



BY FLYDOG DIGITAL

# BRAND GUIDELINES

A complete branding guide for Megan Herron.

BRAND GUIDELINES



# OVERVIEW

COMPLETE BRAND GUIDE FOR MEGAN HERRON.

Brand guidelines provide the established official policies and standards for the organization's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Megan Herron's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the organization are accurate and stays on-brand.

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# BRAND IDENTITY

01

# MISSION & VISSION

## MISSION

Make business as seamless as possible and deliver a truly unique and customized experience your couples will never forget.

## VALUE STATEMENT

Built on creativity, trust, connection, and positivity, I'm here to change the lives of wedding professionals through seamless scaling so they can kick ass. I pride myself on being authentic and obsessed with the success of your business. I want you to be able to continue to do what you're passionate about without worrying about the things that don't light you up.



LOGOS

02

# LOGO FILE TYPES

| FILE TYPE   | APPLICATION                                   | RESOLUTION                    | COLOR MODE  | BACKGROUND  |
|-------------|---|-------------------------------|-------------|-------------|
| <b>jpeg</b> | business cards, letterhead, office print jobs | raster file 300 DPI           | for print   | white       |
| <b>png</b>  | website, social media, digital products       | raster file 300 DPI           | for digital | transparent |
| <b>eps</b>  | signage, wallpaper, letterpress               | vector file will not pixelate | for print   | transparent |

## RASTER FILES

Raster files (JPEG & PNG) are the most commonly used graphic file types. They are "flat", unscalable files. They become pixelated when they're increased to a format larger than their original size, causing a blurry effect.

## CMYK: PRINT COLOR MODE

CMYK stands for Cyan Magenta Yellow Black. These are the four inks used by most color printers to create their colors.

## VECTOR FILES

Vector files (EPS) are scalable, have infinite resolution, and won't become pixelated no matter how large you scale them. Vector files are ideal for larger logo applications or very specific print jobs that require precision in printing or cutting your logo.

## RGB: DIGITAL COLOR MODE

Digital devices use Red, Green and Blue channels of light to produce their color spectrum (hence, "RGB").

# PRIMARY LOGO

This should be your most-used and most recognizable logo mark. It is intended to live on your website, on your business cards, and anywhere a “first” impression upon a client may be imposed.

Exceptions include when less space is available, a different orientation is desired, or a departure from the primary logo helps make a unique branded impression. Recommended uses for this logo are in your website header, legal documents, pricing guides, business cards, formal advertisements, promotional materials, and packaging.





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# PRIMARY LOGO - ALTERNATIVE COLORS

BRAND GUIDELINES

— EST  2020 —  
MEGAN HERRON  
ONLINE BUSINESS MANAGER

— EST  2020 —  
MEGAN HERRON  
ONLINE BUSINESS MANAGER

— EST  2020 —  
MEGAN HERRON  
ONLINE BUSINESS MANAGER

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ONLINE BUSINESS MANAGER

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MEGAN HERRON  
ONLINE BUSINESS MANAGER

— EST  2020 —  
MEGAN HERRON  
ONLINE BUSINESS MANAGER

# SECONDARY LOGO

A secondary logo should be used when a different orientation is desired, or if a departure from the primary logo helps make a unique impression.

Recommended use for this logo is generally the same as the primary logo, but specifically intended for when space restrictions or context makes the secondary a better fit.

MEGAN  
 HERRON

# SECONDARY LOGO - ALTERNATIVE COLORS

MEGAN  
HERRON

MEGAN  
HERRON

MEGAN  
HERRON

MEGAN  
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MEGAN  
HERRON



# SUBMARK

A submark is used to emphasize and embellish your brand impression in contexts where your primary logo is already in use. It's designed to fit in small spaces and is perfect for packaging or collateral details. Example uses for a submark logo are packaging accents (stamps, tags, etc.), photo watermarks, email signatures, website footer, social media graphics, and profile images.



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# SUBMARK - ALTERNATIVE COLORS

