

The Rhody Showcase Kit

The postcard brand, mailed to homeowners. Its own separate look.

COLORS



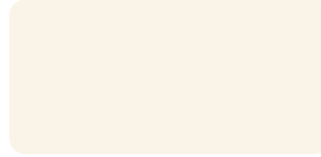
Warm Navy
#1F3A5F

Primary. Headlines and anchors.



Terracotta
#C15A3E

Accent. CTAs and highlights.



Cream
#FAF4E8

The warm paper background.



Gold
#D4A04B

Trim, rules, and detail.

TYPE

DISPLAY - PLAYFAIR DISPLAY

Playfair Display AaBbCc 0123456789

Weights 700 / 800. Elegant editorial voice on postcard headlines.

BODY - INTER

Inter AaBbCc 0123456789

Weights 400 / 500 / 600 / 700. Clean body under the display headlines.

LOGO



The Rhody Showcase

Current Rhody Showcase script wordmark on file. It runs green and does not yet match the Warm Navy / Terracotta / Cream / Gold palette. A palette-matched mark is TBD. No logo has been fabricated.

HOW TO USE

- Consumer, print-first brand. Warm Navy leads, Terracotta accents, Cream is the paper.
- Playfair Display for display headlines. Inter for body.
- Keep it separate from the blue family look. It is its own world.