



Hello! I'm a graphic designer named

**PARKER MYERS**



## USE MISSION GOTHIC BOLD FOR DISPLAY TYPE...

... and Charter for body copy. On the web, back up these fonts with PT Sans and PT Serif, both available for free from the Google Fonts project.


Lavanderia is the preferred script typeface - unfortunately it does not translate well to the web and shouldn't be used outside of print. It is really nice though.

Mission Gothic looks great tracked out very wide, but be sure to maintain legibility.


Keep the font size down and the margins up - we love white space and carefully-sized type.

Finally, only use color as an accent - the preferred shade of red looks really awesome when used sparingly in a sea of blacks and whites.





Two patterns are used for fun accents - stardust and floral. Stardust makes for a nice textured background, while floral is best used in very small doses.



White space is essential to the brand  
- don't forget it!