

Branding Guide

Table of Contents

MOODBOARD	02
PRIMARY LOGO	03
SECONDARY LOGO	04
SUBMARK	05
COLOR PALETTE	06
TYPOGRAPHY	07-08
CUSTOM PATTERNS	09
SOCIAL MEDIA	10-11
BUSINESS CARD	12
EMAIL SIGNATURE	13
PHOTOGRAPHY	14
WEBSITE	15

Moodboard

02



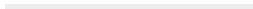
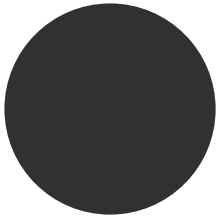
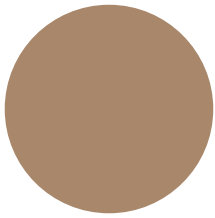
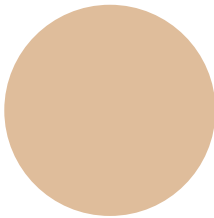
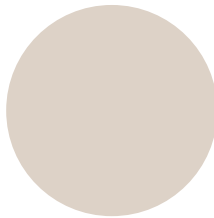
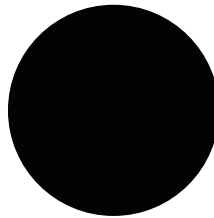
- professional
- fresh
- authentic
- creative
- neutral





ASHLEY WEST CREATIVE



					
CHARCOAL	COFFEE	CARAMEL	SAND	STONE	MIDNIGHT
C 0 M 0 Y 0 K 95 R 49 G 49 B 49 #313131 PANTONE 412 C	C 33 M 44 Y 60 K 6 R 168 G 135 B 107 #A8876B PANTONE 4048 C	C 12 M 25 Y 40 K 0 R 222 G 189 B 155 #DEBD9B PANTONE 726 C	C 12 M 14 Y 19 K 0 R 221 G 210 B 200 #DDD2C8 PANTONE Warm Gray 1 C	C 6 M 4 Y 4 K 0 R 237 G 237 B 237 #EDEDED PANTONE 663 C	C 0 M 0 Y 0 K 100 R 3 G 3 B 3 #030303 PANTONE Black C
					

LUST DIDONE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!

TENOR SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!

Headline 1

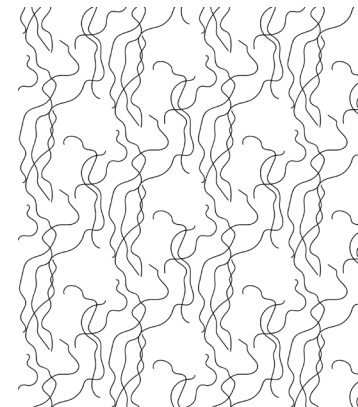
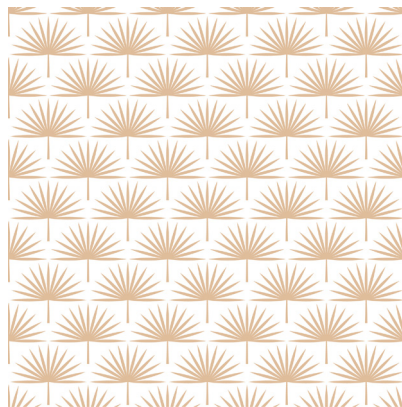
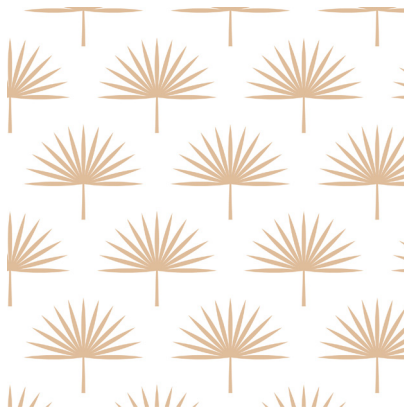
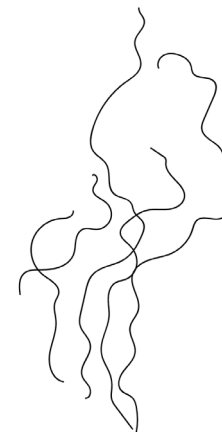
TITLE CASE | KERNING: 0

SUBHEAD

UPPERCASE | KERNING: 240

Body

SENTENCE CASE | KERNING: 0

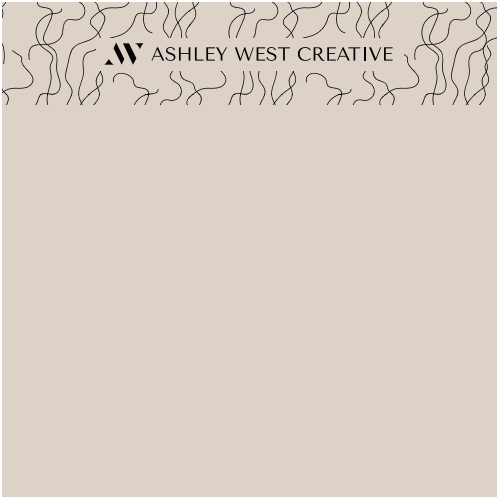
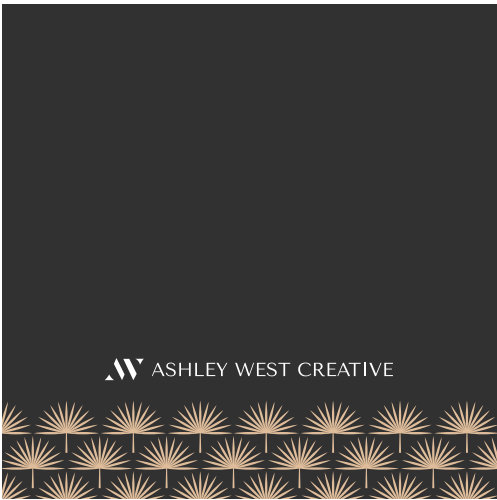




PROFILE PICTURE
400 x 400px



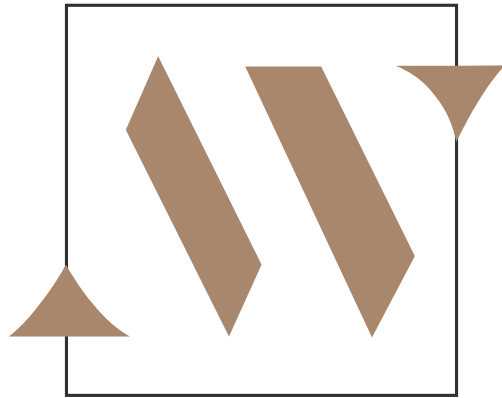
COVERPHOTO
820 x 312px



Business Card

12





Ashley West

INTERIOR DESIGNER

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