STRATA

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Strata's palette draws from geological and atmospheric layers with sophisticated earth tones—deep slate grays and warm terracotta anchor the brand, while sandstone neutrals and sky blue accents create elevation and breathing room. The overall effect is refined and structural, balancing natural warmth with modern precision.

Primary Colors

Deep Slate
HEX #2C3E50
RGB: 44, 62, 80
CMYK: 45, 23, 0, 69

Sandstone
HEX #D4B896
RGB: 212, 184, 150
CMYK: 0, 13, 29, 17

Terracotta
HEX #C1714B
RBG: 193, 113, 75
CMYK: 0, 41, 61, 24

Secondary Colors

Sky Blue
HEX #5B9BD5
RGB: 91, 155, 213
CMYK: 57, 27, 0, 16

Warm White
HEX #F5f3F0
RGB: 245, 243, 240
CMYK: 0, 1, 2, 4

Charcoal
HEX #3D3D3D
RGB: 61, 61, 61
CMYK: 0, 0, 0, 76

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STANDARD TYPEFACES	WEB-SAFE TYPEFACES
Montserrat Bold **AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz**	**Arial Bold** **AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz**
Monserrat SemiBold **AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz**	Arial AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz
DM Serif Display Regular or Italic **AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz**	*Georgia Italic* *AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz*
Poppins Regular AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz	Helvetica AaBbCcDdEeFfGgHhIiJjKkLlMm OoPpQqRrSsTtUuVvWwXxYyZz

Large Headings

Montserrat Bold
Tracking 20 | Leading 52 pt

Sub-Headings & Eyebrows

Montserrat SemiBold
Tracking 100 | Leading 24 pt

Quotes &
Areas of Interest

DM Serif Display
Regular or Italic
Tracking 40 | Leading 22 pt

Body Copy

Poppins Regular
Tracking 20 | Leading 20 pt

LARGE HEADLINE

SUBHEADINGS & EYEBROWS

quotes & areas of interest
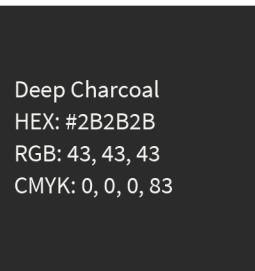
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum quis facilisis nunc. Nunc vel vestibulum augue. Suspendisse est lorem, sagittis sed nisl eget, dictum ornare risus.

TETHER

TENET
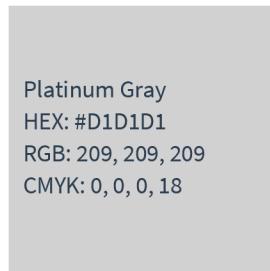
COLOR PALETTE & DESCRIPTION

Embodies timeless authority with a restrained foundation of deep charcoal and platinum gray, accented by deep navy for gravitas and warm platinum for subtle sophistication. The overall effect is classic and unwavering, balancing architectural precision with refined minimalism.
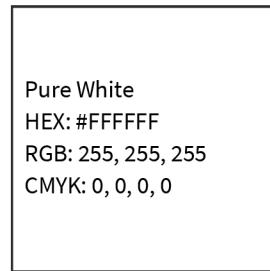
Primary Colors

Deep Charcoal
HEX: #2B2B2B
RGB: 43, 43, 43
CMYK: 0, 0, 0, 83
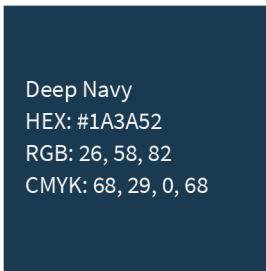
Platinum Gray
HEX: #D1D1D1
RGB: 209, 209, 209
CMYK: 0, 0, 0, 18
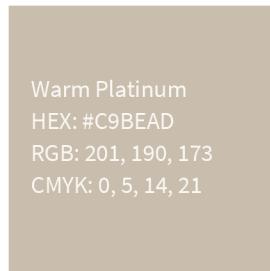
Pure White
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
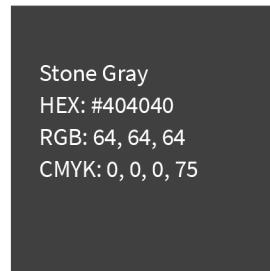
Secondary Colors

Deep Navy
HEX: #1A3A52
RGB: 26, 58, 82
CMYK: 68, 29, 0, 68

Warm Platinum
HEX: #C9BEAD
RGB: 201, 190, 173
CMYK: 0, 5, 14, 21

Stone Gray
HEX: #404040
RGB: 64, 64, 64
CMYK: 0, 0, 0, 75

TYPEFACES

STANDARD

Playfair Display Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

Playfair Display Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

Source Sans Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

WEB-SAFE

Georgia Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

Georgia Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz

The typography combines the classical authority of Playfair Display for headings—creating a timeless, scholarly presence—with the clean geometric strength of Montserrat for subheadings and the highly readable Source Sans Pro for body copy. This pairing balances traditional gravitas with modern clarity, reflecting foundational principles made accessible.

TENET

Large Headings

Playfair Display Bold

Tracking 20 | Leading 52 pt

Sub-Headings & Eyebrows

Montserrat Bold

Tracking 100 | Leading 24 pt

Quotes & Areas of Interest

Playfair Display Italic

Tracking 40 | Leading 22 pt

Body Copy

Source Sans Pro Regular

Tracking 20 | Leading 20 pt

LARGE HEADLINE

SUBHEADINGS & EYEBROWS

quotes & areas of interest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum quis facilisis nunc. Nunc vel vestibulum augue. Suspendisse est lorem, sagittis sed nisl eget, dictum ornare risus.