



TJT Branding Guide

FONTS

- **LOGO - RALEWAY** - all caps - **JAGER** is always and only bolded (-32)
- **HEADINGS - Proxima Nova** - all caps - bolded (-32)
- *Subheading option 1 - Libre Baskerville* - case sensitive - italicized - not bolded (-32)
- Subheading option 2 - Proxima Nova - case sensitive - not bolded (-32)
- paragraphs - Proxima Nova - case sensitive - not bolded typically but may be (-32)
- numerals - Proxima Nova - can be bolded or not bolded (-32)
- quotes - Libre Baskerville - case sensitive - not bolded typically but may be (-32)
- *quoted by (name) - Libre Baskerville* - case sensitive - italicized - not bolded (-32)
- **eXp font - Roboto**

COLORS

- **Black** - Hex #000000 (logo and branding primary)
- **Red** - Hex #B41010 (logo and branding primary)
- **White** - Hex #ffffff (logo and branding primary)
- **Light Gray** - Hex #c5c5c5 (backgrounds and graphics, print footer copy)
- **Darker Gray** - Hex #a6a6a6 (quotes and graphics)
- **Teal** - Hex #308eab (accent)
- **Citadel Blue** - Hex #154360 (accent)
- **Luxury Gold** - Hex #b7a57a (accent)

*Colors and fonts are similar but not exact on the TJT website due to site builder limitations.



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LOGOS



*There are some specialty TJT logos that can be requested as well as versions of the above that come in white.