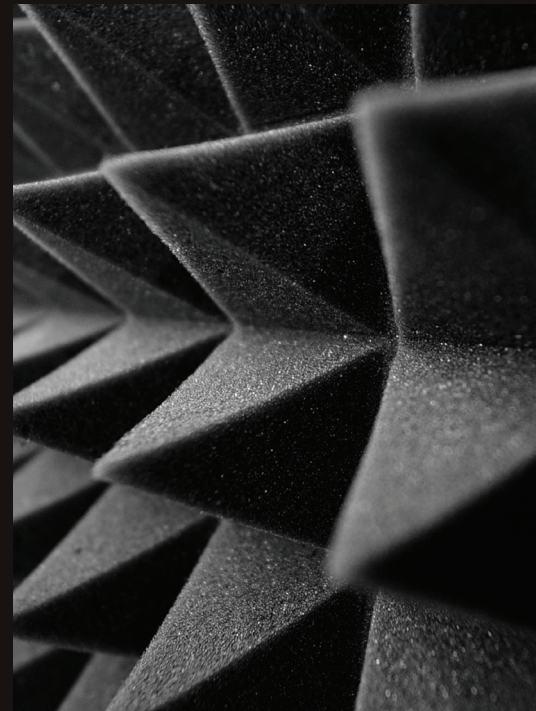


*digital*GROCCER

Brand Basics

March 2022



Digital Grocer

A MERCATUS SUB-BRAND

Digital Grocer is an agnostic, thought-leadership sub-brand, separate from Mercatus. Sharing and subscribing are encouraged, but Digital Grocer should never be referred to as an affiliate or product of Mercatus.

Stacked Logo



Unstacked Logo



Colors and Fonts

Color Palette

Digital Grocer relies on a special black, dark gold, and white. Accents of ivory, gold, and blue complete the story. The main focus is legibility and warmth. All color combinations should be at least AA WCAG. When the brand appears in close proximity to Mercatus, black, white and blue are preferred. On its own, black, dark gold, gold and ivory are best.

#181410	#B94D13
#E4A33A	#EBBC6F
#F5F1E0	#136F7C
#8DCFD7	

Fonts

Digital Grocer uses exclusively Gotham. All weights are permissible, depending on the context. Narrow and XNarrow for body copy, and the regular width for main headlines and CTAs are preferred.

Gotham XNarrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Light
Book
Medium
Bold

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Light
Book
Medium
Bold
Black

Photography and Aesthetic

Look and Feel

The Digital Grocer brand is just starting out. As long as the color palette is correct, and the general tone is gritty, honest and playful, experimentation is encouraged. Over time, the brand will become more detailed.

Textures

Digital Grocer relies on textures that evoke gritty authenticity. The main color in the texture should harmonize well with the brand palette (e.g. chalkboards, slates, that are close to #181410). Also acceptable are textures, especially for the podcast, that call out a recording studio.

Portraiture

Headshots of guests are full color when possible, and as good a quality as available. If necessary, adjusting the colors to make disparate headshots match is encouraged.

