

Her Event Canvas- Brand Guidelines

Your Moment. Our Magic

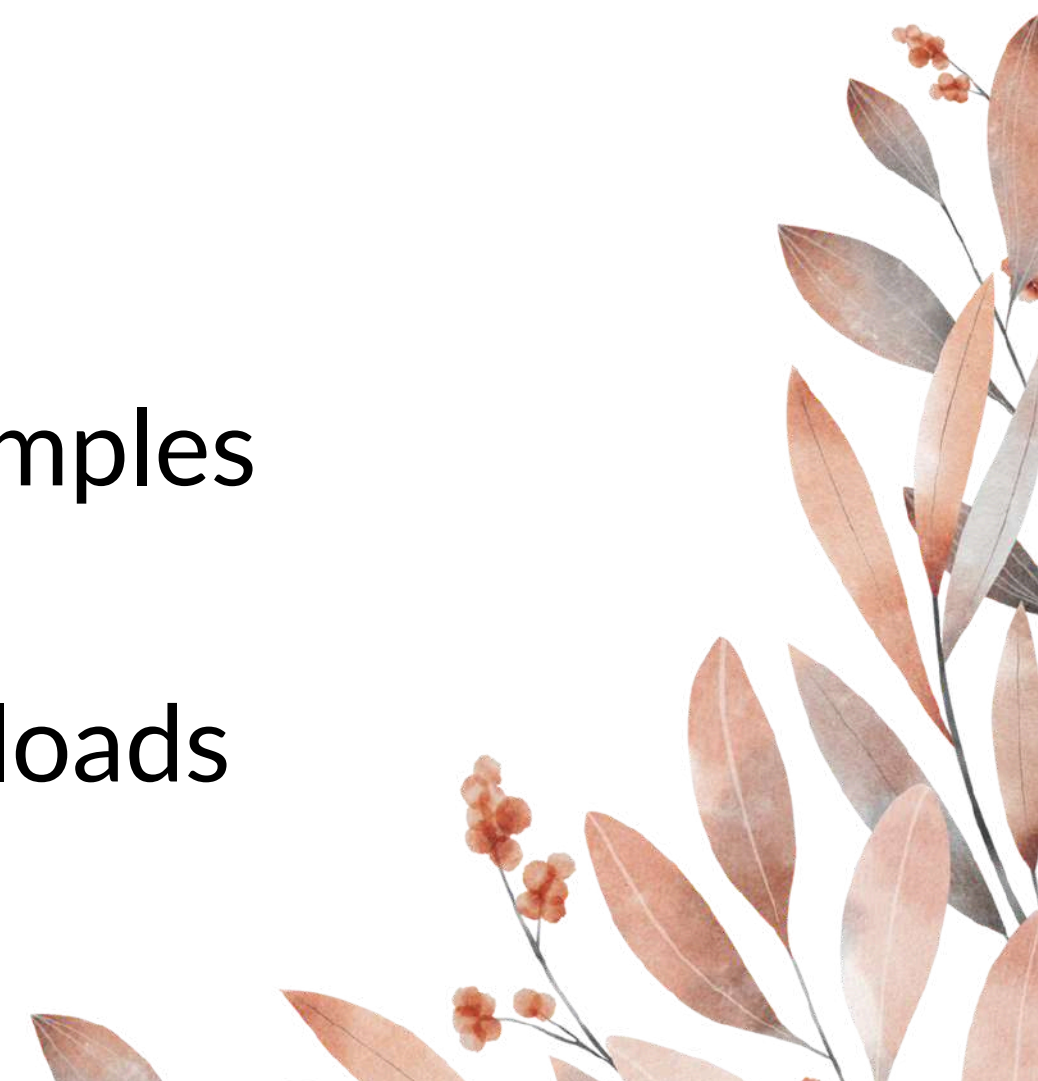


Her Event Canvas
YOUR MOMENT. OUR MAGIC

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Who is Her Event Canvas

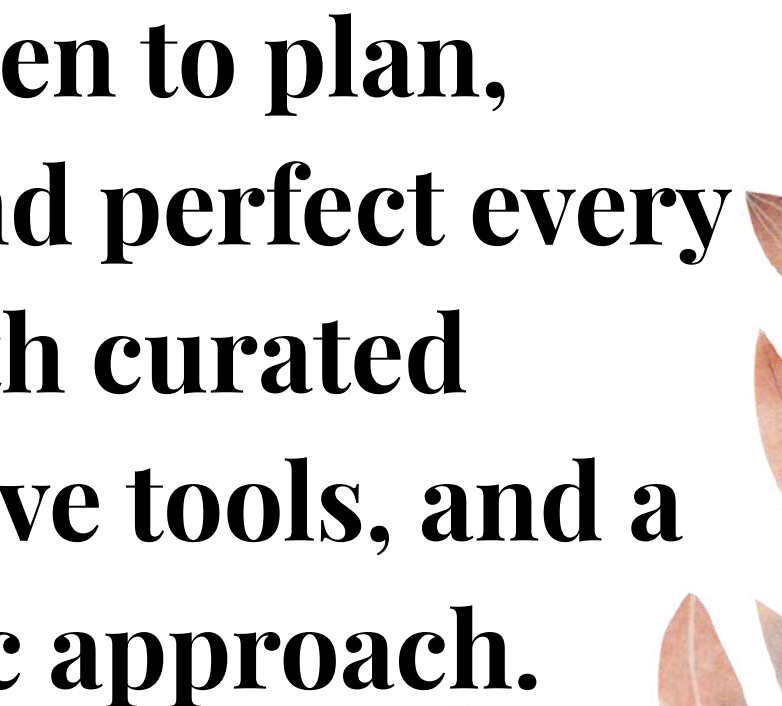
Her Event Canvas is a female-led event planning & lifestyle platform.

Vision

- **To become the go-to digital destination for effortless, elegant.**
- **Empowering event planning experiences tailored for women.**

Mission

Empower women to plan, personalize, and perfect every celebration with curated vendors, creative tools, and a woman-centric approach.



What We Offer

- Event Planning Tools (themes, guest lists, timelines)
- Catering & Floral Marketplace
- Gift & Decor Shop
- Theme Builder with color palettes
- Simple Booking & Payments
- Vendor Onboarding





Key Messaging Pillars

1. Empowering Women Through Events
 2. Inclusive & Diverse Experiences
 3. Stress-Free Planning
 4. Creative & Personalised Designs
 5. Community & Connection
- 



COLOR PALETTE



#471728



#F97B5D



#F9C2CD



#D4AF37



#FFFFFF0

INDIVIDUAL FONTS

Aa

PlayFair Display

Aa

Lato

BRAND STRATEGIES

Vision: To become the go-to digital destination for effortless, elegant, and empowering event planning experiences tailored for women.

