LAB FEE

ANONYMOUS LAB TEST

hairconfirm®
HAIR DRUG TEST
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$59 LAB FEE or **$89 LAB FEE**

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hairconfirm®
GETTING STARTED

This hair test kit provides the necessary materials for proper specimen collection. Read the instructions carefully before collecting your hair sample. If you need further assistance, watch our demonstration on HairConfirm.com.

Hair Specimen Transport Foil | Hair Specimen Envelope | Specimen ID Card | Hair Specimen Bag | Prepaid Shipping Envelope

1. REGISTER KIT & PAY LAB FEE ONLINE

Go online to hairconfirm.com/register to activate your test kit. Use the Specimen ID Number and Passcode located on your Specimen ID Card.

Choose your test - either the **10 Drugs of Abuse for $59** or **10 Drugs of Abuse + 4 Prescription Opioids for $89**.

Keep the top portion of your Specimen ID Card for reference. Your sample will NOT be processed until the Specimen ID Number is registered and the required lab fee is paid online.

2. COLLECT HAIR SAMPLE

Start by sterilizing a pair of scissors with an alcohol wipe.

Isolate a section of hair to be cut, part hair with clip if necessary. Select at minimum a half inch long strip equal to the diameter of a pencil or straw. **(a)**

Cut as close to the scalp as possible. Recommended hair length is 1.5 inches to trace back to the last 90 days. It is not required to collect entire sample from the same spot. You may collect hair from various areas of the head.

NOTE: If there isn't enough hair on the donor's head, body hair can be used as an alternative. This can be collected from the arm, underarm, chest, and pubic area. When using body hair, submit double the amount as body hair is thinner than the hair on the head. Do not mix head and body hair.

3. PREPARE HAIR SAMPLE

Place the root end of the hair sample on the indicated area of the collection foil. Align hair with the center line on the foil and hold the hair together. See picture for different examples of length. **(b)**

Fold the foil in half along the dotted line. Then neatly fold once more lengthwise. Be careful not to crumple the foil. **(c)**

Place foil containing your hair sample into the Hair Specimen Envelope. **(d)**

Seal the Hair Specimen Envelope with the Security Label located on the bottom right corner of your Specimen ID Card. Once sealed, have the donor indicate on the Security Label the type of hair sample used - either Head Hair or Body Hair. **(e). Keep the top portion of the card for reference until you obtain your results.**
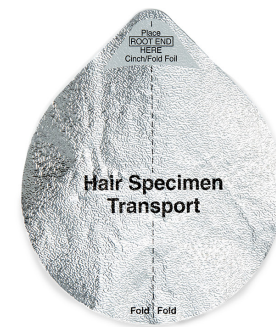
Place your sealed Hair Specimen Envelope into the clear Hair Specimen Bag and securely seal the adhesive flap. **(f)**

Finally, place the sealed bag into the prepaid shipping envelope. Mail your sample through the appropriate carrier. **(g)**

4. RESULTS

Once you've mailed your sample, please allow 3-9 days for the lab to deliver your test results. You will receive an email notification when your results become available and you will be able to view the results through your secure online account.

Keep the top portion of your Specimen ID Card for reference. Your sample will NOT be processed until the Specimen ID Number is registered and the required lab fee is paid online.

Place **ROOT END HERE** Cinch/Fold Foil

Hair Specimen Transport

Fold | Fold

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hairconfirm®
HAIR SPECIMEN ENVELOPE

	30 days	60 days	90 days
in	0.5	1	1.5

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hairconfirm®
SPECIMEN ID CARD

IMPORTANT! Please Read

DATE MAILED: _____

SPECIMEN ID #: **AR10200**   PASSCODE: **1685**

1. Register your test kit and pay your lab fee at HairConfirm.com.
2. After collecting your hair sample, place in the Hair Specimen Envelope.
3. Carefully remove Security Label sticker from the dashed area below.
4. Apply sticker to the front of your Hair Specimen Envelope.
5. Refer to Step 4: MAIL YOUR SAMPLE for shipping details.

IMPORTANT: You must register your test kit and pay your lab fee at HairConfirm.com. Registration is required in order to process your sample and access test results. Keep the rest of this card in a safe place for reference.

Remove label, and place it on the small envelope provided in the kit. For results, please go to **www.hairconfirm.com** and enter your Specimen ID Number and Passcode.

