# Trudy Tracy & Co.

BRAND STYLE

COLOR PALETTE & MOOD

Color is an integral part of brand identity. Consistent use of this color palette will not only reinforce the cohesiveness of the brand, but color also serves as a psychological purpose by communicating a certain feeling to your audience. These colors support your brand identity across all platforms and should be referred to or considered when emphasizing any branding elements.

#151515

#C7AA62

#FFFFFF
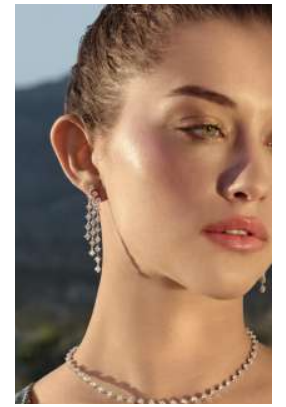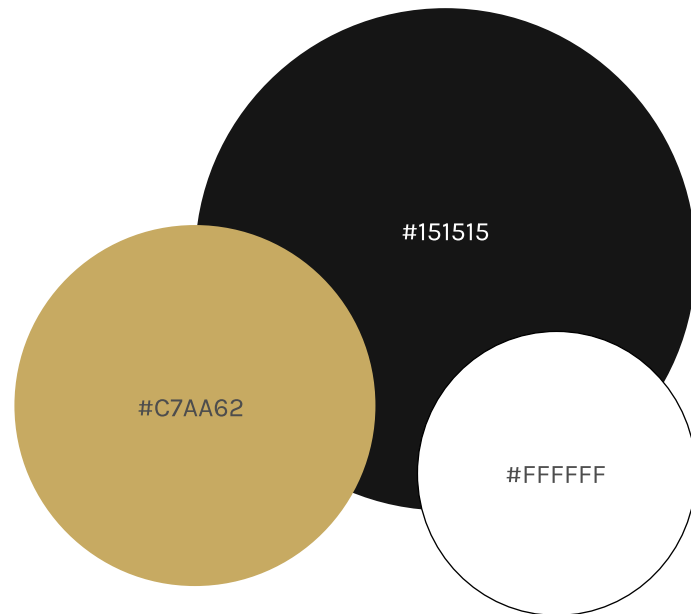
FONT STYLES

These are the carefully curated font styles that your designer has chosen to carry your brand forward on your site.

You'll notice the different type faces in the Heading, Titles, Subheadings and Paragraphs.

The use of these fonts will reinforce the cohesiveness of your brand throughout your entire site.

FULL SANS LC BOLD

BASKERVILLE REGULAR

Bon Vivant

(Full Sans LC) Font for paragraphs. Ut convallis vitae nam feugiat laoreet mauris sed. Urna, maecenas enim volutpat aliquam quam quis dignissim nec enim. Donec adipiscing egestas tristique nunc. Maecenas lectus sit mi, arcu diam. A morbi pellentesque sed dolor dignissim sem. Lectus a, luctus massa ipsum diam tellus eget. Nisl, sed venenatis.

LOGO

FONT NAME: Baskerville Regular

HEX COLOR: #FFFFFF

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