Brand Guide

Font

Font: Jost (Body of text or heading)

Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d
e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d
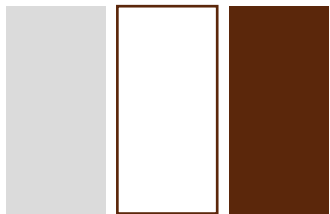e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Font: Spirax (For logo, decorative stuff, or headings)

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d
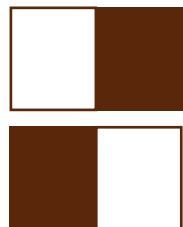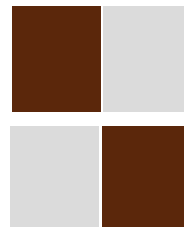e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Color Palette

Colors

White(FG) + Brown(BG)
Contrast Ratio: 12.06:1

Brown(FG) + Grey(BG)
Contrast Ratio: 8.71:1

Brown(FG) + White(BG)
Contrast Ratio: 12.06:1
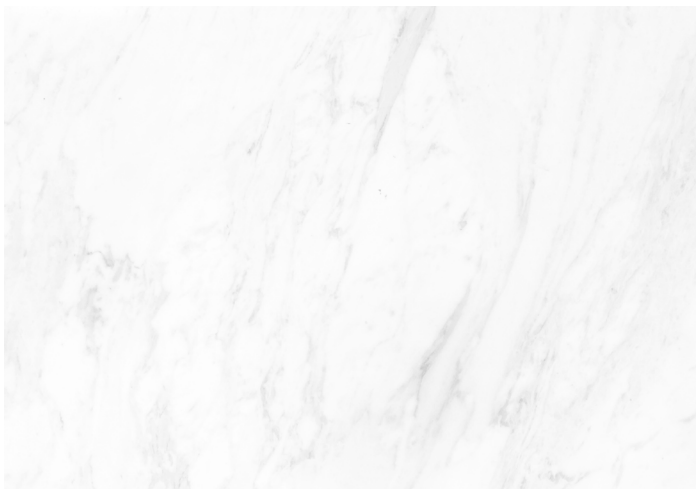
Grey(FG) + Brown(BG)
Contrast Ratio: 8.71:1

Contrast Ratio

White: #FFFFFF
Dark Brown: #5B270B
Grey:#dbdbdb

Logo

Primary

Mulberry Street
Floristry

Brand Guide

Images

Background

Social Media Icons

Brand Guide

Buttons

Hover & Focus State

Home

x

Active + Hover State

Home

Active State

Home