

# Fairstreet

## Fairstreet Logo

### Size & Spacing

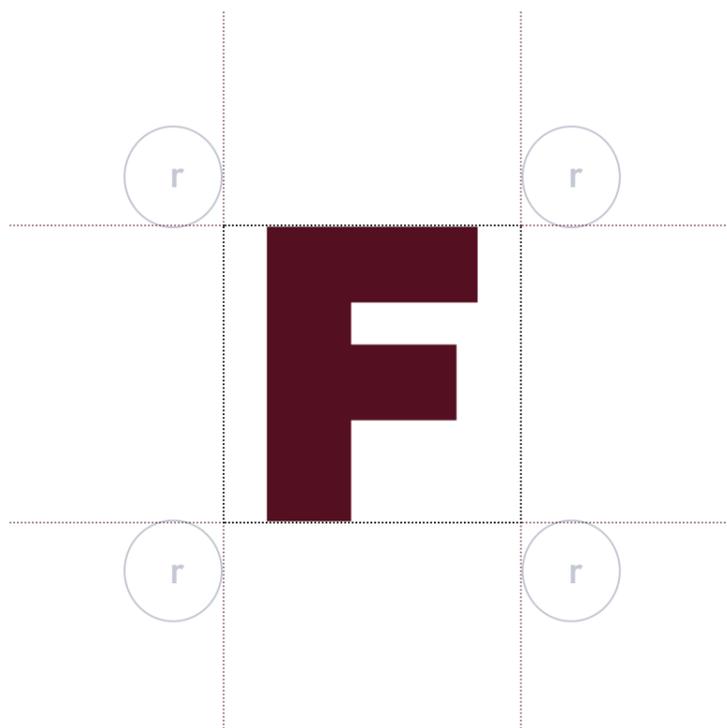
Maintain spacing of at least  $R$  around the logo. Where  $R = \frac{1}{3}$  times the minimal logo dimension (smaller of logo width and logo height)



## Fairstreet Icon

### Size & Spacing

Maintain spacing of at least  $r$  around the brand icon. Where  $r = \frac{1}{3}$  the unit square around the icon. The unit square is defined by the largest of icon width or height.



# Brand Icon

Symbol & Iconography



Use the full logo when possible, and the symbol alone for space-constrained applications such as profile images and app icons



Full color



Print

On photo



Variant 1



Variant 2



Variant 3

## Color palette

Background

#ffffff

Foreground

#540f21

Accent 1

#840524

Accent 2

#740823

Accent 3

#640c22



# F

GET READY

## Fairstreet

### 📍 Our Mission

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



# Fairstreet

### 😊 Buyer persona

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

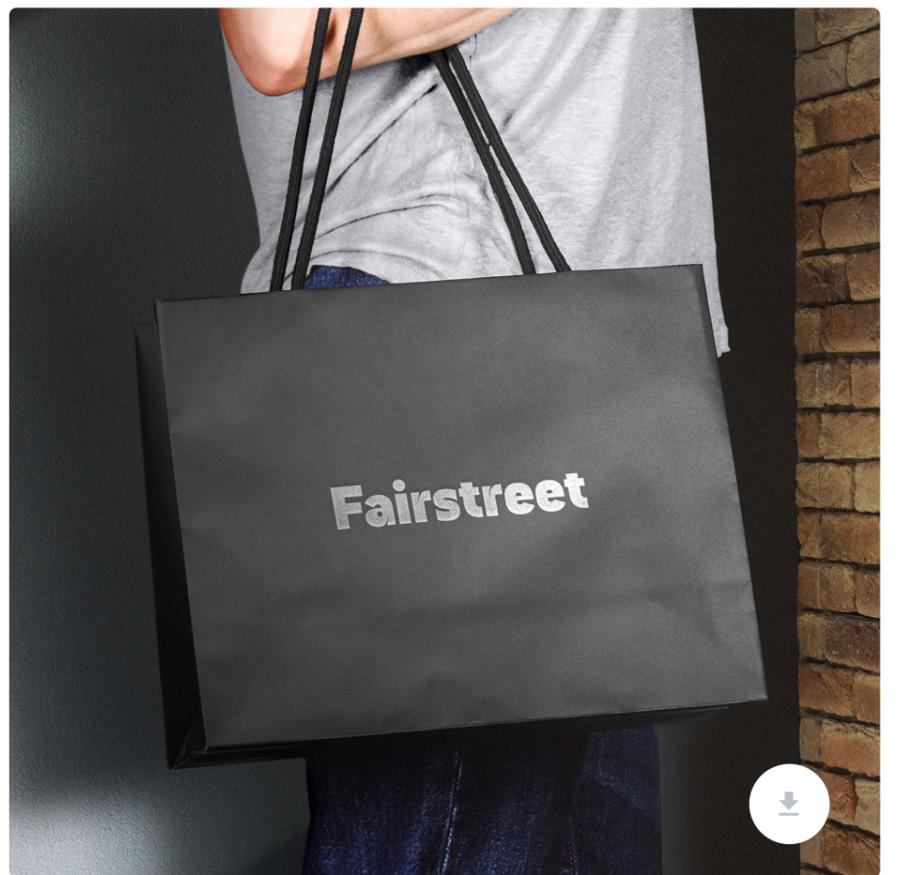


**Fairstreet**



**Fairstreet**





## ▣ Typography

### ¶ Headings

**Lorem ipsum dolor sit amet**

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**Lorem ipsum dolor sit amet**

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**Lorem ipsum dolor sit amet**

### ¶ Title font

**Brandmark Sans 35 Color**

Font name

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**Normal**

Font weight

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**Normal**

Font style

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**Lorem ipsum dolor sit amet**

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**Lorem ipsum dolor sit amet**

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**Lorem ipsum dolor sit amet**

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## P Subtitle

Lorem ipsum dolor sit amet

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## ¶ Subtitle font

### Questrial

Font name

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### Normal

Font weight

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### Normal

Font style

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