

Warm Handshake

Brand colour & usage guidelines



This kit contains three narrated highlight videos, cover images, thumbnail text variants and the colour system behind Mercado 956 — the local shopping, events and jobs guide for the Rio Grande Valley.

/videos	3 narrated highlight cuts (16:9, 9:16, 1:1)
/covers	designed covers + frame grabs
/brand	logo, mark, palette, guidelines
README.md	captions, hashtags, platform specs

Colour system

Six colours carry the entire brand. Warm neutrals hold the surface, bronze drives action, teal is the single cool accent.

**Bronze**

#B67C5D

Primary buttons, CTAs, accent rules, active states

**Cocoa**

#845E45

Deep primary, hover states, headings on cream

**Teal**

#2A7F82

Links, badges, secondary accent — use sparingly

**Cream**

#F3E9DD

Default page surface, cards, text on dark

**Taupe**

#7C6A5A

Muted body text, captions, dividers

**Ink**

#2B211B

Primary text, dark backgrounds, video letterbox

Contrast rules

Cream on Ink and Ink on Cream are the only text pairings for video and covers. Never set Bronze text on Cream at body size — use it for rules, marks and headings only. Teal on Cream passes for large type; keep Teal reserved for one element per composition.

Typography & marks

Display: Sora (600 / 800) — headlines, numbers, video titles.

Body: DM Sans (400 / 500 / 700) — sentences, captions, UI.

Labels: monospace — kickers, timestamps, data annotations, all-caps.

Shop local. Grow local.

Set headlines tight (1.05–1.15 line height), left aligned, never centred over imagery.

Logo & mark

Use the full logo where space allows; use the 956 pin mark at small sizes and as an avatar.

Clear space around either equals the height of the pin's cap. Never recolour, rotate or add effects.

On busy photography, place the mark on a solid Ink or Cream chip.

Video & cover usage

Keep all copy inside a 8.5% margin — safe for TikTok, Reels and Shorts UI overlays.

One idea per frame: kicker, headline, one supporting line, the mark, the URL.

Do not stretch cuts between aspect ratios — each ratio is rendered natively.

Voice

Warm, plain-spoken, neighbourly. Short sentences. Say "the Valley", not "the region".

Always name both sides: shoppers and local business owners.