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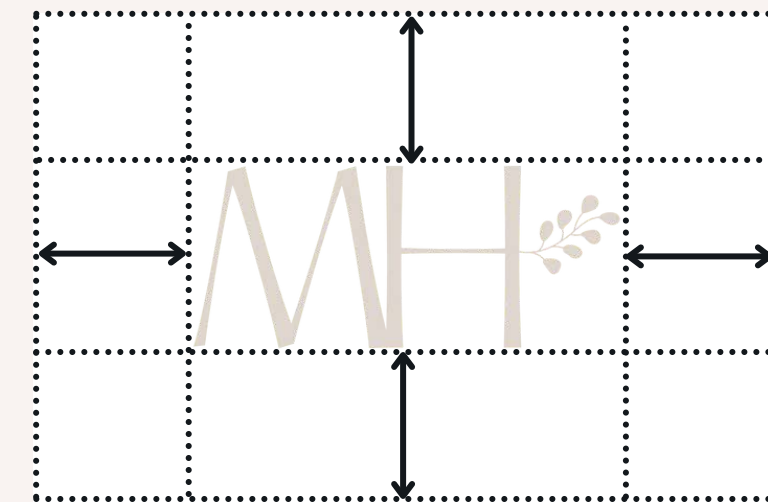
# LOGO CONSTRUCTION GRID

## SAFEZONE

The safe zone is a distance the logo must handle with respect to other objects that are placed around the logo.

The size of the safezone (white block) around the logo must equal to the width of the "H" in Herron. Space will change as the size of the logo changes.

Logo cannot appear smaller than 45mm wide.





# GRAPHICS & TEXTURES

Custom brand patterns are an incredible way to enhance your brand identity. They communicate personality, add depth + distinction, and strengthen your overall brand recognition. Brand patterns are intended to be used as an accent, so the context in which you use them is important! Since patterns can be busier or multi-colored, consider the appropriate balance to avoid a final design that looks cluttered or distracting.

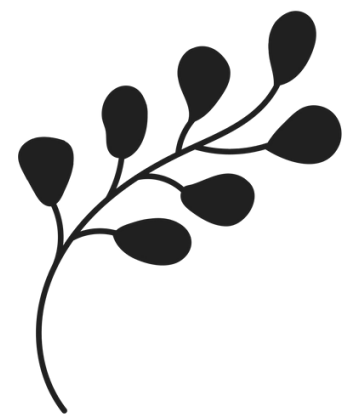
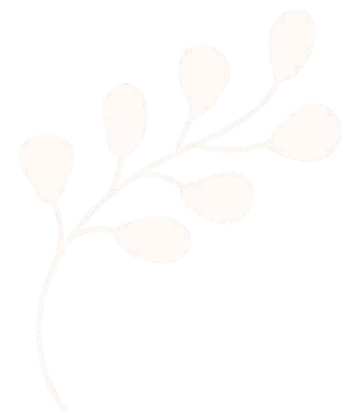
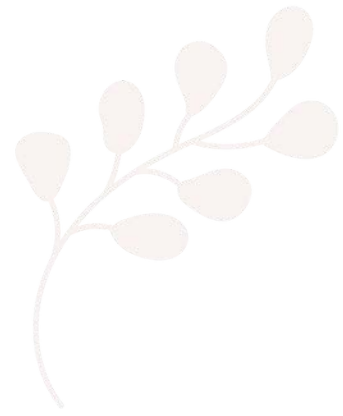
## SUGGESTED USES:

- Stationery and envelope liners
- Packaging details (tape, belly bands, box design, tissue paper, stickers, and more)
- Social media graphics or accents
- Website banners
- Business cards

