



brand style guide

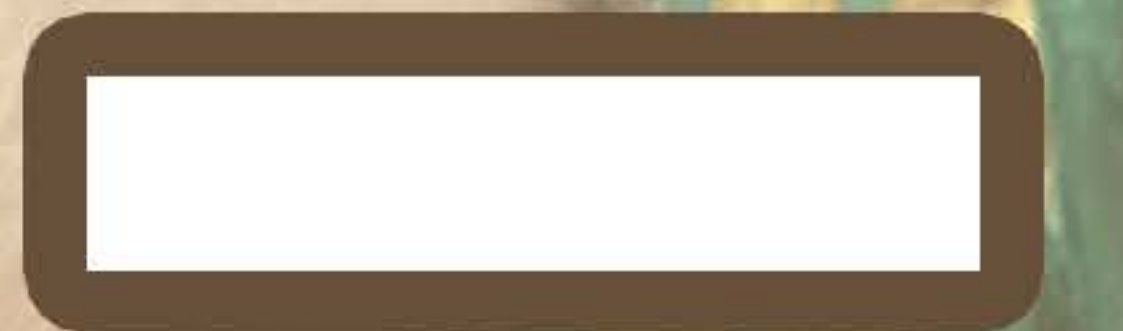


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welcome

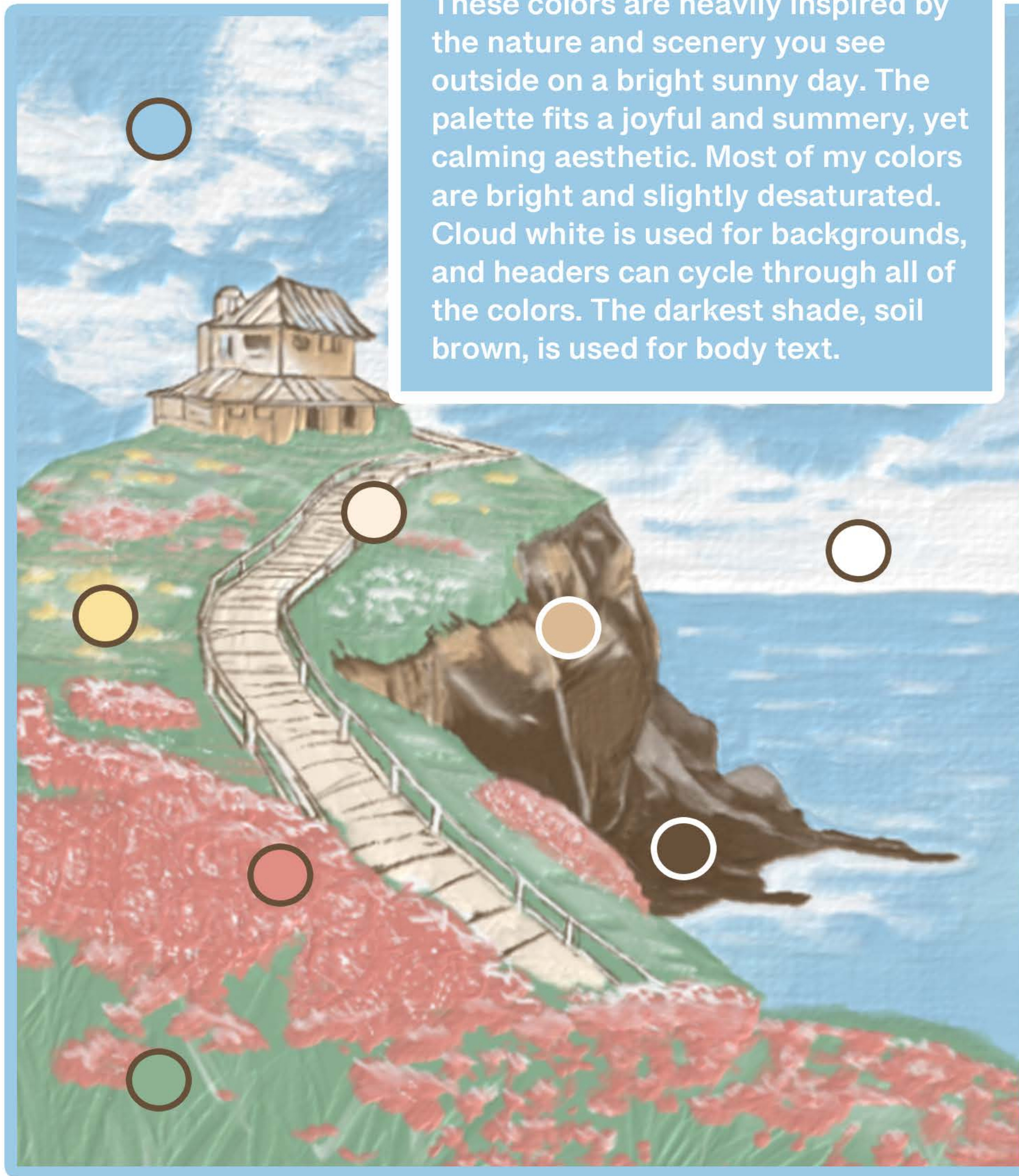


Welcome to my nature inspired Brand Style Guide.

I grew up spending time outdoors. My family always went camping around California and outside of it during the warmer months. From beaches to mountains to rivers and lakes, with meadows and flowers and trees and caves, there is so much to see out in the wild.

I wanted to capture that natural and idyllic sense through my writing and art. With bright highlights and minimal shadows, this BSG bursts with joy and color. My writing follows the same style, with a clean and pleasant tone that gives the reader a sense of happy peace and calm.

color palette



These colors are heavily inspired by the nature and scenery you see outside on a bright sunny day. The palette fits a joyful and summery, yet calming aesthetic. Most of my colors are bright and slightly desaturated. Cloud white is used for backgrounds, and headers can cycle through all of the colors. The darkest shade, soil brown, is used for body text.

