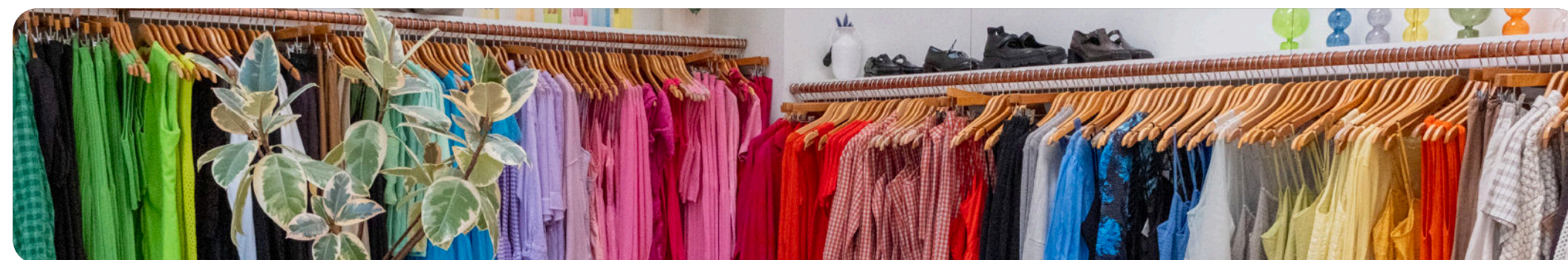


# TEMESCAL



# STYLE



# GUIDE



# COLOR PALETTE

The primary color palette should be prominently featured on all brand materials to support the visual identity of the Temescal brand.

The secondary color palette should be used to provide depth to brand without overshadowing the core colors.

Generally speaking, our color palette should be used on predominantly white documents to maintain clarity and impact.

## PRIMARY COLOR PALETTE

TEMESCAL RED

RGB	CMYK	HEX
218, 74, 74	9, 86, 72, 1	#da4a4a

TEMESCAL BLUE

RGB	CMYK	HEX
72, 161, 177	70, 20, 27, 0	#48a1b1

## SECONDARY COLOR PALETTE

GREEN

RGB	CMYK	HEX
58, 105, 57	78, 36, 92, 26	#3a6939

GOLD

RGB	CMYK	HEX
177, 138, 63	29, 43, 89, 6	#b18a3f

CHARCOAL

RGB	CMYK	HEX
83, 84, 83	64, 56, 56, 32	#535453

## BACKGROUND COLOR PALETTE

WHITE

RGB	CMYK	HEX
255, 255, 255	0, 0, 0, 0	#ffffff

GOLD (10% OPACITY)

RGB	CMYK	HEX
177, 138, 63	29, 43, 89, 6	#b18a3f



# TEMESCAL LOGO

The word Temescal refers to a type of sweat lodge used by indigenous Mesoamericans. There was a temescal on the corner of 51st when this was native American land.

Our logo’s inspiration is honoring the land and life of the past.

### Logo Usage:

- To maintain legibility, the logo should not be placed on top of highly patterned backgrounds
- On our website, the temescal logo should be prominent on all pages and should always match the font color being used in the menu