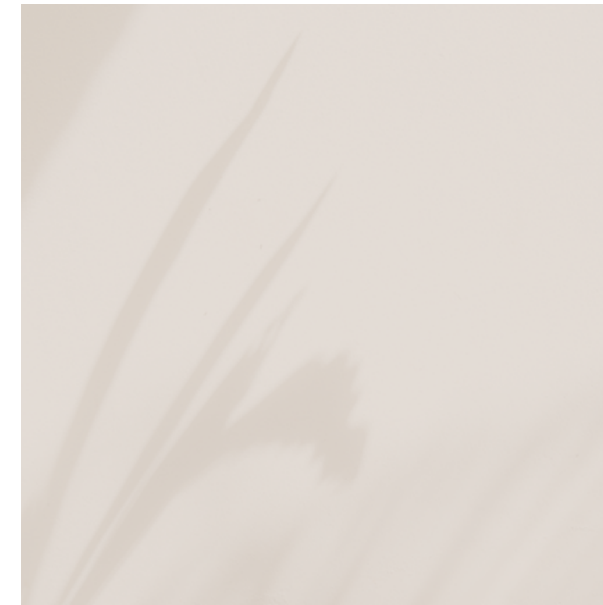
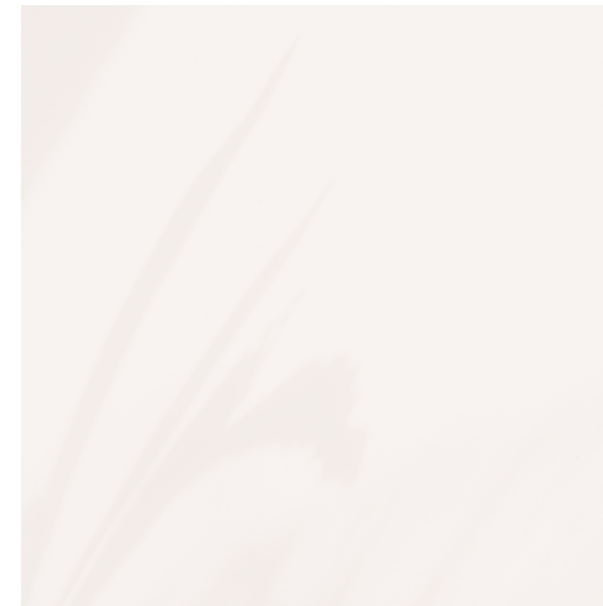
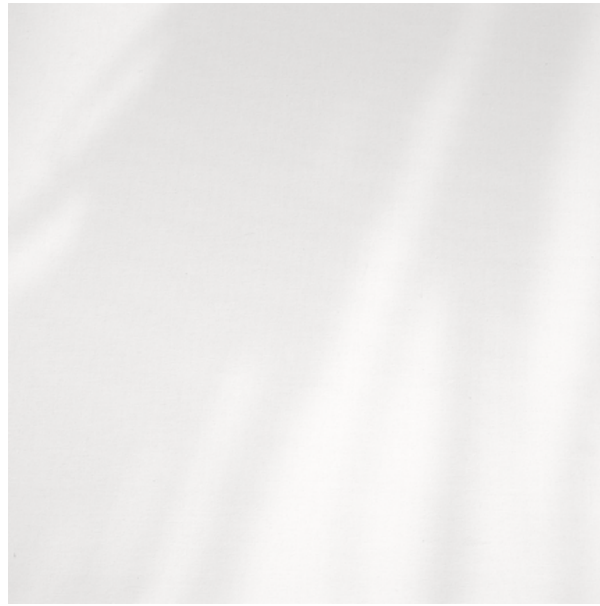




# GRAPHICS



# TEXTURES



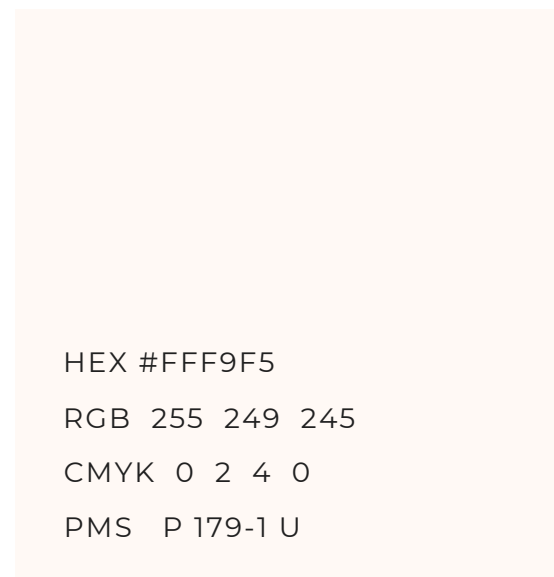
# COLOR PALETTE

04

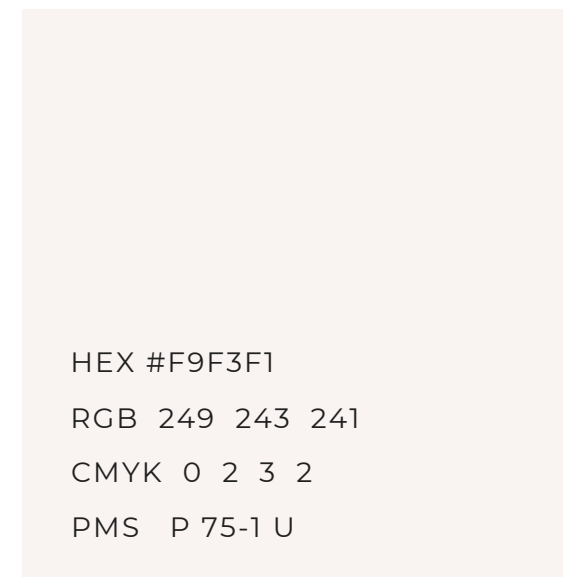
# COLOR PALETTE GUIDELINES

Your primary palette is six colors. Your primary colors help people to quickly identify your brand. They should be used most often, especially for when you are making a first impression with your logo and for call-to-action buttons on a website.

