

Brand Cheat Sheet

Fonts

Tropiline *headlines, short body copy*

Montserrat *body copy*

ANTON *headlines*

Billy Ohio *one or two word headlines*

EB Garamond *body copy*

Personality

AUTHENTIC

we are honest and self-aware

DRIVEN

we are dedicated, motivated

TIMELESS

we've stood the test of time,
but not by standing still

SUPPORTIVE

we are caring and
encouraging

CONFIDENT

we are proud, approachable
and fun

PURPOSEFUL

we are intentional and
inspired

Graphics