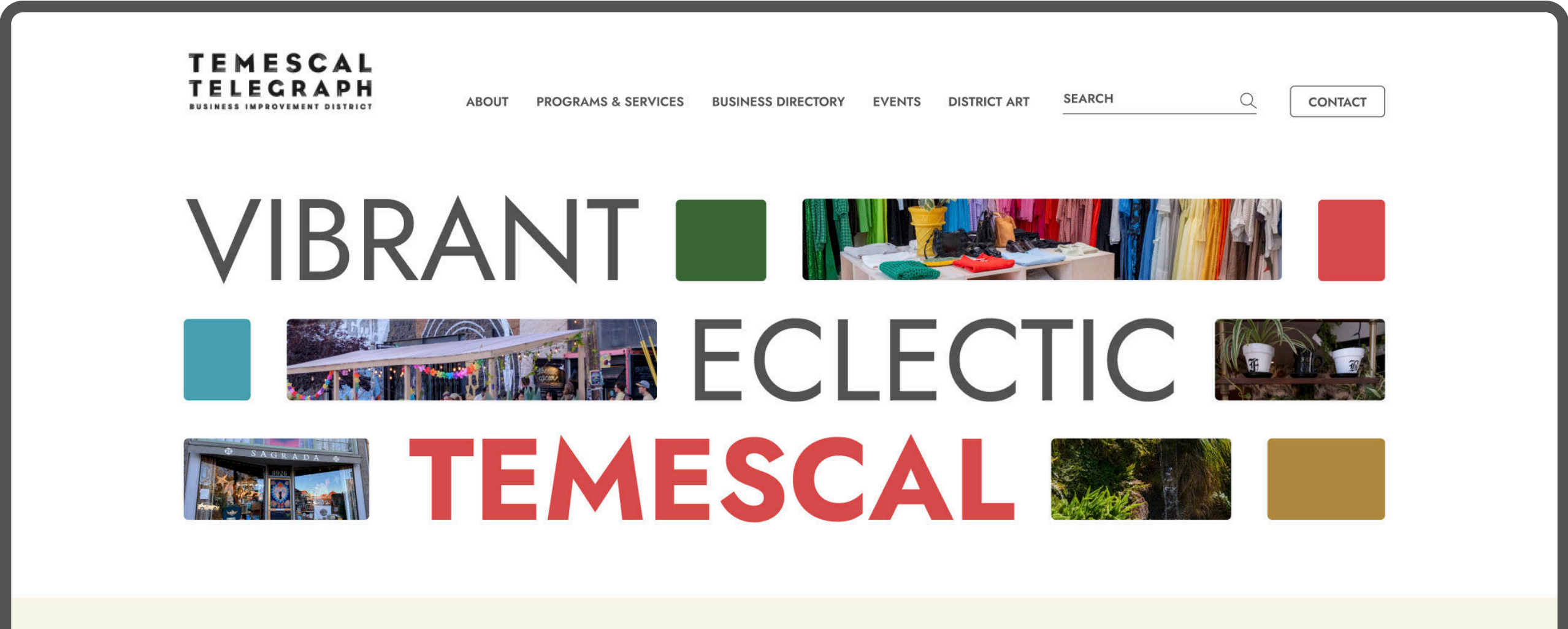
### TEMESCAL RED LOGO



### TEMESCAL BLUE LOGO



### EXAMPLE



# TEXT STYLES

Using correct button styles in website design is essential for maintaining brand identity and ensuring consistency across all user interactions.

- Headings:
- All caps
  - Jost, Regular, 40pt

- Sub Headings:
- All caps
  - Jost, Regular, 24pt

- Body Copy:
- Sentense Case
  - Piazzolla, SemiBold, 20pt

Font Downloads:

[Jost - Google Fonts](#) | [Piazzolla - Google Fonts](#)

HEADINGS	ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?
SUB HEADINGS	ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?
BODY COPY	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!?
EXAMPLE	<div>THIS IS A SAMPLE HEADING</div> <div>SAMPLE SUBHEADING</div> <div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</div>











# BUTTON STYLES

Using correct button styles in website design is essential for maintaining brand identity and ensuring consistency across all user interactions.

All primary buttons are:

- Outlined by a 1pt line
- Text is all caps
- Font is Jost, Semibold, 14pt

Secondary buttons have no text and consist of just an arrow. This button is only to be used when grouped with information that makes it clear to the user where they'll be directed to upon clicking it.

	DEFAULT	HOVER
PRIMARY CHARCOAL  Only to be used on white and 10% opacity gold backgrounds		
		
PRIMARY WHITE  Can be used on any background except white and 10% opacity gold		
		
SECONDARY WHITE Only to be used on white and 10% opacity gold backgrounds		
SECONDARY COLOR Can be used on any background except white and 10% opacity gold	