

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

Secondary Icon (Watermark)

Westie White
100% on light background

Wordmark

Primary

Evergreen Whisper
For solid light backgrounds

Secondary

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

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.

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.

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.