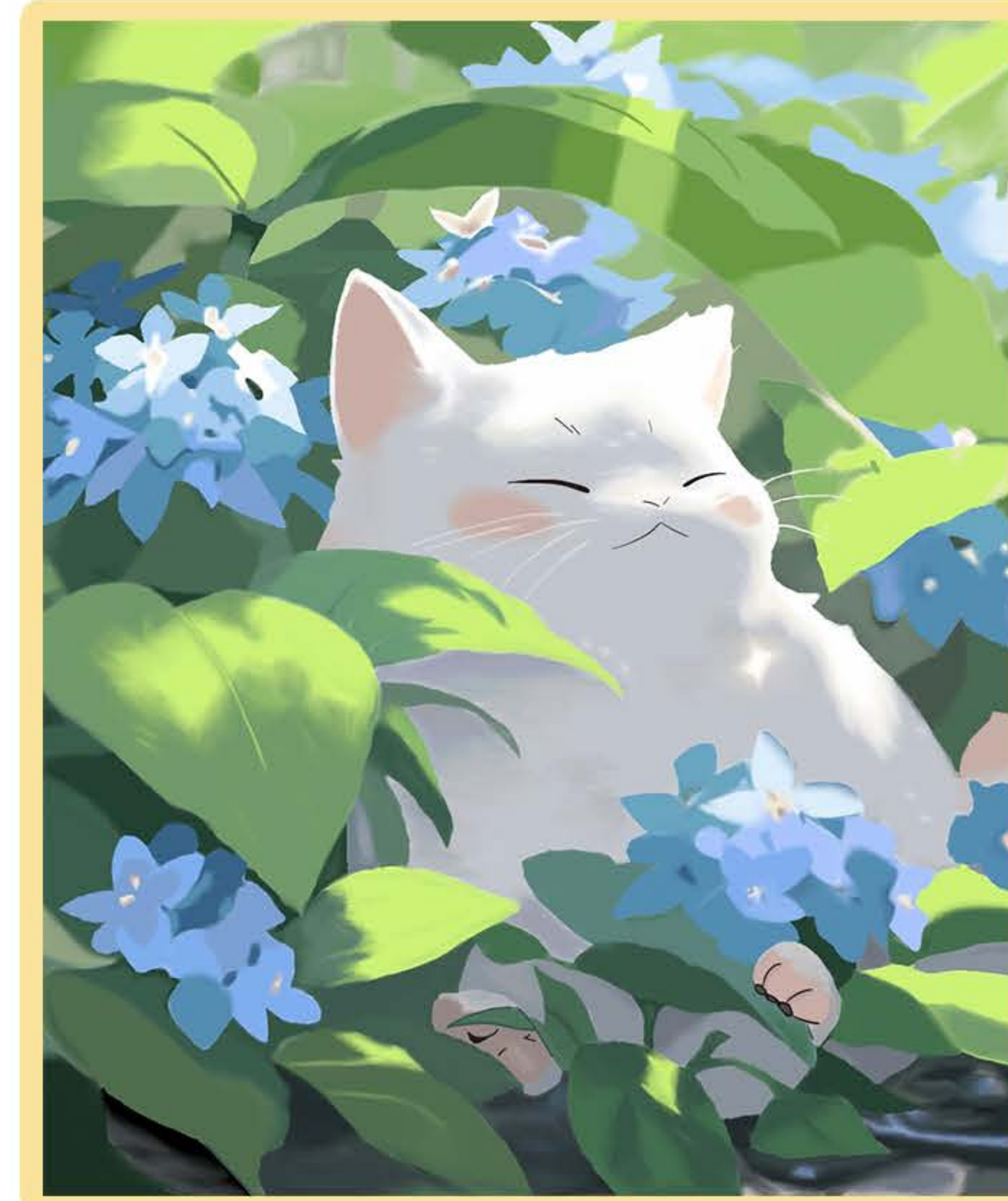
