



*Lia Vernaet*

Brand Style Guide

November 2018, version 1.0

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# Brand Identity

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## Brand Identity

The brand is meant to come across as unique, cool toned, and independent.

## The Cat

The cat design is a secondary imagery to the logo that can be used to symbolize me. It represents independence and skill. The way that the cat is looking up also symbolizes determination and the will to keep looking ahead and moving forward.



# Logo

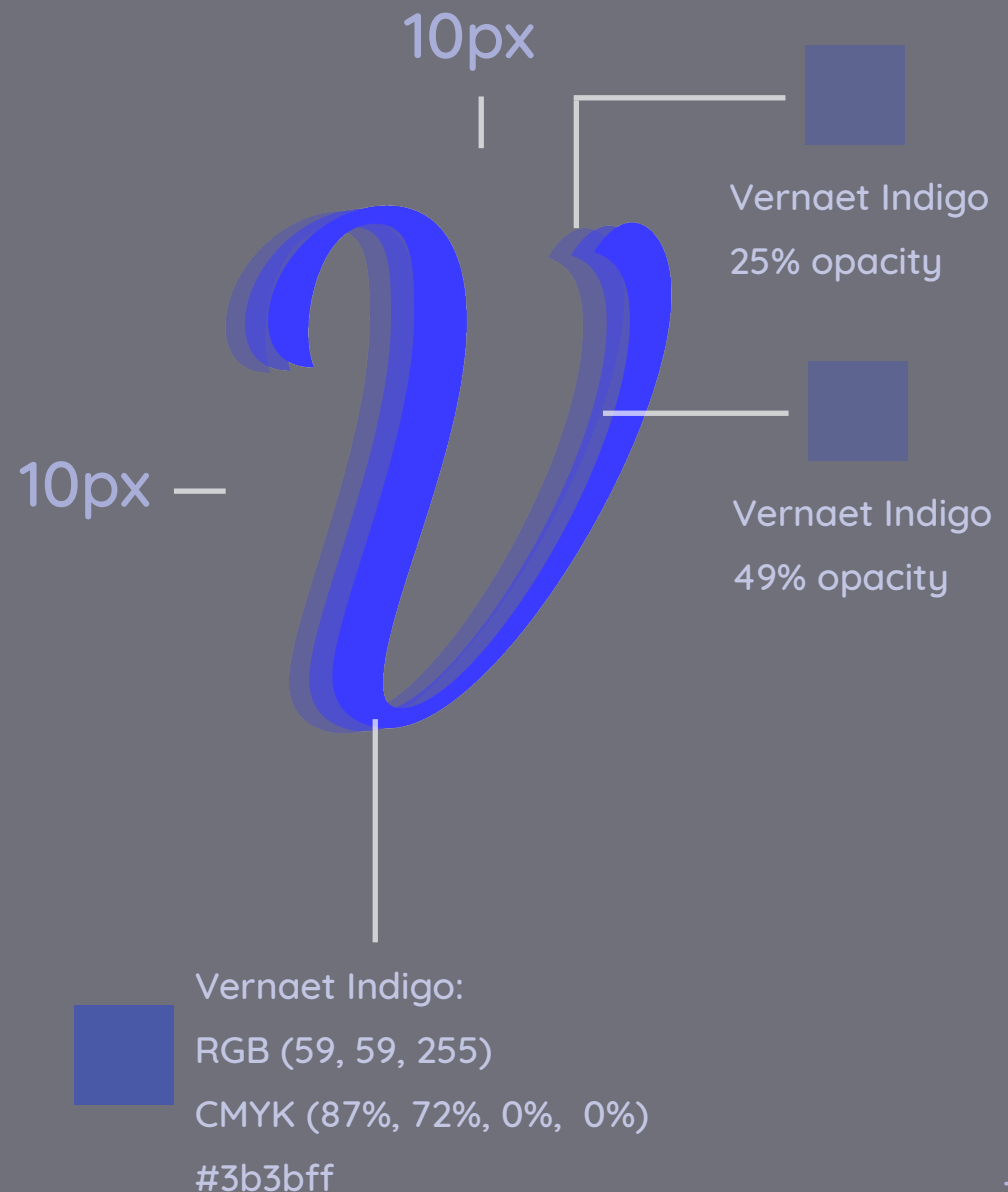
## Logo Meaning

The logo is a V, representing the first letter in the name “Vernaet”. My last name is a huge part in who I am, and it only felt right to make it represent me.

The stand alone V also represents the strength of a single thing. Though alone, it is strong and attempting to hold a significance, which I feel represents me very well.

## Typography

The V is in the font “Dancing Script OT” Regular. The primary color is indigo, while behind it, two duplicates of the V are the same color with different opacities (See specifics on right)



# Colors

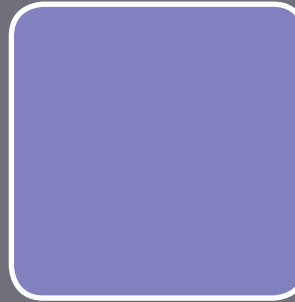
## Brand Color Scheme

The primary colors of the brand are light indigo and gray.

The light indigo is the primary color, used for banners and backgrounds.

The gray color can be used as a background for different sections of the website containing text, images, and other elements, as well as buttons.

The darker indigo, as seen in the V logo, is not required, but can be used in situations where a third color is necessary or would enhance the design visually.



RGB (125, 130, 213)  
CMYK (58%, 50%, 0%, 0%)  
#7d82d5



RGB (110, 113, 122)  
CMYK (57%, 45%, 37%, 23%)  
#6e717a



RGB (59, 59, 255)  
CMYK (87%, 72%, 0%, 0%)  
#3b3bff

# Typography

## Titles and Headings

“Dancing Script OT” is used for important titles and headings, such as names and text in buttons.

*Dancing Script OT*

*A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

## Secondary Text

“Quicksand Regular” is used for any other text, such as paragraphs and secondary titles and headings.

Quicksand Regular

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w  
x y z

1 2 3 4 5 6 7 8 9 0