Mission: Her Event Canvas empowers users to plan, personalize, and perfect every event through a seamless platform offering curated vendors, aesthetic tools, and a woman-centric approach to celebration.

MOOD BOARD



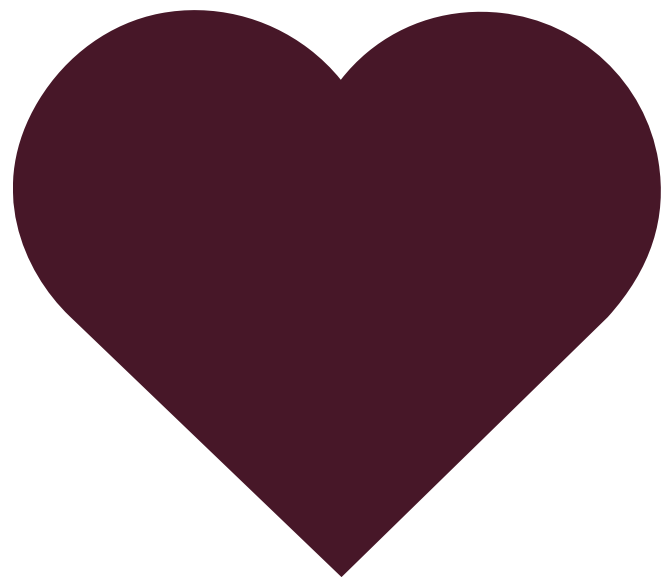
Mood Board



Photo Courtesy: Wedding Art

Brand Essence

- Warmth- celebrating meaningful moments
- Creativity- stylish, thoughtful details
- Elegance- refined, premium finishes



Target Market–Customer




Demographics: Women aged 20–45, urban or semi-urban, middle to upper-income

Psychographics: Values aesthetics, enjoys planning social events, loves personalization

Needs: Time-saving, trustworthy vendors, beautiful designs, simple coordination

Target Market–Persona



AMANDA DLAMINI
The Bride-to-Be

Bio
Excited and anxious about planning a once-in-a-lifetime event

Behavior

- Engages with multiple service providers simultaneously
- Shares ideas with friends/family for validation

Psychographics

- Detail-oriented, emotionally invested in her big day
- Loves wedding magazines and Pinterest boards
- Values trust, reliability, and emotional support from vendors

Pain Points
Conflicting advice, budget constraints, vendor communication gaps

Frustrations
Feeling overwhelmed by logistics

Quote
“Wants a unique wedding that feels personal and memorable”

