BRAND REFERENCE / WEBSITE DESIGN SYSTEM

Rooted in connection.

A warm, grounded visual identity built around the selected five-leaf logo. Each element contributes to a cohesive whole.

PUBLIC NAME

ELEMENT Community Alliance

TAGLINE

Every Element Matters.

01 / COLOR SYSTEM

Forest	Olive	Gold	Orange	Terracotta
#173B24	#718539	#E7AB39	#D26C2A	#AE4D23

Paper neutral: warm cream #FCF3E5. Palette values are digital design tokens coordinated to the supplied logo, not a measurement of every gradient in the artwork.

02 / TYPOGRAPHY

Headlines
An expressive editorial serif; Georgia is a dependable web choice. Use generous spacing and short, purposeful headlines.

Interface and body
A clear sans serif; system UI or Arial works well. Use comfortable reading sizes and visible keyboard focus.

Logo use: Preserve proportions and original colors. Use ample clear space on a quiet cream background. The full legal name belongs in legal and business contexts. Do not stretch the logo or use light accent colors for small body text.