

WORDMARK & CAIRN MARK

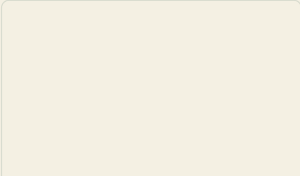


A GEA ALLIANCE PODCAST · HOSTED BY ANGIE LAKE

SEE HER OUTSIDE

The **cairn mark** (three stacked stones, teal base & mauve cap) is the only figurative nod to the show's Cairn-origin lineage — the word “Cairn” itself does not appear. Use the stacked lockup for square formats, the inline lockup for headers/footers.

PALETTE

			
Cream #F4F0E3 Ground. Every surface starts here.	Pine #1E5247 Ink. All primary text & the top band. 7.6:1 on cream (AAA).	Teal #2C8A86 Structure & accent: rules, eyebrows, rings, glyph. Large/UI only.	Mauve #C9A4C6 Signature pop: EP badge, quote highlight, cairn cap. Fills only — never body text.

TYPOGRAPHY

DISPLAY — ARCHIVO 800

See Her Outside

EYEBROW — ARCHIVO 600 / .16EM / CAPS

SEE HER OUTSIDE · NEW EPISODE

PULL QUOTE — SOURCE SANS 3 ITALIC 400

“Stop asking them to prove they belong.”

BODY / DESCRIPTOR — SOURCE SANS 3 400

Triple Crown thru-hiker · author of Thirst