International Fruit Hub

WEBSITE ADJUSTMENTS

Logo:

Standard:

Enclosed Version:

Font:

1. TAN Meringue

Colors:

1. #000000 (Black 1)

2. #149D80 (Green 1)

Brand Elements:

Fonts:

1. TAN Meringue (Logo Font): This should be used sparingly to keep its impact.
2. Body Text Font: Choose a clean, readable sans-serif font like Arial, Helvetica, or Lato.
3. Headers/Sub-Headers Font: A serif font like Georgia or Times New Roman can provide a nice contrast while maintaining readability.

4. Accent Font: A modern, stylish font like Montserrat or Open Sans for callouts or special sections.

Example Font Application

Headers:

• Font: Georgia
• Color: #000000 (Black 1)

Sub-Headers:

• Font: Georgia
• Color: #149D80 (Green 1)

Body Text:

• Font: Lato
• Color: #000000 (Black 1)

Buttons/Call to Action:

• Font: Montserrat
• Background Color: #FF6F61 (Coral)
• Text Color: #FFFFFF (White)

Backgrounds:

• Primary Sections: #EDEDED (Light Gray)
• Highlight Sections: #F0C987 (Warm Beige)

Primary Colors:

1. #000000 (Black)
2. #149D80 (Green)

Secondary Colors:

1. #EDEDED (Light Gray): For backgrounds or to highlight text.
2. #F0C987 (Warm Beige): Adds warmth and pairs well with green.
3. #148C74 (Darker Green): A darker shade of your primary green for depth.
4. #FF6F61 (Coral): A vibrant accent color to draw attention.