



Style Guide

Overview

Logo & Wordmark



Typography

When you're memorialized by the tree of your choice, you leave behind a beautiful resting place for your loved ones to visit.

Body Copy - Avenir Book

Color Palette



Dark Grey
#262626



Light Grey
#5E5E5E



True Black
#000000



Wood Brown
#402619



Natural Green
#9CB08D



Fall Orange
#D78521

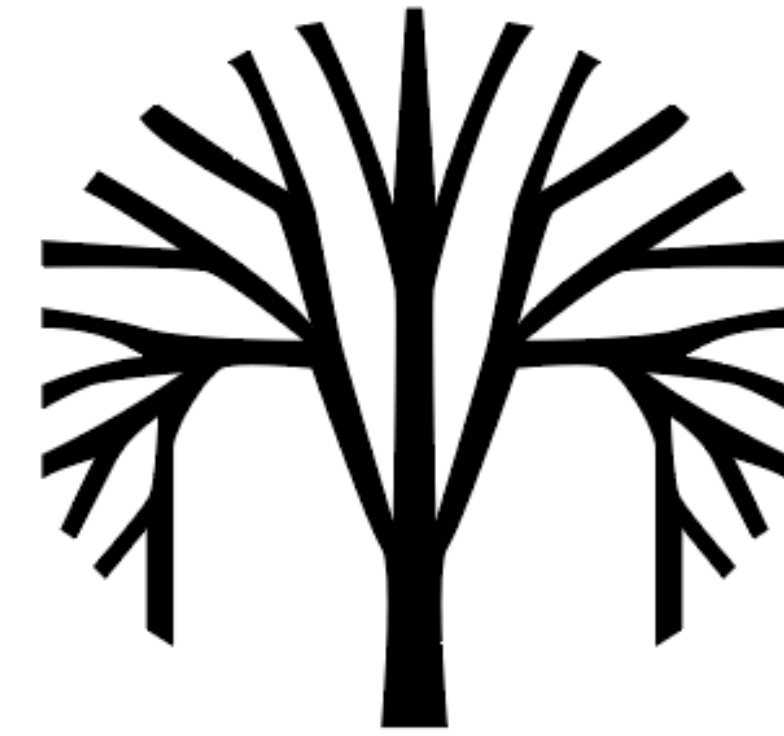
Logo & Wordmark

Logo

Our logo is inspired by the concept of a tree of life. It can be displayed either centered above the wordmark, or in line to the left of the wordmark.

Wordmark

Our wordmark is the company name set in HK Grotesk, with modified kerning.



Eternal Roots



Eternal Roots

Typography

Our type is set in *Avenir* at the following weights:

Headers

Avenir Medium

Body copy

Avenir Book

Emphasis (use sparingly)

Avenir Black

Color Palette

Our color palette contains six colors inspired by the natural world.

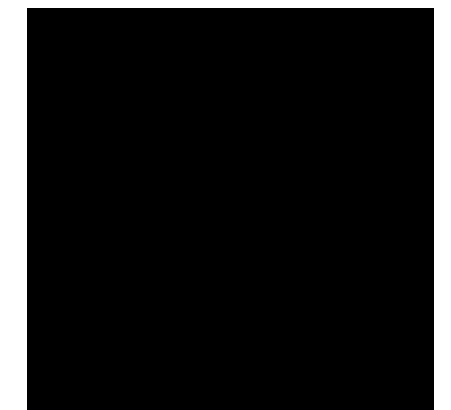
Text should be set in True Black when overlaid on Natural Green or Fall Orange, and in white when overlaid on the greys, black, or Wood Brown.



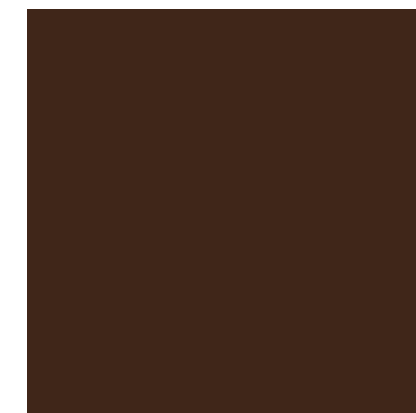
Dark Grey
#262626



Light Grey
#5E5E5E



True Black
#000000



Wood Brown
#402619



Natural Green
#9CB08D



Fall Orange
#D78521