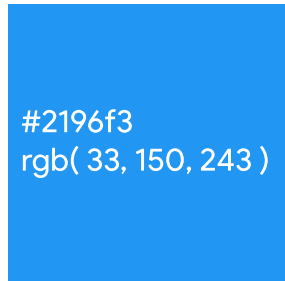


e_{st} BRAND GUIDELINES

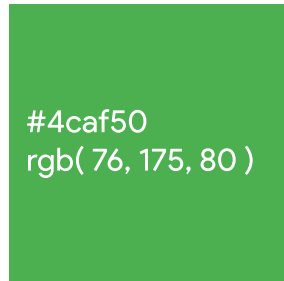
Colour Palette



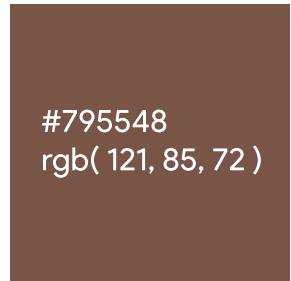
Playful



Authority & Trust



Natural & Healthy



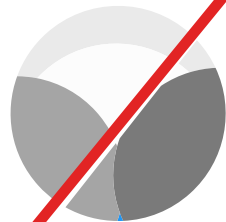
Foundation

Verbage

everyone's happy

safest
happiest
healthiest

Logos



Typography

Playbox Slab (headings)

Valley Sans (body text)

Bold for subheadings

Regular for text

Size

Please follow a modular scale built on 4px. The smallest size of text should be 8px, then 12px, and then 16px and 32px. Padding and Margins should be at or increments of 4px, 8px, 12px and so on. On the web, please set 1rem equal to 16px so that 4px is 0.25rem, 8px is 0.5rem, and 16px is 1rem.

