

Brand Reference

A short guide for editorial and partner use: the logos, the four brand colors, the two typefaces, and the rules that keep the mark intact. The full kit, including downloads, lives at lightheartedkitchen.com/press.

Logos



Primary logo, green · PNG + PDF



Primary logo, beige · PNG + PDF



Brandmark, green · PNG



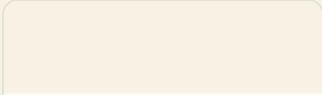
Brandmark, beige · PNG

Logo rules

- Clear space: keep an area equal to the cap height of the L free on every side of the primary logo. For the brandmark, use the height of the mark.
- Minimum size: primary logo 120 px wide on screen or 32 mm in print. Brandmark 32 px on screen or 13 mm in print.
- Backgrounds: use the green artwork on Linen, Cookies & Cream, or light photography. Use the beige artwork on Ebony, Fern Green, or dark photography. On busy photography, place a flat Linen plate behind the mark.
- Do not stretch, skew, rotate, or crop the artwork, change its colors, rearrange the mark and wordmark, or add outlines, shadows, glows, or other effects.
- Use the primary logo whenever there is room. The brandmark is for tight spaces such as avatars and icons.
- Write the name as two capitalized words: Lighthearted Kitchen.

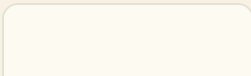
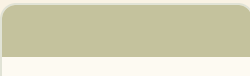
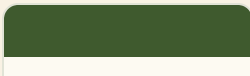
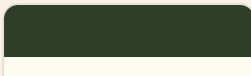
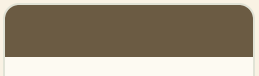
Colors and Type

Core palette

 Linen #F9F2E4 · rgb(249, 242, 228) Primary light. Backgrounds.	 Ebony #536B4A · rgb(83, 107, 74) Primary dark. Type, logo, buttons.	 Cookies & Cream #DBD9B5 · rgb(219, 217, 181) Secondary. Cards and section breaks.	 Fern Green #557340 · rgb(85, 115, 64) Accent. Links and highlights.
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Website interface tones

Derived from the core palette for hover states and small type on the website. Not brand colors; use the four above to represent the brand.

 Linen 50 #FDFAF2 · rgb(253, 250, 242)	 Cream Deep #C4C29D · rgb(196, 194, 157)	 Fern Deep #3F5A2E · rgb(63, 90, 46)	 Ebony Ink #2F3E27 · rgb(47, 62, 39)	 Bark #6B5B43 · rgb(107, 91, 67)
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Typography

Cormorant

Display and headings · SIL Open Font License, free on Google Fonts ·
<https://fonts.google.com/specimen/Cormorant+Garamond>

Garamond

Montserrat

Body text and interface · SIL Open Font License, free on Google Fonts ·
<https://fonts.google.com/specimen/Montserrat>

The name is two capitalized words, Lighthearted Kitchen. The green artwork sits on Linen, Cookies & Cream, or light photography. The beige artwork sits on Ebony, Fern Green, or dark photography. Headlines are Cormorant Garamond in regular weight; body text is Montserrat.