

01 · LOGO & CLEAR SPACE

Give the wordmark room.

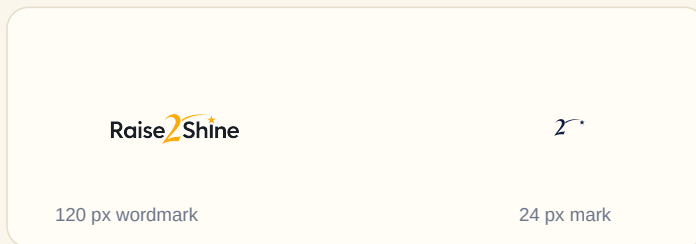
Maintain clear space on all sides equal to the height of the star in the mark. No type, photo, or graphic may enter this zone.



02 · MINIMUM SIZES

Never smaller than legible.

Wordmark: 120 px wide on screen, 1 inch on print. Mark only: 24 px / 0.25 inch minimum.



03 · DON'T

Common misuse to avoid.



● Don't stretch



● Don't recolor



● Don't shadow



● Don't crowd

04 · COLOR

Navy carries. Gold punctuates.

Navy and cream are the page. Gold is rare and deliberate — a swoosh under a word, a star, a single line. Never a background, never decoration.

#0E1F44

Navy Deep

Primary surface · text on light

#1B2E5F

Navy

Primary action

#3F6FA0

Alpine

Link · highlight

#FBF6EC

Cream

Background · text on dark

#E6B547

Gold

Accent only

#F1E0B2

Gold Soft

Background tint

05 · COLOR DO / DON'T

Raising more
than money.

DO — gold as a single accent word

Raising more
than money.

DON'T — gold as a full background

06 · TYPOGRAPHY

Fraunces display. Inter body.

Raising more than money.

Confidence. Communication. Leadership. Voice. Pride.

FRAUNCES 600 · DISPLAY / INTER 400 · BODY