Demographics

- Age: 26
- Gender: Female
- Location: Cape Town, South Africa
- Occupation: HR Coordinator
- Income: R25,000/month

Goals
Have a wedding day that flows perfectly

Needs
A trusted partner to bring her wedding vision to life

Primary Persona



JANE SMITH
The Mom Planner

Behavior
Organizes school functions, birthday parties, and fundraisers

Psychographics

- Family-oriented, values safe and fun environments
- Active in school communities and social clubs

Pain Points
Lack of creative kid-specific event ideas

Needs
Affordable, safe, kid-friendly setups

Motivation
Create memorable experiences for children

Quote
“Wants events to reflect company prestige and values”

Demographics

- Age: 40
- Gender: Female
- Location: Durban
- Occupation: Stay-at-home mom
- Income: Household income R50,000/month

Secondary Persona

Target Market-Competitors

Direct Competitor



Eventique
SA

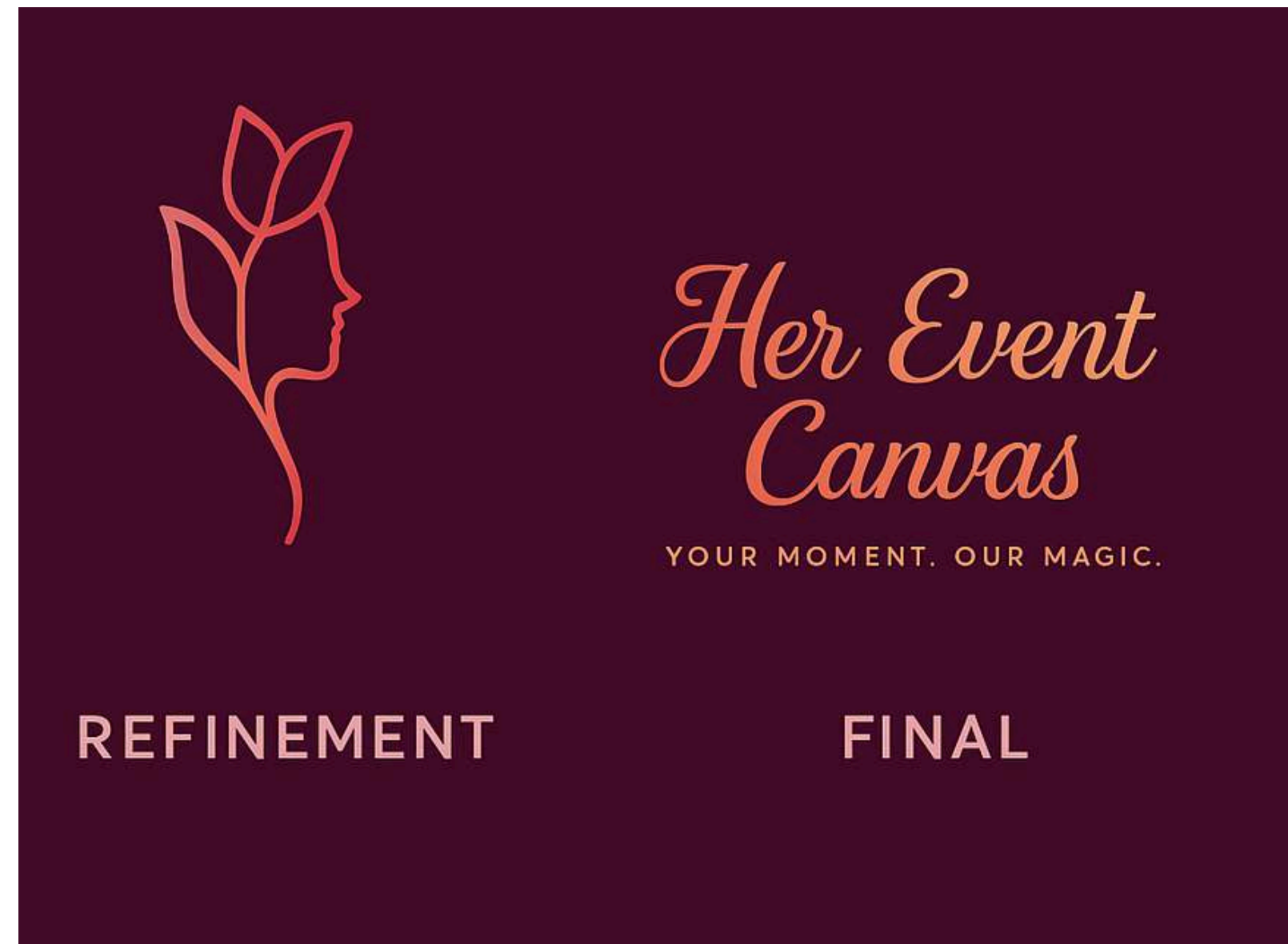
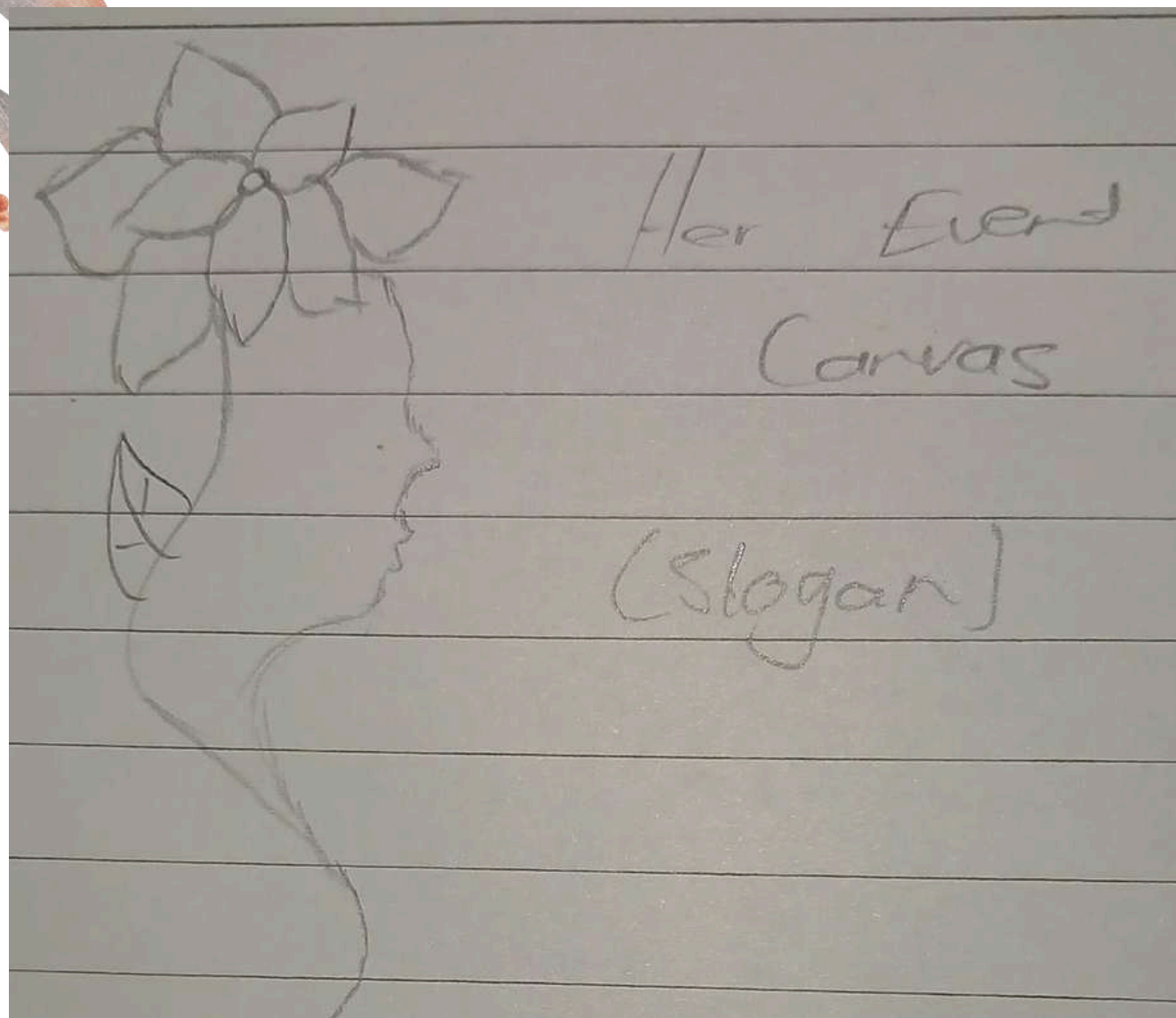
Offering	Audience	Pricing	Brand Position
Full-service event planning	Weddings, corporates	High	Premium, luxury-focused

Offering	Audience	Pricing	Brand Position
Event inspiration	Global DIY audience	Free	Creative ideas, no execution

