

# TRADER JOE'S

Style Tile  
*version:1*

## Colors



hex #de073d



hex #FFFFFF



hex #68f7fc



hex #f8d61a



hex #90a4a9

## Textures



## Adjectives

Kitschy, bright, goofy

## Typography

# Welcome to Trader Joe's

Font: Hooligan

It all started in the 50s... Would you believe we started out as a small chain of convenience stores? It's true. Way back in 1958. We were called Pronto Markets. |

Font: Jubilat Light

## Buttons



normal state



hover state