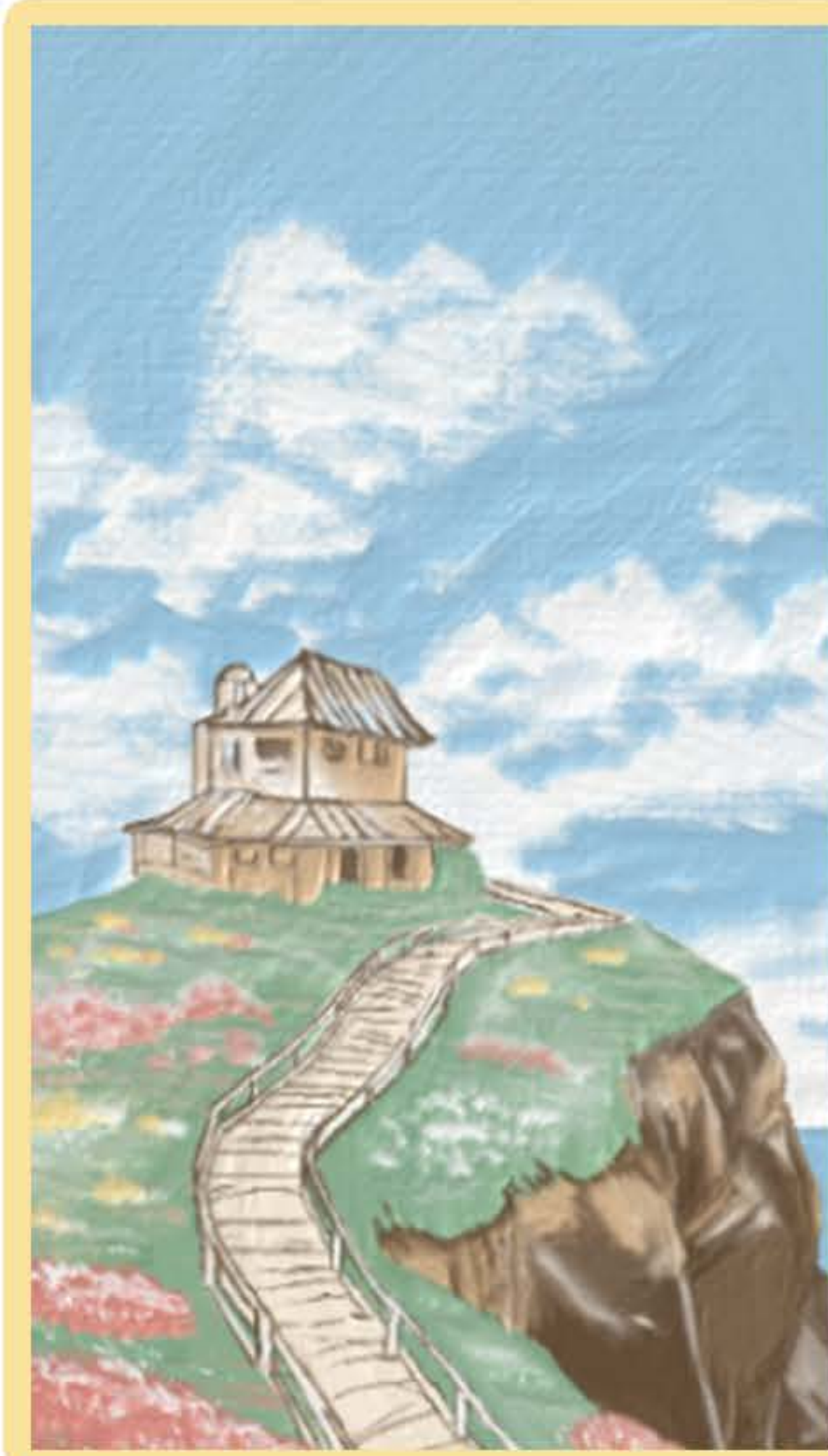