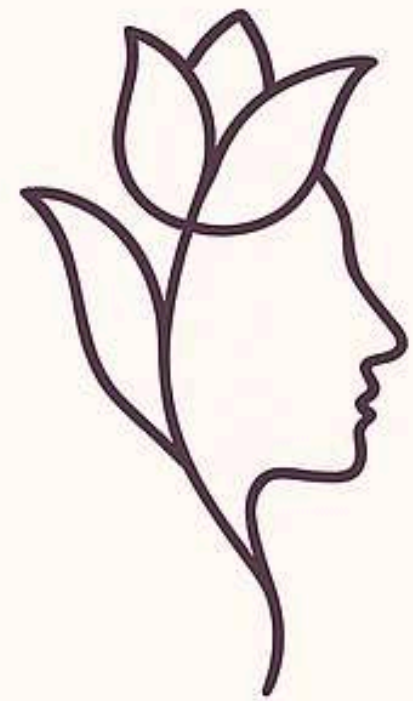


Indirect Competitor

Approved Logo Versions



Logo Journey



SKETCH



REFINEMENT

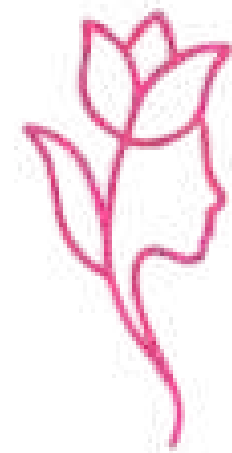


Her Event Canvas
YOUR MOMENT. OUR MAGIC.

FINAL

Logo in Words

- Floral/woman icon + elegant wordmark.
- Gradient = joy + creativity.
- Maroon = grounding; gold = premium.
- Tone: feminine, elegant, welcoming.



