Midnight Magnolia: Brand & Company Guide

Brand Identity

Midnight Magnolia is a healing-centered brand rooted in Southern Gothic tradition, spiritual empowerment, and neurodivergent support. It honors Black Southern lineage, creativity, and soft productivity through mindful tech, tarot tools, and digital sanctuary spaces.

Voice: Gentle, affirming, poetic, with light humor

Themes: Healing, resilience, reflection, community, soft systems

Visual Identity

Color Palette:

- Sage Green: #DDE3DA

- Linen: #FAF3E0

- Warm Gray: #D4B99F

- Twilight Blue: #5C6E78

- Optional Glow: #FFE7C1

Typography:

- Headers: Playfair Display

- Body: Lora

- Accents/UI: Montserrat

Company Overview

Midnight Magnolia is the primary entity under Rumi-Nations, LLC. It serves as a digital studio, healing product incubator, and service provider.

Offerings include:

- Digital journals and planners

- Tarot and affirmation decks

- AI-assisted creative tools

- Healing-centered tech services

- Freelancer and courier services

Product Lines

- Moonlight Planner Series

- Digital Tarot Deck: The Soft Power Arcana

- Affirmation Card Collections

- Journal Prompts & Guided PDFs

- Healing Automations & AI Tools

Technical Architecture

Frontend:

- Vercel, GitHub Pages, Wix, Shopify

Backend:

- Supabase, Azure Functions

Automation:

- Make.com, Windsurf, n8n

Storage:

- Airtable, Snowflake, Dropbox, iCloud

AI & Design:

- OpenAI, Anthropic, Leonardo, Canva, Adobe

Management:

- Notion, Trello, GitHub

Integration Strategy

Active Integrations:

- GitHub to Notion logging

- Replit backups to GitHub via Make.com

- Make.com automations for tasks, content triggers

- Canva asset linking

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- Leonardo and Midjourney prompt logging in Notion

Executive Function Dashboard

Notion Dashboard Includes:

- Task checklist (gamified)

- Tarot setup and visual boards

- Brand files and product inventory

- Daily intention block and progress tracking

- Home screen workflow with pinned portals