imagery

Design

Paint, design, and art. The imagery in my Brand Style Guide embodies a scenic, colorful, and cartoon-like aesthetic.

Bright sunny summer days, lots of foliage, vivid blossoms, blue skies and shimmering water. Painted on Adobe Fresco, my art portrays an idyllic version of the sights you can find in the great outdoors.



typography

Eds Market 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

Cury, bold, and hand-painted. This playful and inviting sans serif font has a friendly personality.

Dovetail MVB Medium Italic

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

Sharp and detailed, this slanted italic serif font stands out.

Tamil Sangam MN Medium

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

Simple and clean, this sans serif font has a peaceful attitude.

**title “turn your face
toward the sun**

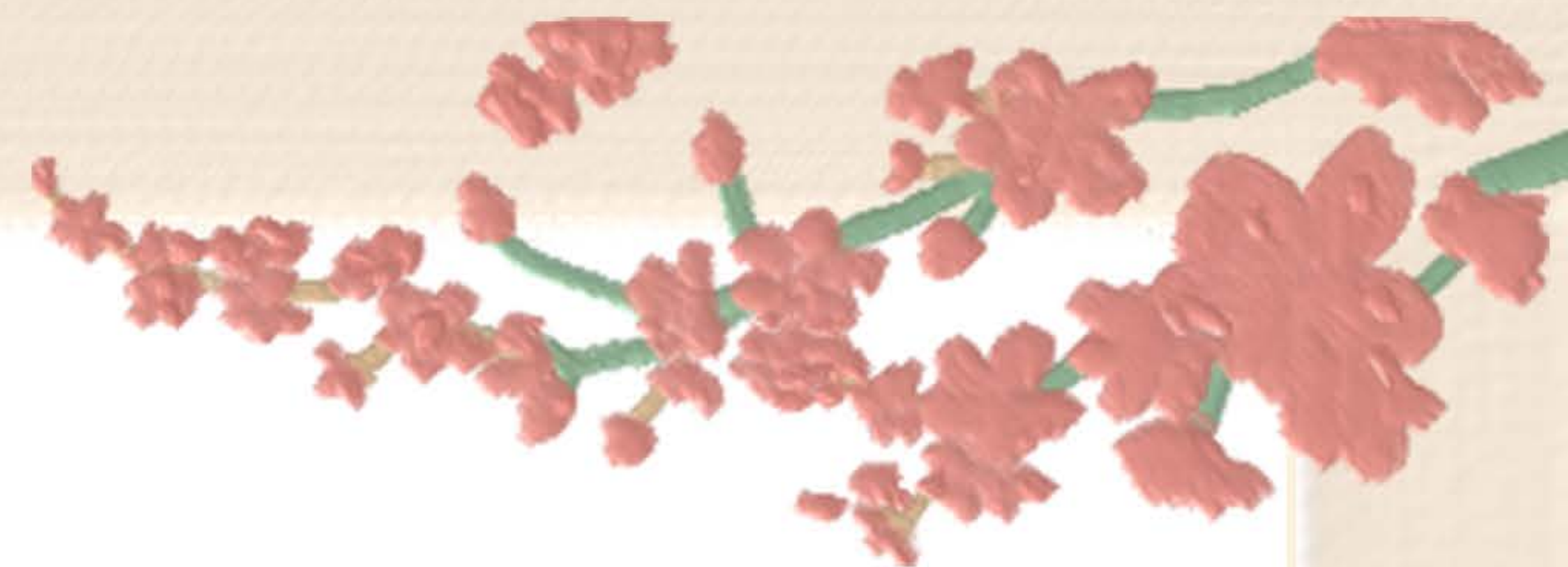
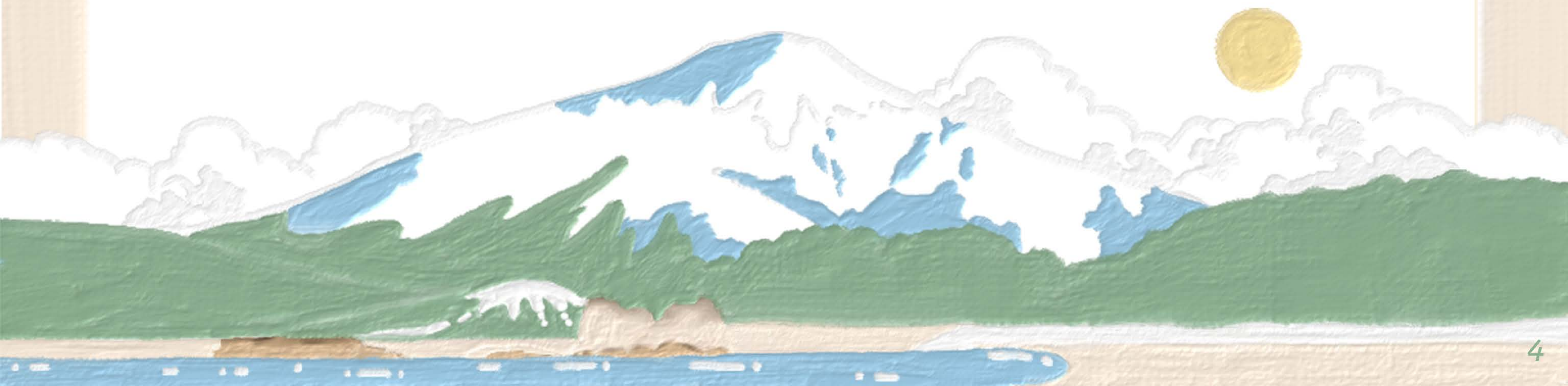
Eds Market Regular
50 pt. size

***Subtitle and the shadows
fall behind you”***

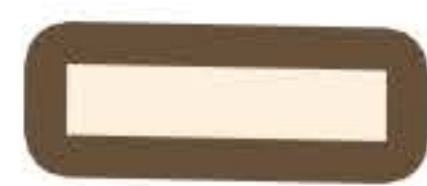
Dovetail MVB Medium Italic
24 pt. size

**Body - Tales of the
Earthsea (2006)**

Tamil Sangam MN Medium
16 pt. size



logo



Cheerful and bright, my logo turns meandering handwritten letters into whimsical flowers. The primary logo uses the colors meadow green, light sand, and soil brown, and looks the best in large sizes. The secondary logo incorporates bursts of bright colors. Sky blue, rose pink, sun yellow, and beige clay mix in a watercolor blend.