SECURITY LABEL

AR10200

PLEASE PICK ONE: Head Hair ☐   Body Hair ☐

Send lab barcode as shown in figure

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hairconfirm®

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST–CLASS MAIL   PERMIT NO. 27777   MOGADORE, OH

POSTAGE WILL BE PAID BY ADDRESSEE

HAIRCONFIRM
400 N CLEVELAND AVE
MOGADORE OH 44260–9902

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hairconfirm®
HAIR SPECIMEN BAG

TYPOGRAPHY: HEADER FONT FAMILY

The HairConfirm brand uses Futura PT for headings and Avenir for body as its default typeface.

Futura PT

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

DEMI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY: BODY FONT FAMILY

The HairConfirm brand uses Futura PT for headings and Avenir for body as its default typeface.

Avenir

BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY: HEADER FONT WEB

Futura PT is available for web from Adobe Fonts:
https://fonts.adobe.com/fonts/futura-pt#fonts-section

Futura PT

Web

To use this font on your website, use the following CSS:

```
font-family: futura-pt, sans-serif;
font-style: normal;
font-weight: 300;
```

TYPOGRAPHY: BODY FONT WEB ALTERNATIVE

If Avenir is unavailable for hairconfirm.com, Nunito Sans can be used as an alternative for Avenir as its default typeface.

Nunito Sans

BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir

BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY GUIDELINE

Futura PT Heavy
Tracking: 8x the Font Size

Below are examples of the most used type treatment with headers and body text.

SAY HELLO TO
BETTER DRUG TESTING

Futura PT Demi ALL CAPS
Tracking: 108pt
Leading: 1.5x the Font Size

We provide parents and loved ones with the information
and tools they need to create a drug-free home.

Avenir Book
Tracking: 36pt
Leading: 1.5x the Font Size

Futura PT Heavy Title Case
Tracking: 40pt
Leading: 1.5x the Font Size

Say Hello to
Better Drug Testing

Avenir Heavy
Tracking: 36pt
Leading: 1.5x the Font Size

We provide parents and loved ones with the information
and tools they need to create a drug-free home.

TYPOGRAPHY: WHAT NOT TO DO

Below are examples of how NOT use type treatment with headers and body text.

SAY HELLO TO
BETTER DRUG TESTING

Do not overly tighten tracking

We provide parents and loved ones with the information and tools they need to create a drug-free home.

The body text font size should not be greater than the header.

The header should not be overly spaced out especially sentence case.

Say Hello to
Better Drug Testing

The body text should not be all caps when the header is sentence case.

WE PROVIDE PARENTS AND LOVED ONES WITH THE INFORMATION AND TOOLS THEY NEED TO CREATE A DRUG-FREE HOME.

TYPOGRAPHY GUIDELINE

Below are examples of the most common color usage with headers and body text.
When using text on a **light background**, in most cases use header colors HC Teal, HC Navy, or HC Dark Gray. In most cases use body text colors HC Navy and HC Dark Gray.
When using text on a **dark background**, allow enough contrast between the background and text colors.

SAY HELLO TO
BETTER DRUG TESTING

We provide parents and loved ones with the information and tools they need to create a drug-free home.

SAY HELLO TO
BETTER DRUG TESTING

We provide parents and loved ones with the information and tools they need to create a drug-free home.

SAY HELLO TO
BETTER DRUG TESTING

We provide parents and loved ones with the information and tools they need to create a drug-free home.
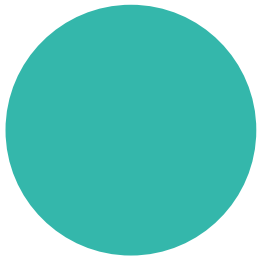
SAY HELLO TO
BETTER DRUG TESTING

We provide parents and loved ones with the information and tools they need to create a drug-free home.

Say Hello to
Better Drug Testing

We provide parents and loved ones with the information and tools they need to create a drug-free home.

Say Hello to
Better Drug Testing

We provide parents and loved ones with the information and tools they need to create a drug-free home.

TYPOGRAPHY: WHAT NOT TO DO

Below are examples of how NOT to use branding colors with headers and body text.
When using text on a **light background**, DO NOT use HC Yellow or any light colors. In most cases DO NOT use the same color for header and body in HC Teal or any light colors.
When using text on a **dark background**, allow enough contrast between the background and text colors.

SAY HELLO TO
BETTER DRUG TESTING

We provide parents and loved ones with the information
and tools they need to create a drug-free home.

SAY HELLO TO
BETTER DRUG TESTING

We provide parents and loved ones with the information
and tools they need to create a drug-free home.

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We provide parents and loved ones with the information
and tools they need to create a drug-free home.

Say Hello to
Better Drug Testing

We provide parents and loved ones with the information
and tools they need to create a drug-free home.

