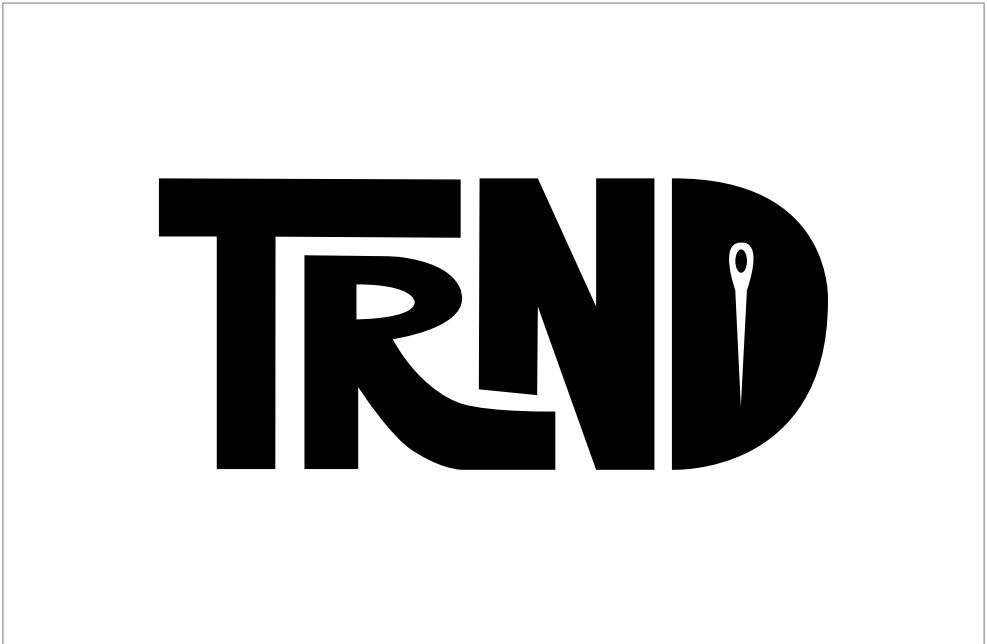


# Brand Guidelines

February 2025

The logo consists of the letters 'TRND' in a bold, white, sans-serif font. The letter 'D' is significantly larger than the others and contains a blue icon of a needle and thread. The background is a solid blue color with white dashed lines forming a grid pattern.

TRND  
Elaine Shi



# Font

## Typography Guidelines:

For *print*, use Hobeaux for headlines and subheads. For body copy, use Rig Sans Regular and apply Light, Bold, and Oblique styles as emphasis requires.

Headline Style Hobeaux by James Edmondson

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Body Copy Style Rig Sans by Jamie Clarke

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# Font

## Typography Guidelines:

For *digital*, use Helvetica Neue Condensed Black for headlines and subheads. For body copy, use Helvetica Regular and apply Light, Bold, and Oblique styles as emphasis requires.

# Headline Style Helvetica Neue by Max Miedinger

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

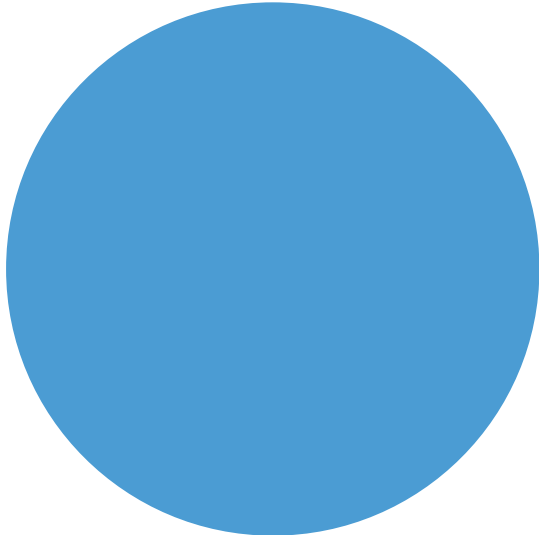
# Body Copy Style Helvetica by Max Miedinger and Eduard Hoffmann

ABCDEFGHIJKLMNOPQRSTUVWXYZ

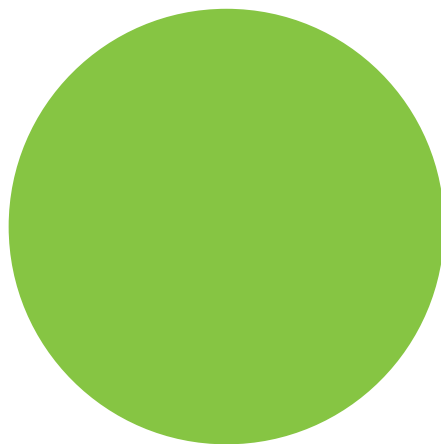
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

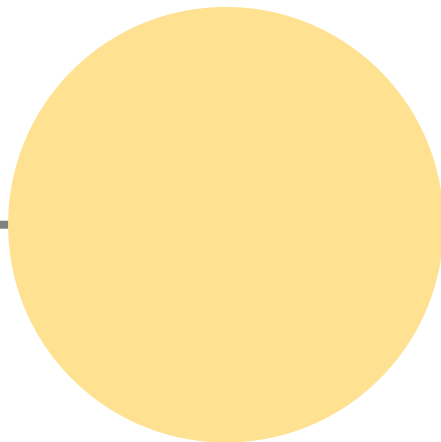
# Color



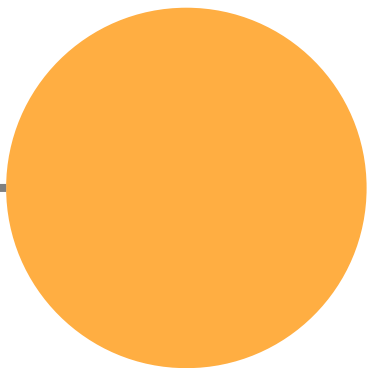
**Carolina Blue**  
RBG 75, 156, 211  
CMYK 60, 19, 1, 4  
HEX #4B9CD3



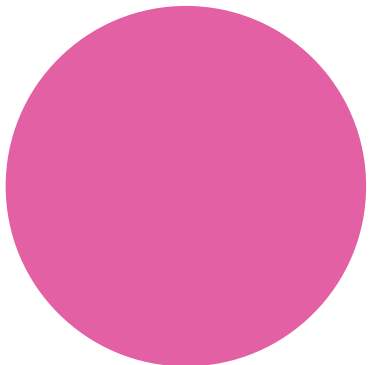
**Spring Clover**  
RBG 132, 202, 63  
CMYK 52, 0, 98, 0  
HEX #84CA3F



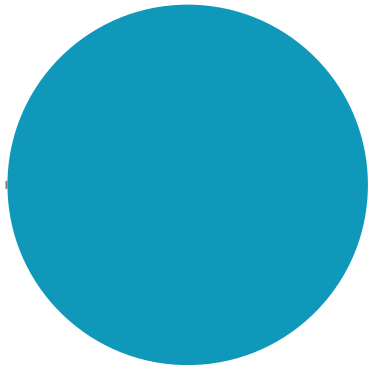
**Vintage Canvas**  
RBG 255, 227, 145  
CMYK 1, 9, 51, 0  
HEX #FFE391



**Marigold Stitch**  
RBG 255, 174, 66  
CMYK 0, 89, 33, 22  
HEX #FFAE42



**Rose Applique**  
RBG 227, 96, 163  
CMYK 6, 77, 0, 0  
HEX #E360A3



**Recycled Demin**  
RBG 199, 21, 133  
CMYK 93, 18, 0, 27  
HEX #0D98BA