Mini Brand Style Guide

Morning Haze

Westie White

100% on light background

75% on dark background

Secondary Icon (Watermark)



lcon

Primary



Dewdrop Mist 100% on light background

Favicon



Minted Dawn 100% on light background

Primary

Wordmark



Evergreen Whisper For solid light backgrounds

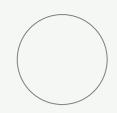
Secondary



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

Color Palette

Primary



Morning Haze 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

Each color in my palette was inspired

by the details that surround me,



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



Hex: 92A39C

Minted Dawn Harvest Gold Hex: D17634 R=209; G=118; B=52 R=146; G=163; B=156 C=45; M=27; Y=37; K=1 C=15; M=62; Y=92; K=2



blending nature, memory, and meaning into something uniquely mine.

Brand Assets

Primary



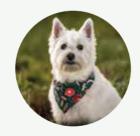
Primary Headshot For professional use: LinkedIn, bios, speaking engagements, press kits



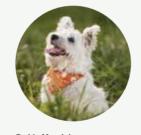
Personal brand storytelling feature articles, social posts, blog posts, team/agency culture content



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.

Fonts

Use for headers, titles, buttons, italics

Overlock

Bold

Bold Italic Regular

Italic

Use for sub-headers, body text

Forum

Bold

Regular

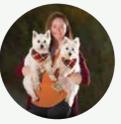
Secondary



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



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



social posts, holiday cards,

or culture pieces.

Personal brand storytelling