

# OurKin Brand Style Guide

## Color Palette

Warm Earth Beige: #FDF6EC

Soft Teal: #2A635B

Warm Clay: #D98555

Deep Brown: #3B2E2B

Soft Sage: #A8C5AA

## Typography

Primary Font: Poppins / Lato / Nunito Sans (Sans-Serif)

Accent Font: Optional Light Serif

## Logo Usage

Primary: Minimal house + heart + 'OurKin' wordmark

Secondary: Wordmark alone ('OurKin')