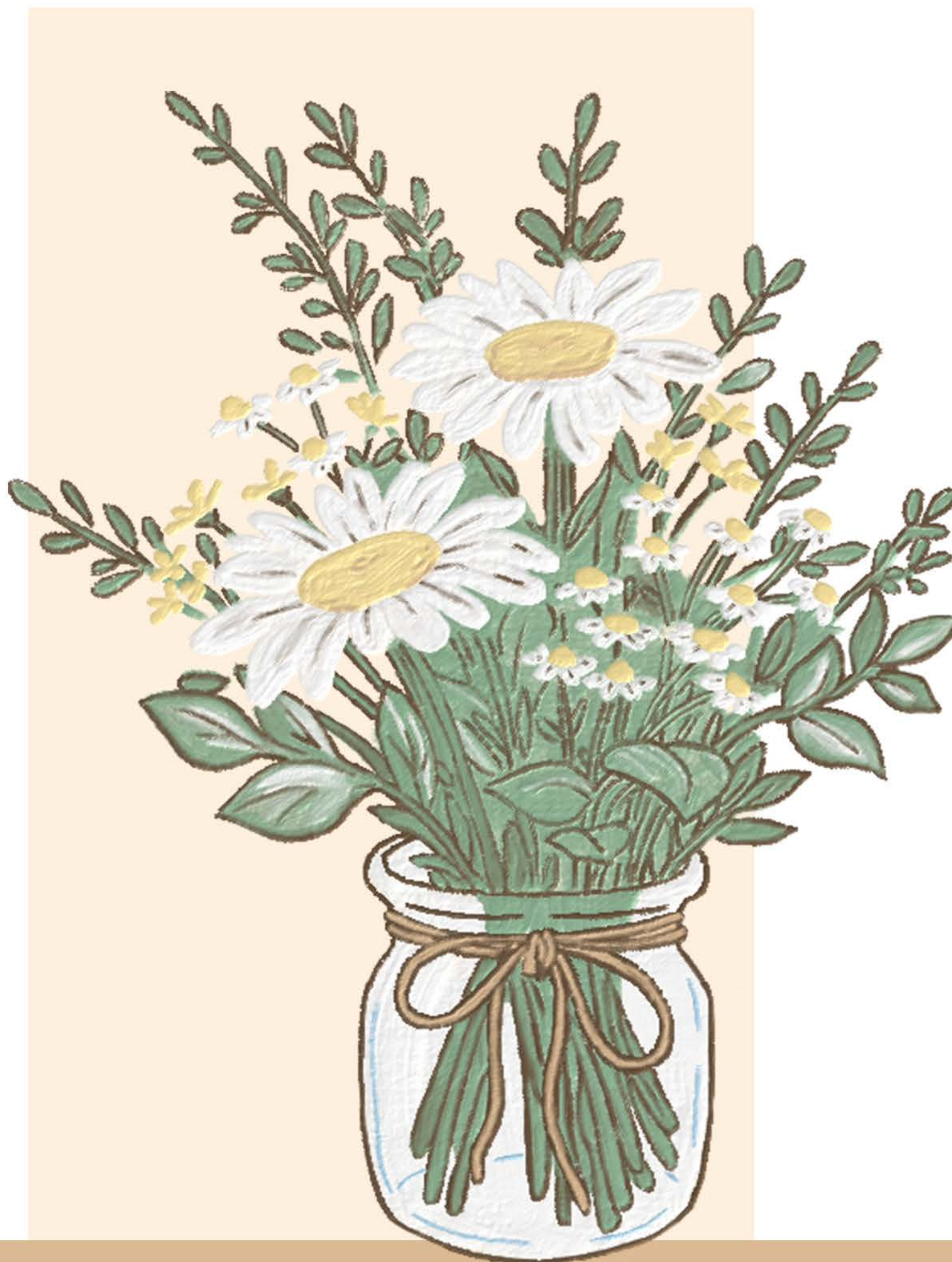
Primary Logo



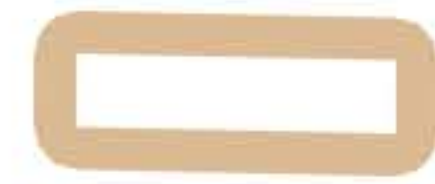
Secondary Logo



Sizing



mock-ups



My logo has a multitude of possible applications. Like a fun pin, a candle, or a picture frame, my logo fits the best with any product that follows a cheerful, peaceful, or clean aesthetic.

*thank
you.*

