Colors, fonts & logos

Making your own post? Make it yours. Use these suggestions if you'd like to match Figure Us Out. Your own colors, fonts and voice are welcome.

Colors from the website

Deep teal	Ocean	Terracotta	Cream	Soft green
#173E4B	#205D70	#AC5239	#FAF7F0	#E8EFEB
Text	Buttons	Accents	Background	Panels

Use dark text on pale backgrounds, or white on ocean. Keep small text off busy photos.

Easy font pairing

Georgia for headlines

DM Sans for the details

DM Sans is included with the editable files. Georgia is a simple serif option. Use generous spacing and text people can read on a phone.

Keep the logo recognizable

Full color on light. Reversed on dark. Leave a little space around it; keep its shape and colors intact. Use the supplied logo instead of retyping it.

Two simple ways to lay out a post

START WITH AN EVERYDAY QUESTION

When you're upset, do you want advice or someone to listen?

Explore Figure Us Out

Understand yourself. Understand each other.

See a sample couples guide

Layout examples, not customer quotes. Add your link and disclosure with your post.

Write like you're talking to someone

Start with a familiar moment: making plans, needing time alone, or wanting advice instead of a hug. Explain what people can explore. Describe your own experience only if you've had it; keep imagined dialogue separate from customer reviews.