Upon This Love

Branding Guidelines

Positioning

U L
Upon This Love
weddings & celebrations

Vertically Aligned Logo

This logo can be used in a restricted space, such as a favicon for the website and a profile picture.

U L **Upon This Love**
weddings & celebrations

Horizontally Aligned Logo

This version of the logo can be used on places with ample amount of space. An example would be documents or business cards.

U L

Logo

The logo alone without text can be used when it is unnecessary to have the text. This could be incorporated as design on print materials, or on websites or social media.

Spacing

Here are the specific amount of spaces needed for each version of the logo. The spaces are measured with the letter "U" from "Upon This Love" in Cormorant Garamond Medium font.

Vertically Aligned Logo

Logo Width
The width of the logo should be the same width as the "Upon This Love."

Spaces
The space between the logo and "Upon This Love" should be two "U"s apart. And the space between the main text and subtitle should be one "U" apart.

Upon This Love
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Horizontally Aligned Logo

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Alignment
The end of the plant and the subtitle should be bottom-aligned.

Spaces
The space between the logo and the text should be one "U" apart. And the space between the two text should also be one "U" apart.

Font

Upon This Love
weddings & celebrations

Logo Heading

Cormorant Garamond Bold

Logo Subheading

Cormorant Garamond Medium

Upon This Love

Heading

Breathe Poetry Regular

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Body Text

Cormorant Garamond Regular

Colour

Logo

Grey (on light backgrounds)
hex: #636363
rgb: (99, 99, 99)

White (on dark backgrounds)
hex: #ffffff
rgb: (255, 255, 255)

Text

Grey
hex: #636363
rgb: (99, 99, 99)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sollicitudin erat ac molestie rhoncus. Etiam ac tincidunt sapien, sit amet posuere nisi. Integer eu arcu ut dui bibendum faucibus sodales a purus.