



Identity essentials

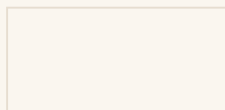
Warmth gathers. Care keeps people close.

The name

relationshipss: lowercase, with two final s characters.

In running text: Relationshipss. Never split or shorten the name.

Colour



Paper

#faf6ef



Ink

#1c1917



Quiet ink

#5c5651



Ember

#e9683a



Sky

#8fb9d6

Type

Fraunces: the one line that matters.

Figtree: clear, calm reading. 400 / 500 / 600.

Both fonts use the SIL Open Font License; originals are in /fonts.

Usage

Full mark: 48px / 12mm. Middle mark: 24-47px / 8mm. Small mark: 16-23px / 5mm.

Full lockup: 214px / 72mm minimum. Small lockup: 144px / 45mm minimum.

Keep 8u clear space around the 32u mark. Use ink, paper or ember.

Do not stretch, add effects, put the mark on a photo, or recolour its parts.

Voice

A friend nudging you. Plain words, one person, one next action.