

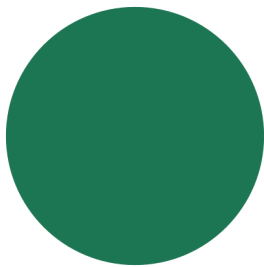


# **The Third Place**

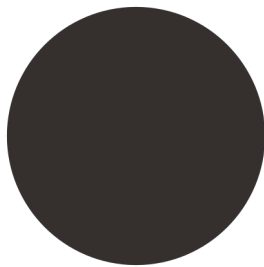
## **Brand Guidelines**

# Color Palette

## Primary



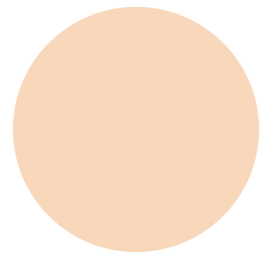
#1d7653



#35302e



#f8f6ef

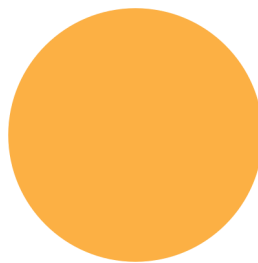


#f9d7ba

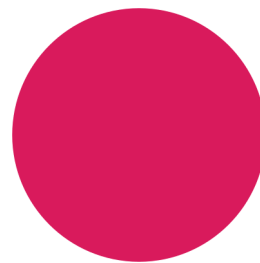
The Third Place's color palette is designed to create a warm and inviting atmosphere. **Evergreen** (#1d7653) represents freshness and growth, inspired by plants and natural greenery. **Charcoal Bean** (#35302e) offers a deep, muted alternative to black, adding sophistication with an organic feel. **Steamed Cream** (#f8f6ef) provides a soft, neutral base that keeps the palette balanced. **Morning Peach** (#f9d7ba) adds a subtle warmth, complementing the other tones without overpowering them. Together, these colors establish a balanced and comforting brand identity, reflecting The Third Place's dedication to quality and community.

## Secondary

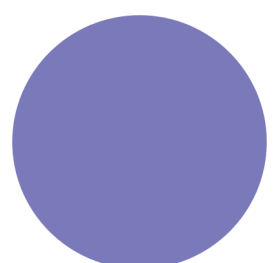
The secondary colors add energy and versatility while complementing the brand's earthy tones. **Golden Amber** (#fcb044) and **Crimson Berry** (#d91a5c) bring warmth and energy, while **Slate Violet** (#7a79b9) and **Orchid Plum** (#c7539f) add depth. **Soft Clay** (#e7766d) and **Sky Mist** (#9bbde6) provide balance, rounding out a dynamic yet cohesive look for branding and marketing.



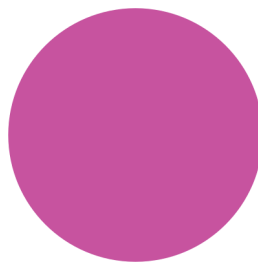
#fcb044



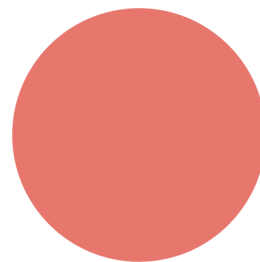
#d91a5c



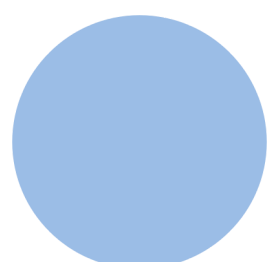
#7a79b9



#c7539f



#e7766d



#9bbde6

# Typography

Headline Font

**RL Aqva**

Body Text & Subheadline Font

**Futura Bold**

Futura

The Third Place's typography balances ***contemporary style*** with ***timeless simplicity***. **RL Aqva**, with its unique and distinctive character, adds personality and style, making it ideal for headlines and key messaging. **Futura**, a clean and geometric sans-serif, ensures readability and a contemporary feel across body text and supporting content. Together, these fonts create a polished and approachable identity that reinforces The Third Place's aesthetic.

