



# Eternal Roots

Style Guide

# Overview

## Logo & Wordmark

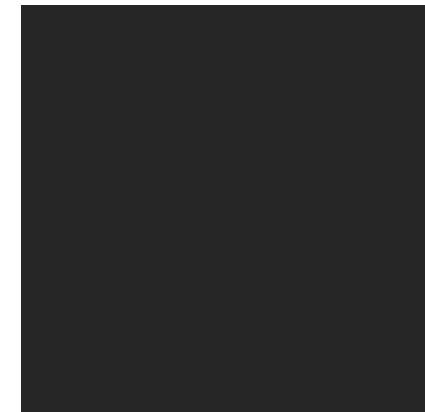


## Typography

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

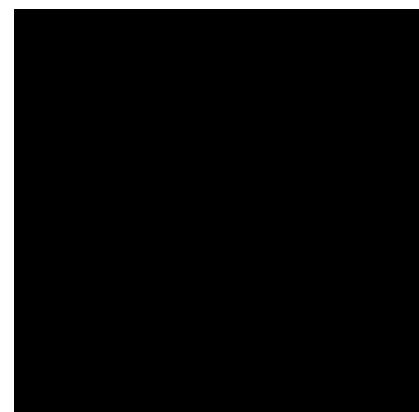
## Color Palette



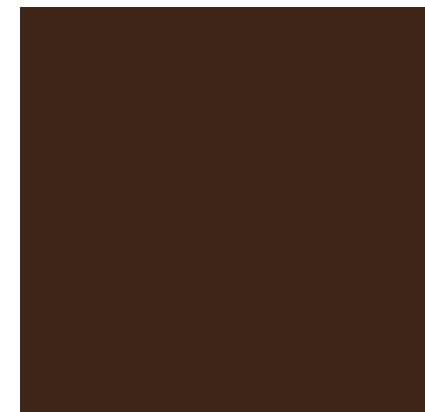
Dark Grey  
#262626



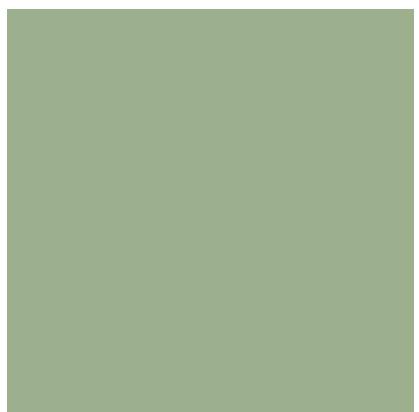
Light Grey  
#5E5E5E



True Black  
#000000



Wood Brown  
#402619



Natural Green  
#9CB08D

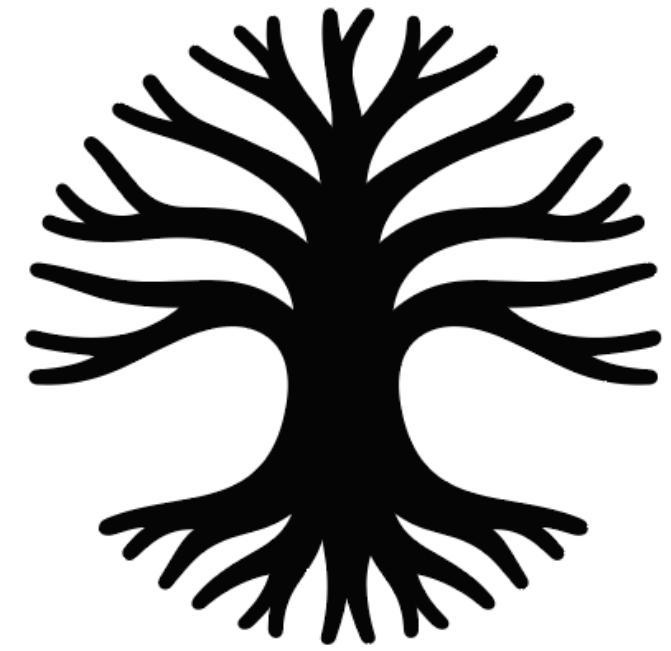


Fall Orange  
#D78521

# 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.



# Eternal Roots

## Wordmark

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



# Eternal Roots

# Color Palette

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

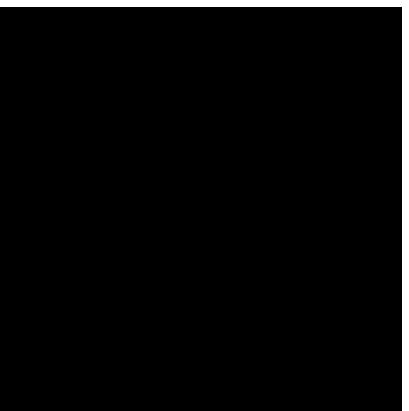
Text should be set in True Black when overlaid on Natural Green or Fall Orange, and in white when overlaid on the greys, black, or Wood Brown.



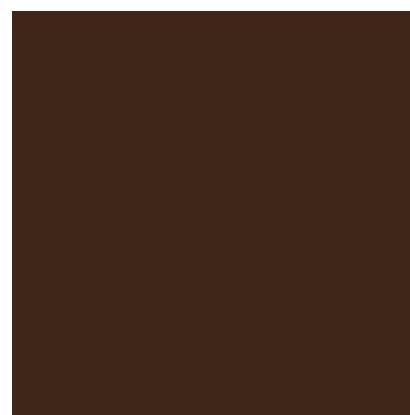
Dark Grey  
#262626



Light Grey  
#5E5E5E



True Black  
#000000



Wood Brown  
#402619



Natural Green  
#9CB08D



Fall Orange  
#D78521

# Typography

Our type is set in Avenir at the following weights:

## Headers

Avenir Medium

## Body copy

Avenir Book

## Emphasis (use sparingly)

Avenir Black

# Photography

Do:

- Show bright foliage in a variety of colors.
- Show densely-packed trees.
- Show natural paths in the forest
- For images of cemeteries, funeral homes, and other traditional industry, desaturate.

Don't:

- Show trees missing all of their leaves.
- Show spread out or individual trees (except individual trees in extreme close-up).
- Show roads, benches, or other artificial additions to the forest.
- Show bright, ethereal light emanating from the forest.