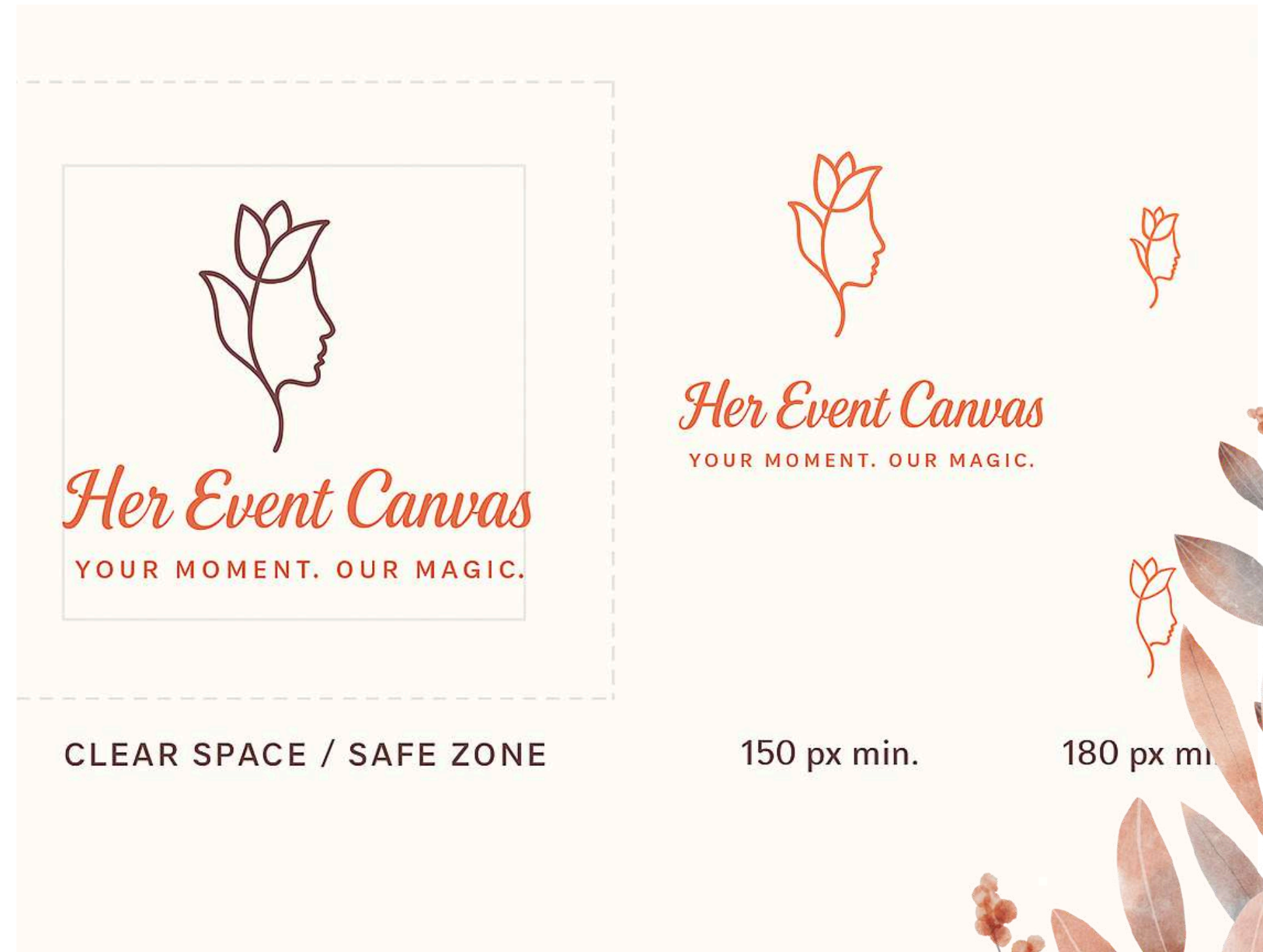
Her Event Canvas
YOUR MOMENT. OUR MAGIC

Logo Rules

Clear space: equal to the height of the “H” in the wordmark

Minimum sizes:

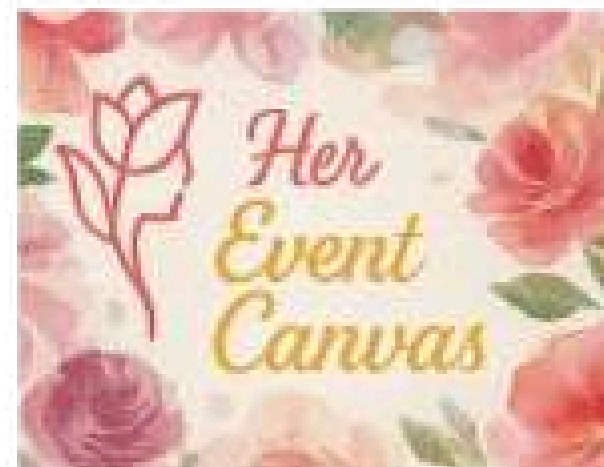
- **Primary: 35 mm/ 150 px**
- **Vertical: 40 mm/ 180 px**
- **Icon: 10 mm/ 60 px**



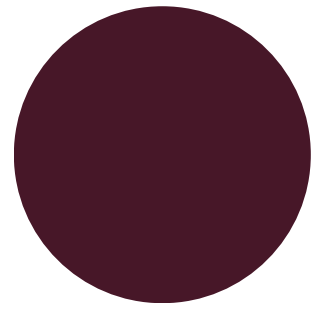
DO NOT!!

List:

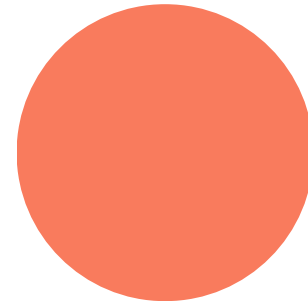
- Stretch or squash
- Recolor outside palette
- Add shadows/outlines
- Place on cluttered backgrounds
- Rotate or distort



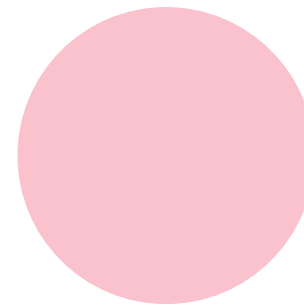
Brand Colours



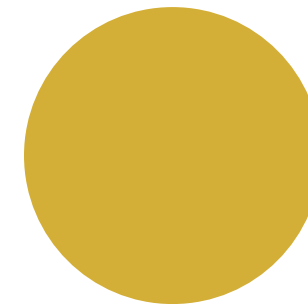
Deep Maroon
(#471728) —
elegance,
luxury



Warm Orange
(#F97B5D) —
vibrancy,
celebration



Blush Pink
(#F9C2CD) —
femininity,
warmth




Gold
(#D4AF37) —
premium
accents
(sparingly)



Ivory (#FFFFFF0)
— clarity,
neutral
backdrop





Typography Guidelines

**Headings: Playfair Display
(Bold)**

**Subheading: Poppins
(Bold)**

Body: Lato (Regular)

Accent: Great Vibes (Sparingly)



