



BRAND STYLE GUIDE

for THRIVE WITH NIKITA

A detailed guide on how to use your brand consistently,
intentionally, and strategically.

FIRST, WHAT IS A BRAND STYLE GUIDE *and* WHY IS IT IMPORTANT?

The purpose of this style guide is simple – to give you all of the tools, knowledge and confidence that you need to utilize your new branding. And to utilize it well. As your business grows, you’ ll need to make more decisions involving design and I want you to feel completely comfortable doing that on your own. I’m going to outline everything you need to know – from logos to colors and fonts, from social media to print collateral, and so on. With this guide, you’ll have a resource to reference again and again while trying to maintain a cohesive brand.

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01

CREATIVE DIRECTION

*An overview of the strategy and deeper meaning
that is the foundation of your brand.*

BRAND VISION

A BRANDING EXPERIENCE *that* MAKES YOUR AUDIENCE FEEL EMPOWERED *and* HOPEFUL FOR THE POSSIBILITIES AHEAD WHILE THEY WORK TOWARD BALANCE BETWEEN THEIR HEALTH , HAPPINESS, AND BUSINESS – AN IDENTITY *that is* ENERGETIC AND UPLIFTING.

Think of this as your mission statement for your brand. It addresses 3 key things to help keep your brand consistent and strategic: (1) how you want to make people feel, (2) what your audience is looking for when they come to you / what matters to them and (3) words that you want them to associate with your business.

AUDIENCE

YOUR AUDIENCE *is* FEMALE CREATIVES WHO ARE LOOKING *for a* DIFFERENT AND BETTER WAY *to* RUN A BUSINESS. THEY WANT SOMEONE WHO CAN GUIDE THEM ON THE PATH TO SUCCESS WHILE HAVING AN UNDERSTANDING OF THE ONE THEY'VE ALREADY BEEN ON. THEY RESPOND WELL TO PERSONALIZED, INTENTIONAL EXPERIENCES *and* APPRECIATE HONEST COMMUNICATION.

Use this description of your audience as a reminder of: (1) what matters to them, (2) what they are looking for and (3) what draws them to you. Addressing all of these characteristics through your branding, copy and imagery will help you create stronger connections with them.

BRAND TONE

ALIGNMENT

HARMONY

COURAGE

UNDERSTANDING

POSSIBILITY

CANDOR

Use this description of your audience as a reminder of: (1) what matters to them, (2) what they are looking for and (3) what draws them to you. Addressing all of these characteristics through your branding, copy and imagery will help you create stronger connections with them.



WITH NIKITA

02

BRAND ELEMENTS

*An overview of the design elements that make up
your brand + how to use them well.*



PRIMARY LOGO

This is your main logo and should be used for most applications.

Min. Sizing: 1.06 in x 0.66 in | 76 px x 47.8 px

(Never make your logo smaller than these dimensions, otherwise it will be difficult to read)

Whitespace to be allowed (because you never want something to be too close or take away the focus from your logo)





SECONDARY LOGO

Min. Sizing: 1.08 in x .61 in | 77.62 px x 43.68 px

Whitespace to be allowed

This is your secondary logo and should be used for anything that requires an alternate format or to avoid redundancy.

**SUBMARK**

This is your submark and should be used for your website favicon, watermarks, or social media profile pictures. It can also be used in combination with either of your other marks.

Min. Sizing: .44 in x .45 in | 32 px x 32.3 px

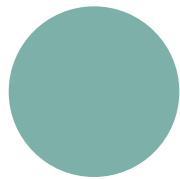
03

COLOR *and* TYPOGRAPHY

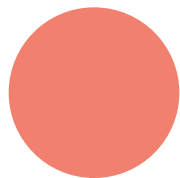
*An overview of how to use your color palette, fonts,
and other secondary brand elements.*

Primary Colors*Secondary Colors***COLOR PALETTE**

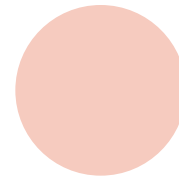
This color palette is eclectic, playful, and light. A warm blue and coral complement softer supporting colors to create a bold, impactful statement.