For web and digital applications, use the HEX values (#xxxxxx) provided. Note that colors may vary on different computers or devices, due to inconsistent monitor color calibration. For printing, it's best to use the Pantone Matching System (PMS) colors, unless an option to use HEX is given. Some printers may request a CMYK matching code, which we are happy to provide if needed.



PEARL



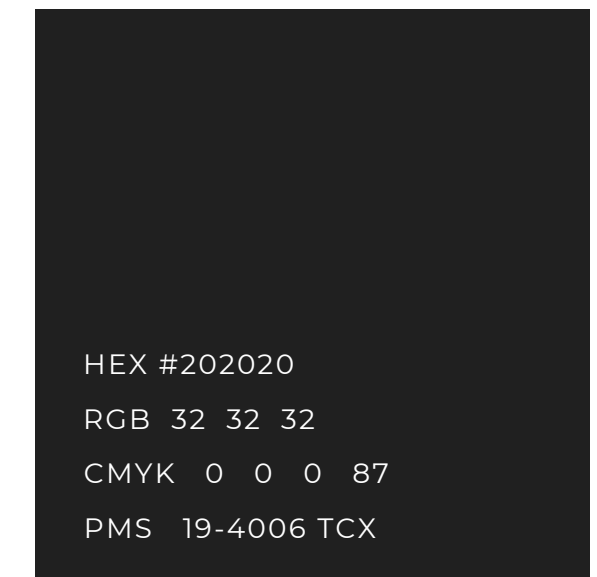
BLUSH



CHAMPAGNE



RUBY



ONYX

# SECONDARY COLOR PALETTE

A secondary color palette may be used to complement the primary palette but never to substitute.

HEX #F7ECEA  
RGB 247 236 234  
CMYK 0 4 5 3  
PMS 11-1001 TCX

PEONY

HEX #F9EDEB  
RGB 249 237 235  
CMYK 0 5 5 2  
PMS 11-0607 TCX

BALLET SLIPPER

HEX #F8E6E6  
RGB 248 230 230  
CMYK 0 7 7 3  
PMS 11-1007 TCX

MISTY ROSE

HEX #D1D0CB  
RGB 209 208 203  
CMYK 0 0 2 18  
PMS 13-0000 TCX

SANDSTONE

HEX #F7EAD6  
RGB 247 234 214  
CMYK 0 5 13 3  
PMS 11-0105 TCX

HONEYSUCKLE

HEX #EEE6DF  
RGB 238 230 223  
CMYK 0 3 6 7  
PMS 12-0601 TCX

HONEY

# COLOR PAIRINGS

## EFFECTIVE COLOR PAIRINGS:

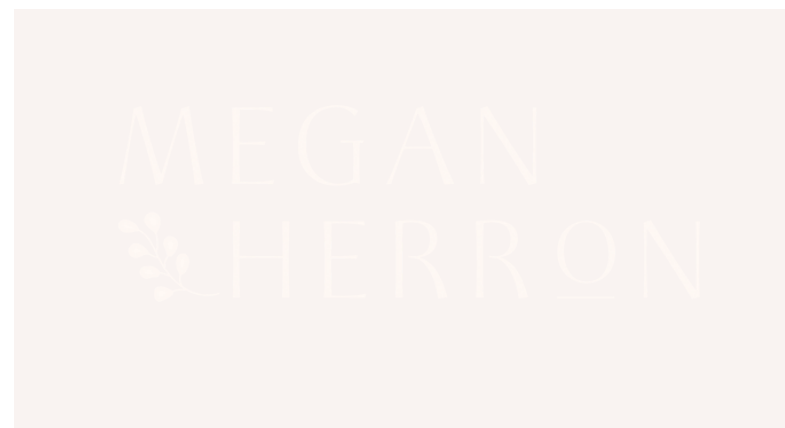
These examples represent examples of the brand colors that pair well together.



# COLOR PAIRINGS

## INEFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that do not pair well together.



TYPOGRAPHY

05



# HEADING

## COTORIS

Style: ALL CAPS

Letter Spacing: 60 pts.

Minimum: 22 pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.

0123456789!@#\$%^&\*

AaBb

## ACCENT

**HONEY VINEYARD**

Style: Regular

Letter Spacing: 00 pts.

Minimum: 53pts.

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz.

0123456789!@#\$%^&amp;\*

Aa Bb

# BODY

## MONTSEERRAT

Style: Regular

Letter Spacing: 0 pts. (For ALL CAPS -  
letter spacing: 100pts)

Minimum: 12 pts.

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz.

0123456789!@#\$%^&\*

Aa Bb

# SOCIAL MEDIA

06



# CONTACT

BRAND GUIDE BY FLYDOG DIGITAL

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