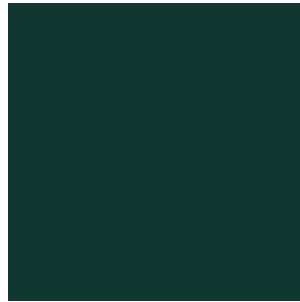


Color Palette

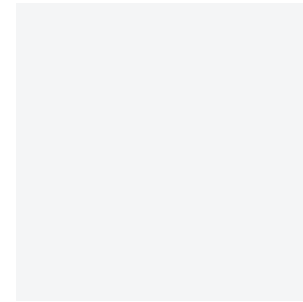
PRIMARY



Forest Green
#153732



Beige
#F4CC9E



Light Gray
#F2F2F3



Goldenrod
#F4A940

SECONDARY



Olive
#4C4F22



Pink
#F7A3A9



Red Orange
#F15E24



Navy
#1E2B36

Color

Color Palette

Gradient

Usage

Logo Color

Beanie & Blazer

Logo Color

PRIMARY



Forest Green on light
background



Light Gray on dark
background

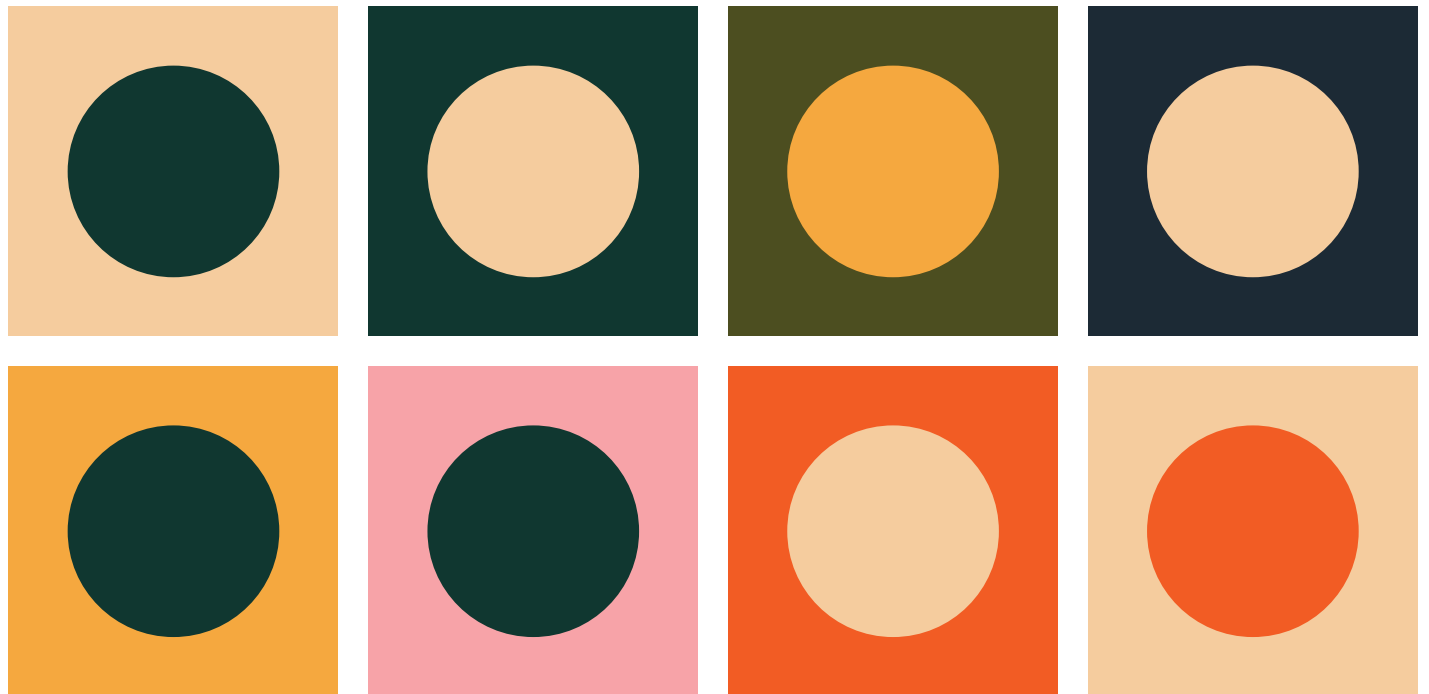
Gradient

The gradient can be used for backgrounds or color washes as an alternative to a solid color. The gradient shouldn't be used as a primary design element but sparingly to break up pages or other design elements.



Logo Color

While our primary logo color is forest green, there are a multiple colorways that can represent our brand. Beanie & Blazer has a playful side and the logo colors reflect that.



Typography

Termina

Chaparral Pro

Usage

Alternatives

Termina

Aa

REGULAR

The quick brown fox jumped over
the lazy dog.

DEMI

**The quick brown fox jumped over
the lazy dog.**

PURCHASE

fortfoundry.com/collections/termina

Trade Gothic Next

Aa

REGULAR

The quick brown fox jumped over the lazy dog.

BOLD

The quick brown fox jumped over the lazy dog.

PURCHASE

myfonts.com/fonts/linotype/trade-gothic-next/

Type Usage

The gradient can be used for backgrounds or color washes as an alternative to a solid color. The gradient shouldn't be used as a primary design element but sparingly to break up pages or other design elements.

NEXT STEPS

Eyebrows: Termina Demi 8pt
Tracking 80 / Leading 16pt

Define your personal goals and values

Large Heading: Termina Demi 30pt
Leading 30pt

Subheader here

Large Heading: Termina Demi 36pt
Leading 36pt

Category Heading

Categories: Termina Demi 14pt
Leading 16pt

The gradient can be used for backgrounds or color washes as an alternative to a solid color. The gradient shouldn't be used as a primary design element but sparingly to break up pages or other design elements.

Large Heading: Trade Gothic Next 10pt
Leading 15pt

Alternatives

While Termina and Trade Gothic Next are preferred there may be instances in which you'll need alternative fonts with the same feel.

ARCHIVO REGULAR

The quick brown fox jumped over the lazy dog.

ARCHIVO BOLD

The quick brown fox jumped over the lazy dog.

DOWNLOAD

fontsqirrel.com/fonts/archivo

SOURCE SANS PRO REGULAR

The quick brown fox jumped over the lazy dog.

SOURCE SANS PRO SEMIBOLD

The quick brown fox jumped over the lazy dog.

DOWNLOAD

fontsqirrel.com/fonts/source-sans-pro