

TRACE

MEMORY GUM



Our Story

Trace began as a simple question: what if we could relive our memories as vividly as the moment they happened? Through groundbreaking advancements in memory science, Trace partnered with leading researchers and food innovators to develop a safe, accessible way for anyone to experience their past in a whole new way.

Mission

Empower all to reclaim, revisit, and truly have ownership of their memories.



Values

Our brand is guided by our values.

JOYFULNESS

Joyfulness comes from noticing the small, glowing moments in life and letting them lift your spirit. It's the choice to lean into lightness and celebrate what feels good.

CREATIVITY

Creativity grows when people allow themselves to imagine freely and see the world with curiosity. It turns memories, feelings, and experiences into something new and expressive.

CONNECTION

Connection is built through shared moments, understanding, and the warmth of being truly seen. It makes life feel fuller and more grounded.

MINDFULNESS

Mindfulness invites a slower, more intentional pace where every detail can be appreciated. It helps people stay present and feel the moment as it's happening.

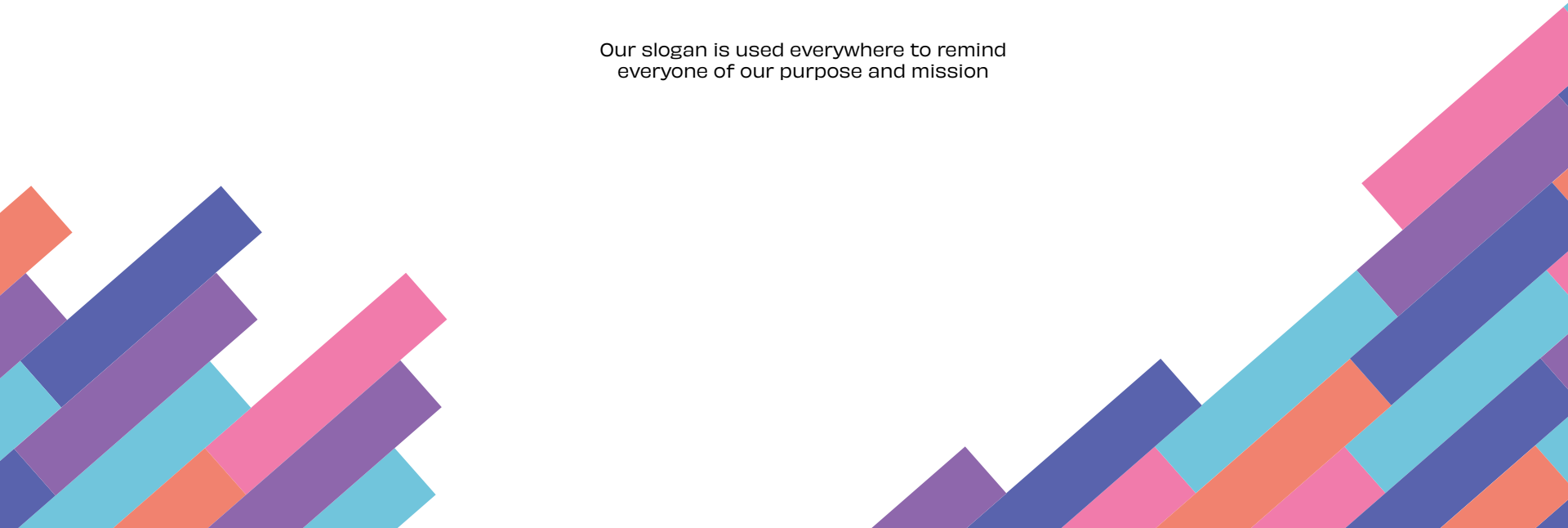
NOSTALGIA

Nostalgia is the gentle comfort of looking back on something that once brought joy. It reminds people that even fleeting moments can leave a lasting glow.



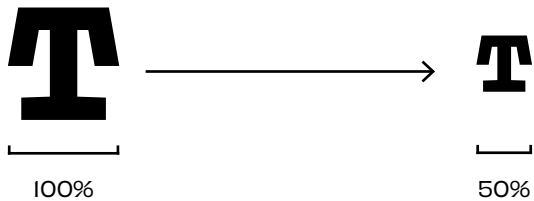
YOU WON'T WANT TO FORGET THIS

Our slogan is used everywhere to remind
everyone of our purpose and mission



Logo

Our logo is our primary communicator of our brand. To keep it true to the story and message of Trace, please ensure that when using our logo, to leave 1/2 of the size of the letter "T" in the logo as space on all sides.

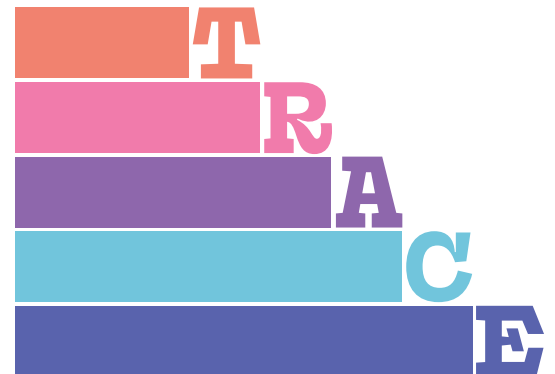


Must have half of the T's width
of space all on sides of the logo



Alternate Logos

These logos are acceptable to be used when design permits them



Incorrect Applications

These logos are acceptable to be used when design permits them



TRACE

Do not rotate



TRACE

Do not condense or expand



TRACE

Do not change colors



TRACE

Do not use similar colored backgrounds



TRACE

Do not add stroke



TRACE

Do not change the font



TRACE

Do not use logo decoration with single color



TRACE

Do not add drop shadow



TRACE

Do not round corners

Color

These are our brand colors

Primary Colors

Cherry Pop

CYMK 0%, 46%, 54%, 5%
RGB 241, 129, 110
HEX #f1816e

Cream

CYMK 0%, 3%, 5%, 0%
RGB 255, 248, 241
HEX #fff8f1

Secondary Colors

Dark Blue

CYMK 49%, 43%, 0%, 32%
RGB 89, 98, 173
HEX #5962ad

Bubblegum Pink

CYMK 0%, 49%, 29%, 5%
RGB 242, 123, 171
HEX #f27bae

Baby Blue

CYMK 49%, 10%, 0%, 14%
RGB 113, 197, 220
HEX #71c5dc

Tertiary Colors

Grass Green

CYMK 62%, 0%, 29%, 30%
RGB 68, 179, 127
HEX #44b37f

Light Green

CYMK 18%, 0%, 21%, 14%
RGB 179, 219, 174
HEX #b3dbae

Purple

CYMK 17%, 40%, 0%, 33%
RGB 142, 103, 172
HEX #8e67ac

Black Liquorice

CYMK 0%, 35%, 38%, 90%
RGB 26, 17, 16
HEX #1a1110

Typography

These are our brand typefaces

Special Title

Panel Mono
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Title

Obviously Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body

Obviously Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Photography

This is our brand's photo style

The imagery shown is to demonstrate the art direction style only and is not owned or licenced for use.



Developed by Austin Lage
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