Say Hello to
Better Drug Testing

We provide parents and loved ones with the information
and tools they need to create a drug-free home.

HAIRCONFIRM COLORS

There are 5 primary brand colors that we use in our work. These are the constant in our print collaterals and should always be considered first and used accordingly

HC Teal	HC Yellow	HC Navy	Light Teal	Light Blue
#45B8AC	#FFC82C	#026280	#DAEDEA	#DCF1F4
CMYK 68 . 4 . 39 . 0	CMYK 0 . 22 . 92 . 0	CMYK 93 . 55 . 34 . 12	CMYK 14 . 1 . 8 . 0	CMYK 12 . 0 . 3 . 0

The HC Teal can be used in print, packaging, or collateral.

When used has a block highlight, body text colors can be white, HC Dark Gray, or HC Navy
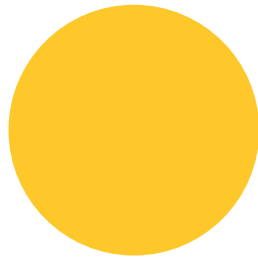
The HC Yellow should be used as a highlight and only to be used in body text when it is bold.

When used has a block highlight, body text colors can be white, HC Dark Gray, or HC Navy
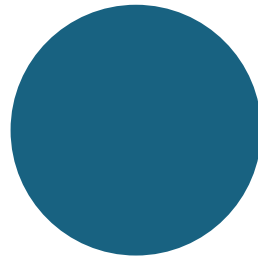
The HC Navy can be used in print, packaging, or collateral.

When used has a block highlight, body text colors can be HC Yellow, white, Light Teal, or Light Blue
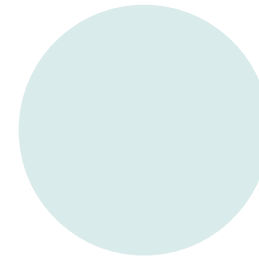
Light Teal can be used has a highlight or color block in print, packaging or collateral.

When used has a block highlight, body text colors can be HC Navy, HC Dark Gray, or HC Med Gray
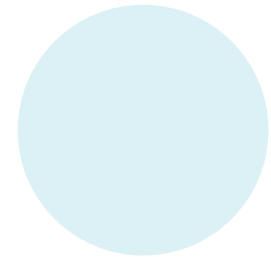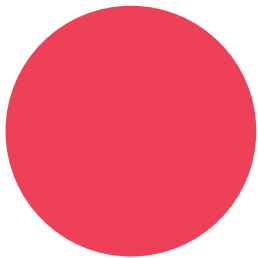
Light Blue can be used has a highlight or color block in print, packaging or collateral.

When used has a block highlight, body text colors can be HC Navy, HC Teal, HC Dark Gray, or HC Med Gray

HAIRCONFIRM SECONDARY COLORS

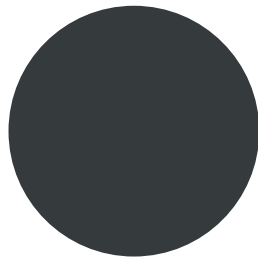There are secondary brand colors that we use in our work.

HC Red	HC Dark Gray	HC Med Gray	Teal Med	Teal Dark
#EF4359	#363A3D	#63666A	#64C6C2	#008181
CMYK 0 . 89 . 58 . 0	CMYK 72 . 63 . 58 . 51	CMYK 62 . 52 . 48 . 19	CMYK 58 . 1 . 30 . 0	CMYK 86 . 31 . 49 . 8

The HC Red should be used as a highlight and used in a body of text for error messages.

When used has a block highlight, body text colors can only be white.

The HC Dark Gray is primarily used as **header text** in print, packaging, or collateral.

When used has a block highlight, body text colors can be white or HC Teal.
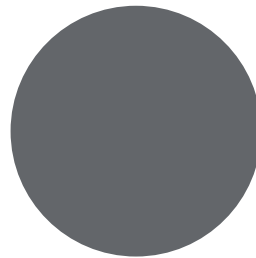
The HC Med Gray is primarily used as **body text** in print, packaging, or collateral.

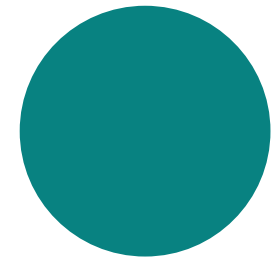When used has a block highlight, body text colors can be white, Light Teal, or Light Blue
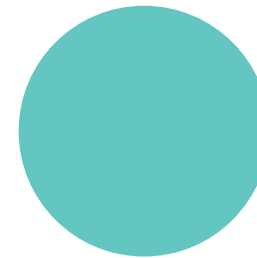
Teal Med is a shade of HC Teal and can be used in print, packaging, or collateral.

