

*the*  
Oracle



*hello*  
Oracle

You're a minimalistic brand who loves powerful imagery, clean type & pops of bright colours.

# *Brand*essence

## AURA WORDS

peace	clear
open	pure
airy	grace
effortless	freedom
classic	minimal
honest	dream

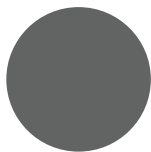
## MYTHICAL ARCHETYPE

athena

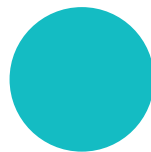
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air

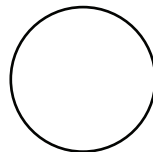
# Brandcolours



#636363



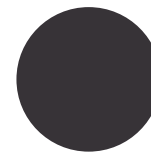
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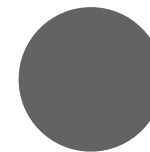
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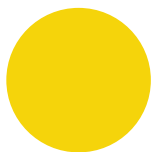
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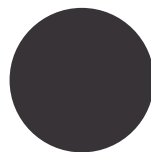
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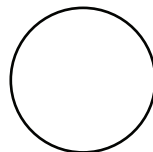
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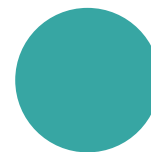
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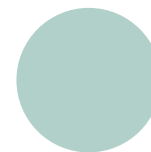
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#39A6A3



#7DCDC5



#DEEEEE



#F16857



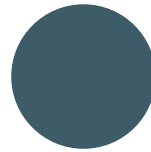
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#231E23



#CED9D0



#3F5C68



#F2F1F1

# *Brand*fonts

avenir

[DOWNLOAD](#)

josefin sans

[DOWNLOAD](#)

PLAYFAIR DISPLAY

[DOWNLOAD](#)

LANE NARROW

[DOWNLOAD](#)

FUTURA

[DOWNLOAD](#)

lora

[DOWNLOAD](#)

gill sans

[DOWNLOAD](#)

OSWALD

[DOWNLOAD](#)

# *Brand*inspiration



melissa  
ambrosini.com

sarahjenks.com

helenhunter  
mackenzie.com

WANT MORE *Inspiration?*

CLICK FOR THE ORACLE PINTEREST BOARD

# Brandalchemy

*What if you're a mix of 2 or more styles? Most brands are! (I'm personally a mix between a muse & a sprite with a dash of goddess). My tips are to mix & match colours & fonts from the other brand books ([Grab em' here](#)) and to use these examples below as inspiration:*

oracle + *sprite*

*Mix in playful graphic elements*

[CLICK FOR AN EXAMPLE](#)

oracle + *firebird*

*Mix in bold fonts + bold colours*

[CLICK FOR AN EXAMPLE](#)

oracle + **Muse**

*Mix in watercolour or florals*

[CLICK FOR AN EXAMPLE](#)

oracle + **Huntress**

*Mix in vintage elements*

[CLICK FOR AN EXAMPLE](#)

oracle + **goddess**

*Mix in bright colours + elegant fonts*

[CLICK FOR AN EXAMPLE](#)

# *Brand*beginnings (aka what do I do now?!)

*Now that you have some brand inspiration your next steps are to create a pinterest board with all your brand design inspiration. (Get started with the oracle board)*

*Pro Tips: Sometimes it's hard to know what you love & what you think you love when it comes to designing your website & brand. (eg. you're happy with your look one day and end up totally re-designing it the next!) Make sure to get into a clear, purposeful state of mind before starting your designs. A few ways to do that are:*

- + Create a cozy space where you know you will do your best work. For example: go for a mindful walk before you start, light incense, & play your favorite songs!
- + Set a timer for 20 minutes when you're collecting inspiration, photo finding or any other activity that get you 'lost in the rabbit hole'.
- + When choosing colours, fonts & graphics make sure to check in with yourself - "does this look feel right or am I just falling hard for the newest design trend?" Sleep on it & use your intuition.

*When you're finished share your board in the campfire group.*



# Want all 6 books?



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