

Mini Brand Style Guide



Icon

Primary



Dewdrop Mist
100% on light background



Morning Haze
75% on dark background

Favicon



Minted Dawn
100% on light background



Westie White
100% on light background

Secondary Icon (Watermark)

Wordmark

Primary



Evergreen Whisper
For solid light backgrounds

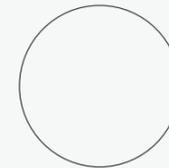
Secondary



Whestie White / Morning Haze
For solid dark backgrounds
(top at 100% / bottom at 50%)

Color Palette

Primary



Morning Haze
Hex: F5F7F4
R=245; G=247; B=244
C=3; M=1; Y=3; K=0



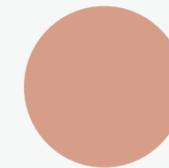
Evergreen Whisper
Hex: 325047
R=50; G=80; B=71
C=78; M=49; Y=66; K=39



Dewdrop Mist
Hex: C4CEC7
R=196; G=206; B=199
C=23; M=12; Y=20; K=0



Shadow Paws
Hex: 323335
R=50; G=51; B=53
C=71; M=64; Y=60; K=57



Autumn Bloom
Hex: D79F8A
R=215; G=159; B=138
C=15; M=41; Y=43; K=0



Westie White
Hex: E8E3DF
R=232; G=227; B=223
C=8; M=8; Y=9; K=0

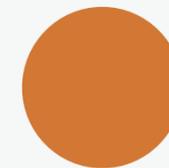
Secondary



Wandering Sage
Hex: 637C73
R=99; G=124; B=115
C=64; M=38; Y=53; K=12



Minted Dawn
Hex: 92A39C
R=146; G=163; B=156
C=45; M=27; Y=37; K=1



Harvest Gold
Hex: D17634
R=209; G=118; B=52
C=15; M=62; Y=92; K=2

Each color in my palette was inspired by the details that surround me, blending nature, memory, and meaning into something uniquely mine.

Brand Assets

Primary



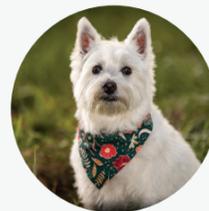
Primary Headshot
For professional use:
LinkedIn, bios, speaking
engagements, press kits



Personal brand storytelling
feature articles, social posts,
blog posts, team/agency
culture content



Personal brand storytelling
feature articles, social posts,
blog posts, team/agency
culture content



Doodles' Headshot
Companion brand asset:
presentations, social posts,
or about-page visuals.



Dali's Headshot
Companion brand asset:
presentations, social posts,
or about-page visuals.

Secondary



Secondary Headshot
Features more of the upper
body for a less formal, option.



Lifestyle/behind-the-scenes
Instagram, newsletters, or
casual blog posts



Personal brand storytelling
social posts, holiday cards,
or culture pieces.

Fonts

Use for headers, titles, buttons, italics

Overlock

Bold

Bold Italic

Regular

Italic

Use for sub-headers, body text

Forum

Bold

Regular

Design that speaks.
Branding that lasts.