

VISUAL DIRECTION: CONTEMPORARY MINIMALIST

LOGO



MISSION STATEMENT LOGO

**EQUIP THE
FOUND +
FIND THE
LOST**



PRIMARY COLOR PALETTE

Our primary palette consists of yellow, black, & white. This palette is at the core of our visual identity & should be used for any static or one-off, brand-focused executions (such as business system, app icons, etc.)

We use white & black most often, & yellow more sparingly.

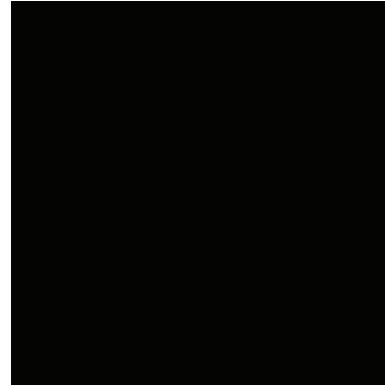
These proportions are guidelines that let us be more precise with how & when we use yellow, making the color more impactful.

Very rarely do we use ratios of the “Dominant Accent.”



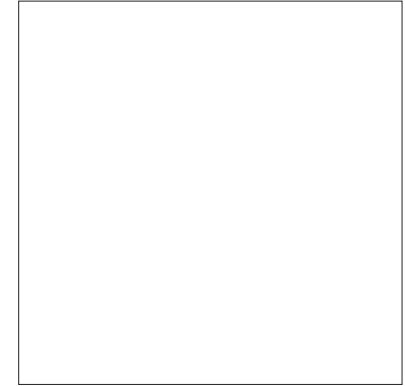
ACCENT
Yellow

RGB: 255 / 199 / 19
HEX: ffc713
CMYK: 0 / 22 / 97 / 0



DARK
Black

RGB: 0 / 0 / 0
HEX: 000000
CMYK: 75 / 68 / 67 / 90

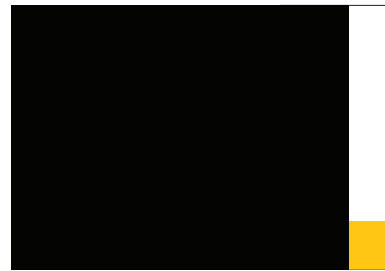


LIGHT
White

RGB: 255 / 255 / 255
HEX: fffffff
CMYK: 0 / 0 / 0 / 0



DOMINANT ACCENT



DOMINANT DARK



DOMINANT LIGHT

SECONDARY COLOR PALETTES

The secondary palette may be used for event focused materials that are refreshed often (or have a short lifespan).

Other examples:

- Branded collaterals
- Social media campaigns
- Illustrations



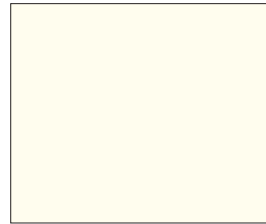
Dandelion

RGB: 203 / 161 / 53
HEX: cba135
CMYK: 21 / 35 / 96 / 1



Raw Denim

RGB: 10 / 16 / 61
HEX: 0a103d
CMYK: 100 / 97 / 41 / 52



Milk Foam

RGB: 255 / 253 / 237
HEX: fffded
CMYK: 0 / 0 / 8 / 0



TGI Red

RGB: 163 / 16 / 52
HEX: a31034
CMYK: 24 / 100 / 78 / 19

MCG PALETTE:



Nacho Cheese

RGB: 243 / 131 / 36
HEX: f38324
CMYK: 1 / 59 / 99 / 0



Blood Orange

RGB: 238 / 64 / 54
HEX: ee4036
CMYK: 0 / 90 / 85 / 0



PNW Green

RGB: 2 / 64 / 36
HEX: 024024
CMYK: 89 / 45 / 91 / 55

TYPOGRAPHY

TYPEFACE 1:

Korolev

Heavy Italic
Heavy
Bold Italic
Bold
Medium Italic
Medium
Light Italic
Light
Thin Italic
Thin

Lora

Bold Italic
Bold
Italic
Regular

Eyebrow

Font: Korolev / Weight: Medium
Case: All caps

Large Headline

Font: Korolev / Weight: Bold
Case: All caps

Headline

Font: Korolev / Weight: Bold
Case: All caps

Subheadline

Font: Korolev / Weight: Bold
Case: Sentence case

Body

Font: Lora / Weight: Regular
Case: Sentence case / Paragraph: Justified with last line aligned left

Footer

Font: Korolev / Weight: Medium
Case: All caps

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TYPOGRAPHY

TYPEFACE 2:

Brandon Grotesque

Black Italic

Black

Bold Italic

Bold

Medium Italic

Medium

Regular Italic

Regular

Lora

Bold Italic

Bold

Italic

Regular

Eyebrow

Font: Brandon Grotesque / Weight: Medium
Case: All caps / Letter Spacing: -10pt

Large Headline

Font: Brandon Grotesque / Weight: Bold
Case: All caps

Headline

Font: Brandon Grotesque / Weight: Bold
Case: All caps / Letter Spacing: -10pt

Subheadline

Font: Brandon Grotesque / Weight: Bold
Case: Sentence case / Letter Spacing: -10pt

Body

Font: Lora / Weight: Regular
Case: Sentence case / Paragraph: Justified with last line aligned left

Footer

Font: Brandon Grotesque / Weight: Medium
Case: All caps

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TYPOGRAPHY

TYPEFACE 3:

Montserrat

Black Italic
Black
ExtraBold Italic
ExtraBold
Bold Italic
Bold
SemiBold Italic
SemiBold
Medium Italic
Medium
Italic
Regular

Lora

Bold Italic
Bold
Italic
Regular

Eyebrow

Font: Montserrat / Weight: SemiBold
Case: All caps

Large Headline

Font: Montserrat / Weight: ExtraBold
Case: All caps

Headline

Font: Montserrat / Weight: Bold
Case: All caps

Subheadline

Font: Montserrat / Weight: SemiBold
Case: Sentence case

Body

Font: Lora / Weight: Regular
Case: Sentence case / Paragraph: Justified with last line aligned left

Footer

Font: Montserrat / Weight: SemiBold
Case: All caps

ITAE. UT OPTATEM DOLORIS ARCHIT INCTATE AUM QU

A JESUS MISSION

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moles secate preptat verest aut quiam, tem ipiet, dignis cus.

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