

TRUTHOUGHT | BRAND IDENTITY

PRIMARY LOGO



FONTS

HEADLINES:

Montserrat Medium

The quick brown fox jumps over the lazy dog

BODY COPY:

Montserrat Light

The quick brown fox jumps over the lazy dog

COLORS WEB / PRINT



Primary color: Blue

HEX: 004FA3

PANTONE: 2738



Secondary color: Light Blue

HEX: A4ADD8

PANTONE: 2738 CVC 35%



Tertiary color 1: Gray

HEX: DEDEDE

PANTONE: COOL GRAY 1 C