

Brand Guidelines Sheet

Primary Logo



The primary versions should always be used in official settings.

Primary Logo Stacked



Monogram



Wordmarks



Color Palette and Hierarchy

— CMYK

CMYK color codes are used for print.

— RGB

RGB color codes are used for digital.

— HEX

HEX color codes are used on the web.

Maven Blue
HEX #003B5B
RGB 0, 59, 91
CMYK 100, 76, 40, 31

Light Blue
HEX #097491
RGB 9, 116, 145
CMYK 88, 44, 31, 5

Minty
HEX #00C4B5
RGB 0, 196, 181
CMYK 71, 0, 38, 0

Goldy
HEX #F9C750
RGB 249, 199, 80
CMYK 2, 22, 79, 0

Sandy
HEX #F7DDC1
RGB 247, 221, 193
CMYK 2, 13, 24, 0

Typography

Headlines

Josefin Sans SemiBold

Subheadings

Josefin Sans Regular

Body Copy

Work Sans Regular

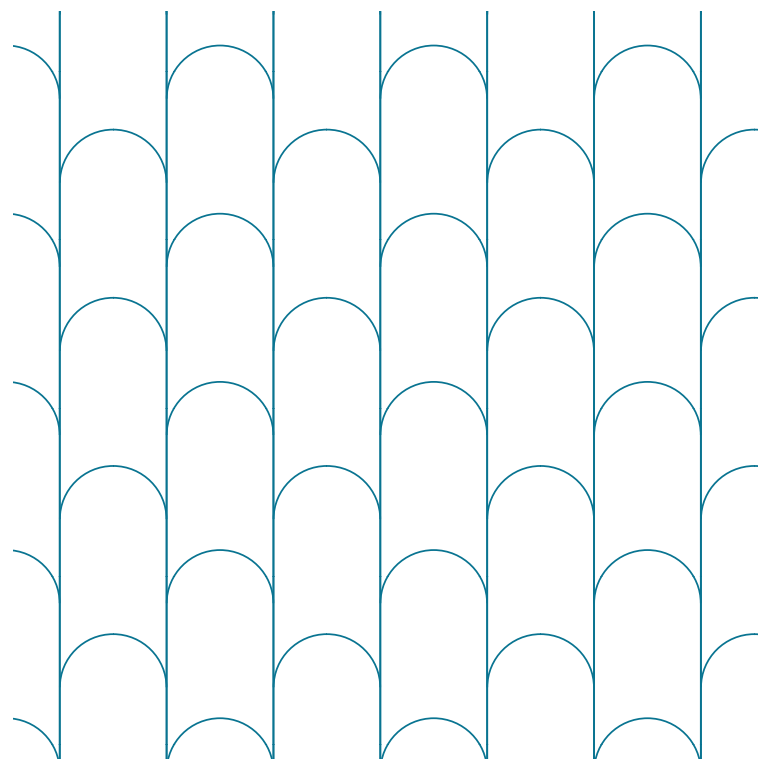
Quotes/emphasis

Work Sans Bold

Imagery



Visual Assets



Backed by buyer and seller insights.

Hope is not a strategy.

Backed by buyer and seller insights.

Hope is not a strategy.