**PEWTER BLUE**

This is the main color and should be the only color outside of black or white used for your main logo.

**CORAL**

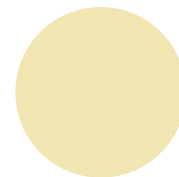
This is the secondary color and can be used for your alternate and submark as well as accents.

**BABY PINK**

This color should be used for your submark and accents.

**GAINSBORO**

This color should be used for accents or background.

**COOKIES AND CREAM**

This color should be used for accents.

A QUICK GUIDE *to* USING COLOR CODES

When it comes to using colors, there are different techniques that are used for web and print use. Each color for your brand has a specific set of codes – these allow you to reproduce that exact color for any situation. Here's a simple outline to help you choose the right ones:

RGB + HEX CODE

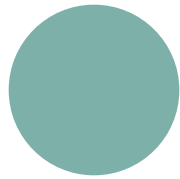
These types of color codes are specifically meant for web or digital use. You'll use these whenever you're working on your website or creating a graphic for social media.

CMYK

CMYK is the most common and safest technique to use for print. You should use this for small print runs like marketing material or when you want to keep printing costs low.

PANTONE

Pantone is an ink company known for their precision color matching. You may want to use their colors for larger print runs or when color consistency is a priority. Keep in mind that they are more costly than CMYK.



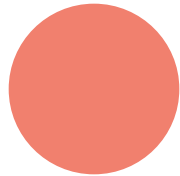
PEWTER BLUE

RGB: 129 176 170

CMYK: 50 10 27 2

HEX: # 81B0AA

PANTONE: 4172 C



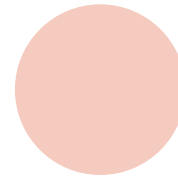
CORAL

RGB: 241 128 112

CMYK: 0 59 49 0

HEX: #F18070

PANTONE: 2344 C



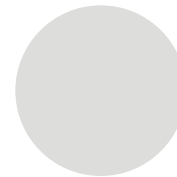
BABY PINK

RGB: 245 202 191

CMYK: 0 21 14 0

HEX: # F5CABF

PANTONE: 4032 C



GAINSBORO

RGB: 216 215 223

CMYK: 11 9 0 0

HEX: #DF6287

PANTONE: 5315 C



COOKIES AND CREAM

RGB: 241 230 178

CMYK: 1 1 29 0

HEX: #3D3935

PANTONE: 7499 C



USE OF COLOR

These are the brand color pairings that work best together. Do not use all colors in the same space.

Note: Any solid other than Gainsboro can use white overlay.

About

**Lorem ipsum dolor sit amet
consectetur adipiscing elit.**

Pe repedit, simin rae moditec esecturerum
dolorem olorum dentem qui reseriae. Berruntis
de conserernat. Doluptature reperiore qui dolupta
tistium aut fuga. Aximus res pelit, earum non ped
quiaspis.

BRAND FONTS

This typography combination
features a lovely more traditional
serif typeface alongside a
minimalist, versatile sans-serif.

ABOUT

**Lorem ipsum dolor sit amet
consectetur adipiscing elit.**

Pe repedit, simin rae moditec esecturerum
dolorem olorum dentem qui reseriae. Berruntis
de conserernat. Doluptature reperiore qui dolupta
tistium aut fuga. Aximus res pelit, earum non ped
quiaspis.

SUB HEADLINES / TAGLINES

Family: Muli Light
Alternative: Open Sans
Notes: All Caps

HEADLINES/ QUOTES

Family: Crimson Text
Alternative: Cormorant
Notes: Semi-Bold

BODY COPY / PARAGRAPH

Family: Muli
Alternative: Open Sans
Notes: Regular

04

COLLATERAL

*An overview of how to use your branding
on collateral and different applications.*