When used has a block highlight, body text colors can be white, HC Navy, HC Dark Gray, Light Teal, or Light Blue

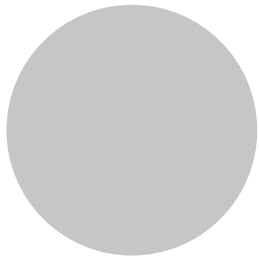Light Blue can be used has a highlight or color block in print, packaging or collateral.

When used has a block highlight, body text colors can be HC Navy, HC Teal, HC Dark Gray, or HC Med Gray

HAIRCONFIRM SECONDARY COLORS

There are secondary brand colors that we use in our work.
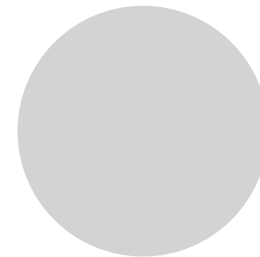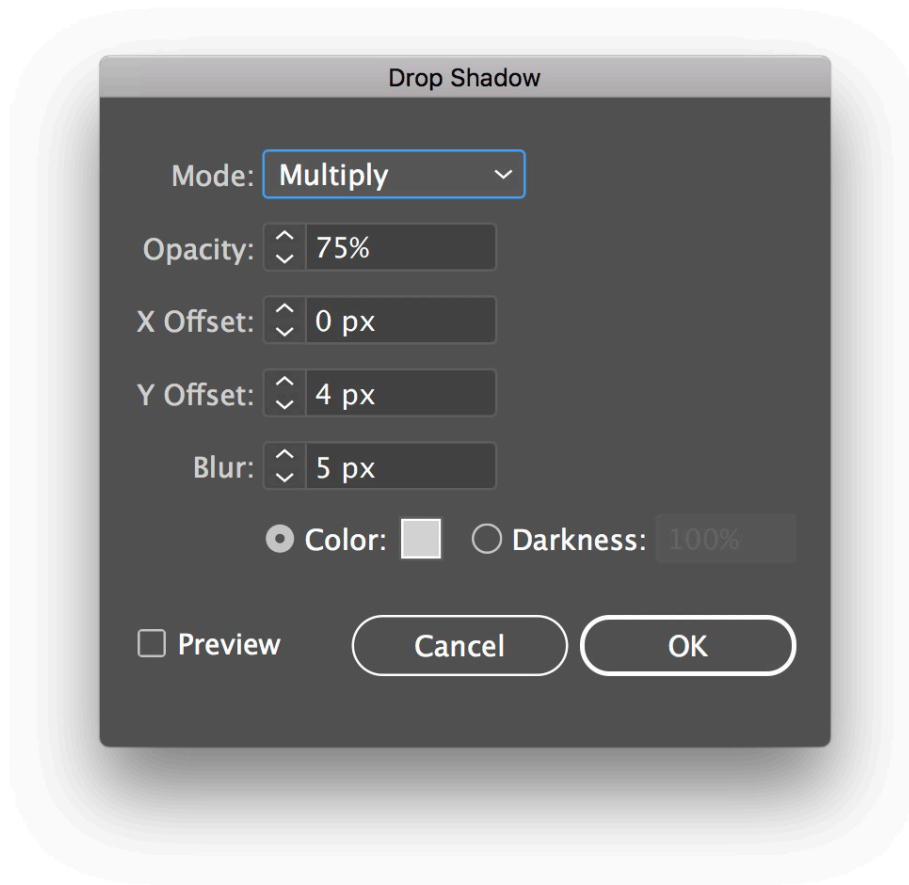
HC Light Gray

#C7C8C6
CMYK 22 . 16 . 18 . 0

The HC Light Gray
should be used as a
block color on web, and
a block out body text.

When used has a block
color, body text colors
can be white, HC Dark
Gray, or HC Med Gray.

HAIRCONFIRM WEB DROP SHADOW GUIDE

This formula should be used when adding drop shadow to a block on web.
DO NOT add a drop shadow to a header or body text.

Drop Shadow

Mode: **Multiply**

Opacity: 75%

X Offset: 0 px

Y Offset: 4 px

Blur: 5 px

⦿ Color: ☐   ◯ Darkness: 100%

☐ Preview   (Cancel)   (OK)

HC Drop Shadow

#D2D3D4
CMYK 17 . 12 . 12 . 0

The HC Drop Shadow
should be used as the
default drop shadow
color in web.