



*hester & zephaniah*

BRANDING GUIDE

hester &  
zephaniah

**SUTILES**

**FEBRUARY 14, 2021**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer non nulla commodo, dapibus elit ut, facilisis ante. Praesent a suscipit orci. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed finibus, nisl et tempus ultrices, nisl turpis volutpat est, et lacinia urna magna vel orci.

**TYPOGRAPHY**



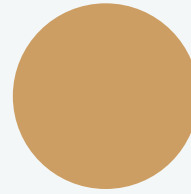
Pine Wood  
Accent



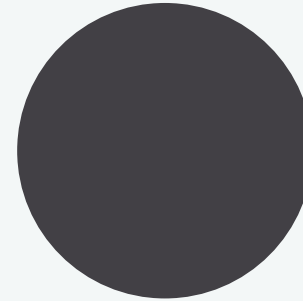
Gold  
Accent



#ffffff



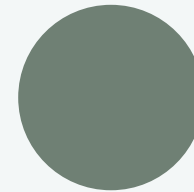
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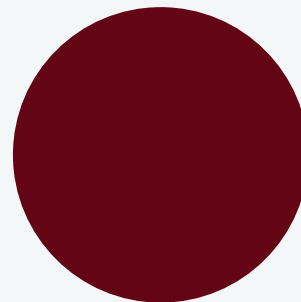
#424045



#f4e1d9



#708075



#630716

## COLORS & ACCENTS



LOGO USAGE



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**correct usage (above)**

inline text placed underneath the logo and centered.

**incorrect usage (left)**

do not place words next to the seal, underneath the seal and aligned left OR center and stack text. please, for the love of chick-fil-a, don't deviate from the logo above or i'm throwin' hands.

**LOGO USAGE**  
**WORD PLACEMENT**



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MOOD BOARD/  
AESTHETICS





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