

# BRAND STYLE GUIDE



## PRIMARY LOGO



## SECONDARY LOGOS



### LETTERING



### ICON



## COLORS



HEX: #74371a  
RGB: 116, 55, 26



HEX: #747c6d  
RGB: 116, 124, 109



HEX: #fef0e0  
RGB: 254, 240, 224



HEX: #d4b38d  
RGB: 212, 179, 141



HEX: #f9faf4  
RGB: 249, 250, 244

## FONTS

User for H1, headline, titles

### Montserrat

**Bold**

**Extra Bold**

**EB Italic**

User for H2, H3, sub-headline, body text

### Karla

Light

Regular

Italic

## PRIMARY LOGO WITH DIFFERENT BACKGROUNDS



## SECONDARY LOGO WITH DIFFERENT BACKGROUNDS



## BUTTONS

