



Brand Style Guide

Website Analysis

URL: <https://www.chase.com>
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Typography

Primary Fonts




Font	Usage Count
Open Sans	724
dcefont	4
icomoon	4

Color Palette

Primary Colors

Color	Hex Code	Usage Count
	#000000	1684
	#ffffff	400
	#126bc5	362

Secondary Colors

Color		Hex Code	Usage Count
		#414042	236
		#757575	96
		#101820	76