Brand in action

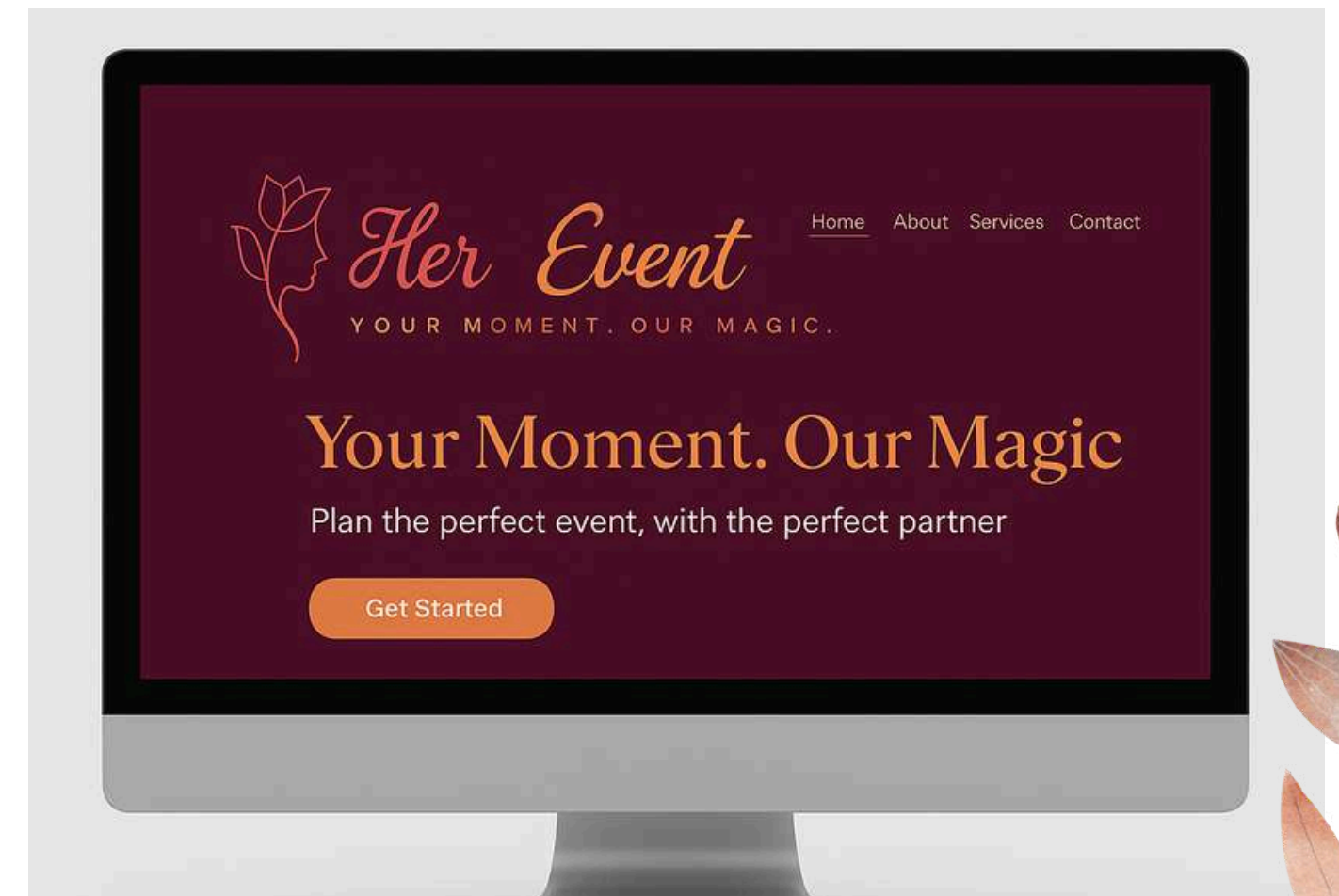
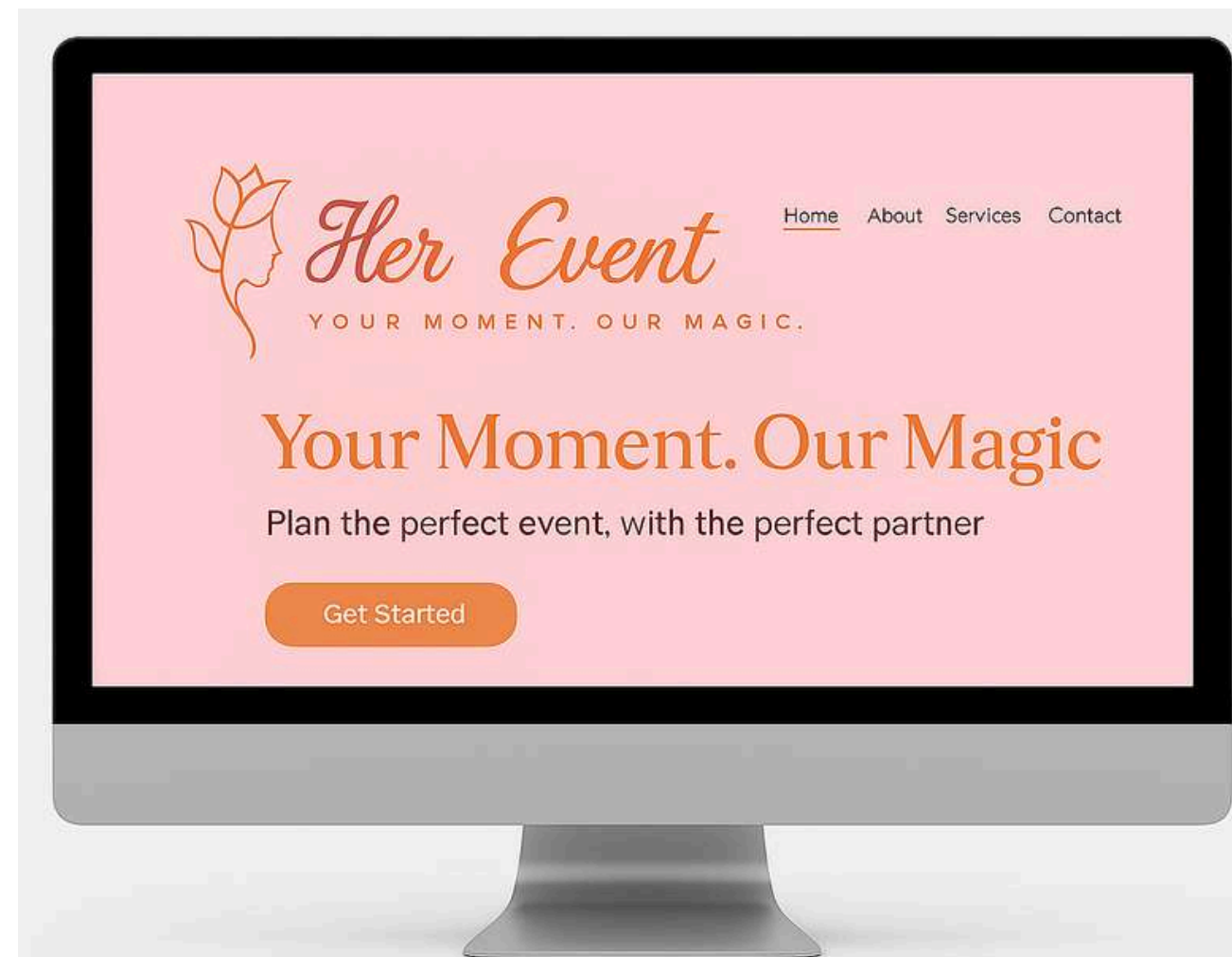
Content:

- App splash
- Business card
- Social post
- Event invitation



App Splash Example

“Clean gradient
with centered
mark.”



Business Card Example



Social Template Example



*“Magic happens when
every detail tells your
story.”*



**Invitation to Her Event
Canvas Launch Day**

SATURDAY

OCTOBER **21**

AT 7.00 PM

143 Sir Lowry Road
Cape Town

www.hereventcanvas.com

Event Invitation Example

Tips Layout

After

- The icon features a delicate flower silhouette of a woman.
- The flower symbolizes growth, femininity, and the beauty of life's special moments



Before

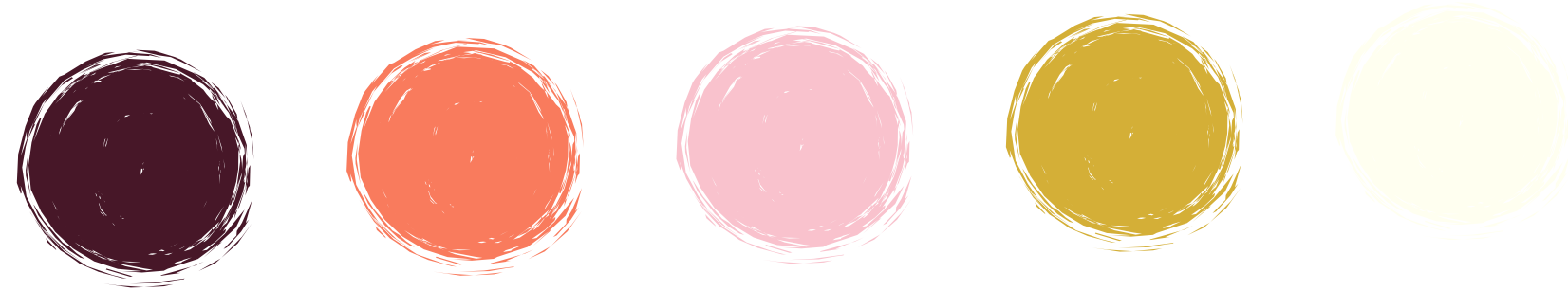
The icon features a delicate flower or abstract silhouette of a woman, beautifully capturing the essence of the brand. The flower symbolizes growth, femininity, and the beauty of life's special moments, aligning perfectly with 'Her Event Canvas.'

Assets & Downloads

Logo



Colours



Fonts

Her

Event

Canvas

*Your Moment. Our
Magic*

Mockups

