

Color & Typography

The official HEARTH palette and type system. Use these exact values across web, print, and social so the brand stays consistent everywhere.

Color Palette

SWATCH	NAME	HEX	RGB	ROLE
	Charcoal	#1C1A19	28, 26, 25	Primary dark — hero backgrounds, headings, body text
	Bone	#F4ECE0	244, 236, 224	Primary light — page backgrounds, light text on dark
	Terracotta	#C25A3C	194, 90, 60	Primary accent — buttons, bars, heading emphasis
	Ember	#E2682E	226, 104, 46	Secondary accent — CTAs, eyebrow labels, hovers
	Glow	#F2B441	242, 180, 65	Golden accent — celebrations, highlights
	Ash	#8D99AE	141, 153, 174	Muted slate — secondary text, borders, captions
	Magenta	#E91E8C	233, 30, 140	Partnership / revenue signal — used sparingly

Note on Charcoal: #1C1A19 is a warm near-black (R:28 G:26 B:25). It can read slightly brown on some screens — that warmth is intentional and part of the brand. Don't *correct* it to a cool grey.

Note on Magenta: reserved as the partnership / revenue signal. Its scarcity is what gives it meaning — if it appears everywhere, it stops signaling anything.

Accent Deployment (Quick Reference)

- **Community sections:** Charcoal + Terracotta
- **Paid programs:** Bone + Magenta
- **Institutional / partnerships:** Charcoal + Magenta
- **Hover & transition states:** Ember
- **Celebration moments:** Glow

Typography

Three typefaces, each with a fixed job. All are free on Google Fonts.

TYPEFACE	WEIGHTS LOADED	USE FOR
Fraunces (serif)	400, 600, 700, 800 + italics	Display, headings, emphasis
Inter (sans-serif)	300, 400, 500, 600	Body copy, UI, buttons
Courier Prime (mono)	400	Eyebrow labels, small uppercase tags

FRAUNCES — DISPLAY & HEADINGS

Where authentic voices become lasting light.

Stay in the conversation.

Fraunces is the signature voice — warm, editorial, high-contrast. Use bold (700–800) for headlines, italics for emphasis words. *(Shown here in Georgia as a Word stand-in; use real Fraunces in production.)*

INTER — BODY & UI

We provide film and television education, creative workshops, and mentorship for creators building outside traditional gates.

Inter carries all body copy, captions, buttons, and interface text. Weights 300–600. Clean, neutral, highly legible at small sizes.

COURIER PRIME — LABELS & TAGS

// THE GLOW NEWSLETTER

COMMUNITY & EVENTS

Courier Prime is used only for small uppercase eyebrow labels and tags, with wide letter-spacing, usually in Ember. It signals a section or category — never body text.

Web Hookup — Google Fonts

Paste this in the `<head>` of every page to load all three typefaces with the correct weights:

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link
href="https://fonts.googleapis.com/css2?family=Fraunces:ital,opsz,wght@0,9..144,400;0,9..144,600;0,9..144,700;0,9..144,800;1,9..144,400;1,9..144,600&family=Inter:wght@300;400;500;600&family=Courier+Prime&display=swap" rel="stylesheet">
```

CSS font-family stacks:

```
font-family: 'Fraunces', Georgia, serif;
font-family: 'Inter', system-ui, sans-serif;
font-family: 'Courier Prime', 'Courier New', monospace;
```