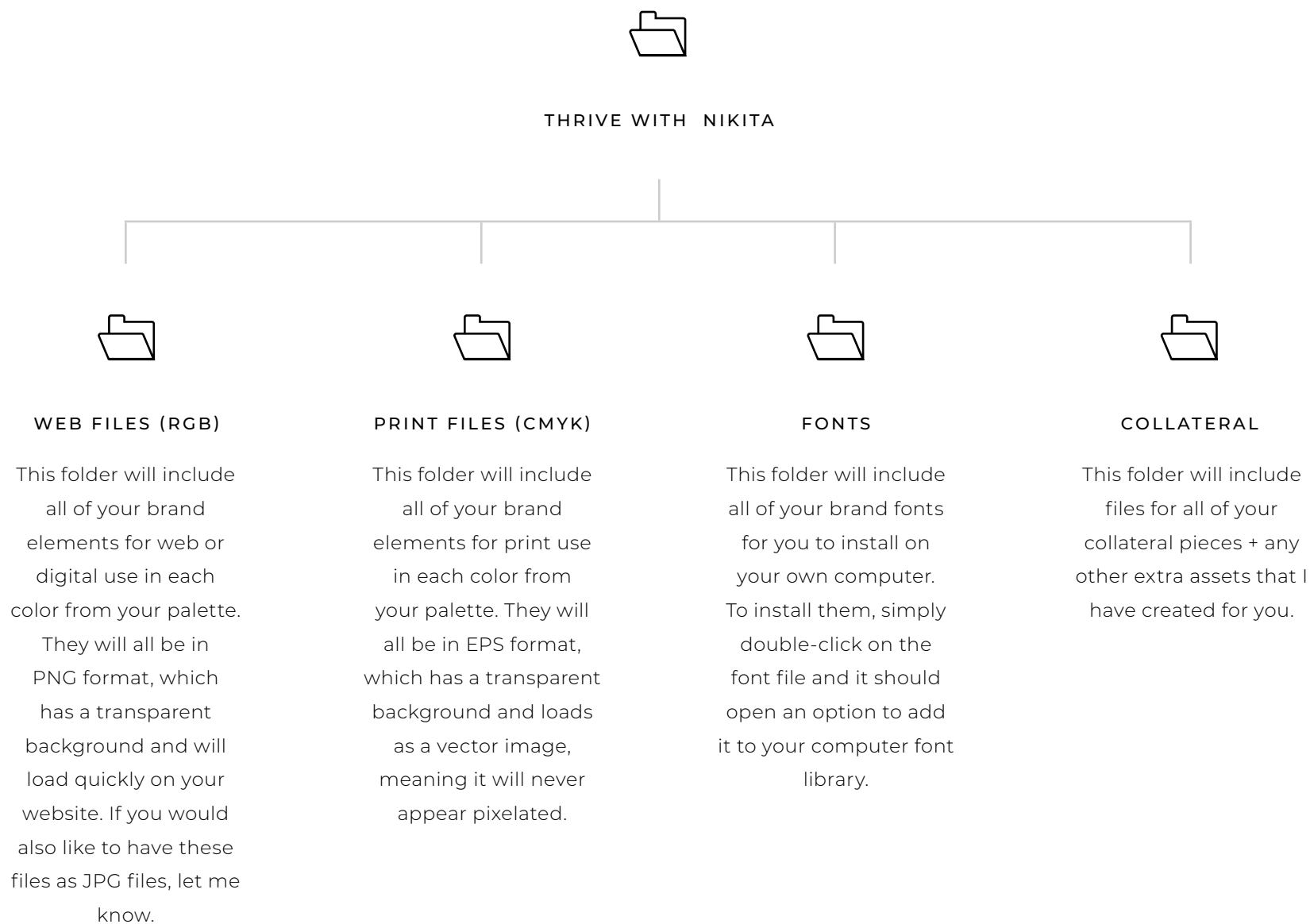
Here is an example of an on-brand social media post.



Here is an example of photography styling using bright, natural light with vivid, contrasting color.

05

FINAL FILE SETUP



NOW IT'S TIME TO GIVE YOUR FEEDBACK.

Remember – take your time & try to view everything through your audience's eyes. After you've had time to look things over, go ahead and answer the feedback questions below. Remember to be as specific as possible. If something doesn't feel right, try your best to explain why it feels off. And if you would rather talk through the presentation together, let me know and we will schedule a call.

01 / Are you happy with everything that is included in the style guide? Is there anything that you want more guidance on?

02 / Do you feel confident enough to approve this style guide and receive all of the final brand files?