

susan **taylor** creative



Brand Style Guide

By Samantha McHone, Tarragon Studios, LLC

DESIGNED TO LAST

After all the hard work that went into creating this brand, let's make sure that it continues to communicate effectively, as you apply it in the real world. Following the recommendations in this guide will ensure that your brand continues to present a cohesive image to your audience.

susan **taylor** creative

MINIMUM CLEAR SPACING



PRIMARY LOGO

Susan Taylor Creative's primary logo is a wordmark and symbol icon. The simple, modern sans-serif lettering is offset by the playful paper airplane symbol. The look is professional, relaxed, and whimsical.

In print the primary logo can receive a gold foil or spot gloss special finish.

SECONDARY LOGOS

Susan Taylor Creative's secondary badges can be used to replace the primary logo, but never be used next to the primary. These badges are best suited for use as image watermarks, signature stamps, and social media profile images.

The logo signature variation is intended for personalized marketing materials, such as email marketing or blog posts.

The Horizontal logo variation is only to be used in situations where use of the primary logo would be impractical, such as printing on pens.

BADGES

- A. Main Tagline Badge
- B. Tagline Badge for Foil Printing

SIGNATURE

- C. Hand-written Script

HORIZONTAL

- D. Smallest Variation

A.



B.



C.

susan taylor creative

D.

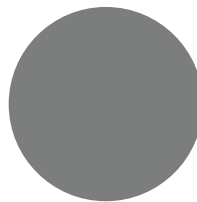


COLOR PALETTE

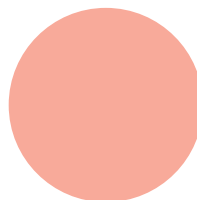
Color is a critical part of brand identity. Consistent use of the core colors will reinforce and support brand recognition, as well enhance the emotional response felt by your audience when interacting with your brand.

Deep blue is the anchor and main color of this palette. It has been used for its association with relaxation and trust. Light blue and coral bring elements of levity and playfulness, which are tempered by the more professional grey tones.

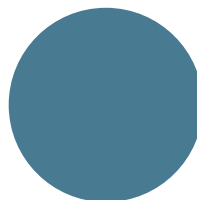
In print and online the gold tone adds an air of richness and luxury to the look. The gold treatment is only to be used online or printed in gold foil - do not print the gold foil treated logos as images.



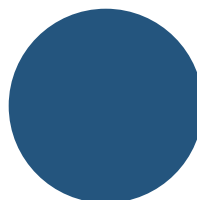
CHARCOAL
CMYK: 50, 40, 41, 14
RGB: 120, 119, 117
HEX: #787775
Pantone: 424 C



CORAL
CMYK: 0, 40, 33, 0
RGB: 237, 165, 147
HEX: #EDA593
Pantone: 1625 C



LIGHT BLUE
CMYK: 74, 41, 29, 9
RGB: 78, 114, 135
HEX: #4E7287
Pantone: 5405 C



DARK BLUE
CMYK: 89, 63, 26, 17
RGB: 46, 76, 108
HEX: #2E4C6C
Pantone: 534 C



TEXTURE
Metallic Gold
Or Gold Foil



susantaylorcreative





Headline 1

Heading 2

HEADING 3

Body Text

- Source Text

TYPOGRAPHY

Typography is a powerful tool to keep your brand consistent and professional.

ROBOTO CONDENSED

Logo Font

ROBOTO CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1234567890

PROXIMA NOVA

Body & Header text Online

PROXIMA NOVA

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1234567890

ARVO

Accent Font

ARVO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
1234567890



Brand Style Guide

By Samantha McHone, Tarragon Studios, LLC
www.tarragonstudios.com | samantha@tarragonstudios.com