

LOGO

Updating the typography of your logo to match the new brand headlines (Vollkhorn) can make your logo feel fresh and new without losing brand recognition.

CURRENT



UPDATED



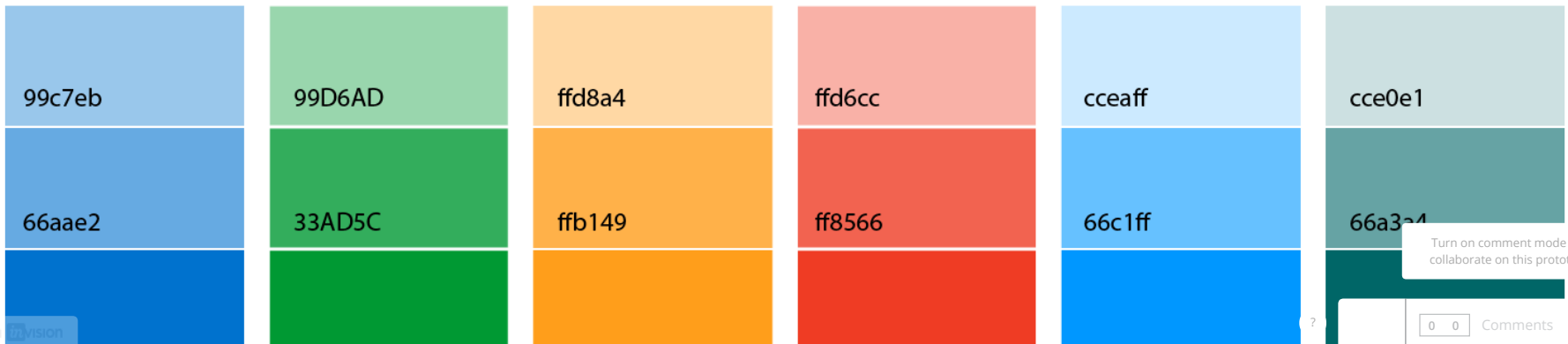
TYPOGRAPHY

Main headings will use Vollkhorn Regular (400). Hierarchy not yet confirmed.

Body Copy will use Montserrat Light (300). #404040. Emphasis will be Montserrat Medium (500).

Estimated body copy size is 18/28 px.

COLOR PALETTE - EXPAND CORE COLORS



0072ce	009933	ff9e1b	EF3C24	0097ff	006667
00569b	007326	dc731c	bf2600	0071bf	004d4d
003967	004D1A	804f0e	801a00	004c80	003334

ICONS - CURRENT



ICONS - SIMPLIFIED (#5, RECOMMEND SIMPLIFYING EVEN FURTHER TO REMOVE BOARD)

