



BRAND GUIDELINES

Complete Branding Guidelines for Seasonal Intentions

BY FLYDOG DIGITAL

LIFE INSPIRED BY
SEASONAL
INTENTIONS
NATURE'S RHYTHMS

BRAND GUIDELINES



WELCOME

Complete Branding Guidelines for Seasonal Intentions.

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 the Seasonal Intentions' 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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TAGLINE

01

SEASONAL
LIFE
INSPIRED
BY NATURE'S
RHYTHMS
INTENTIONS.



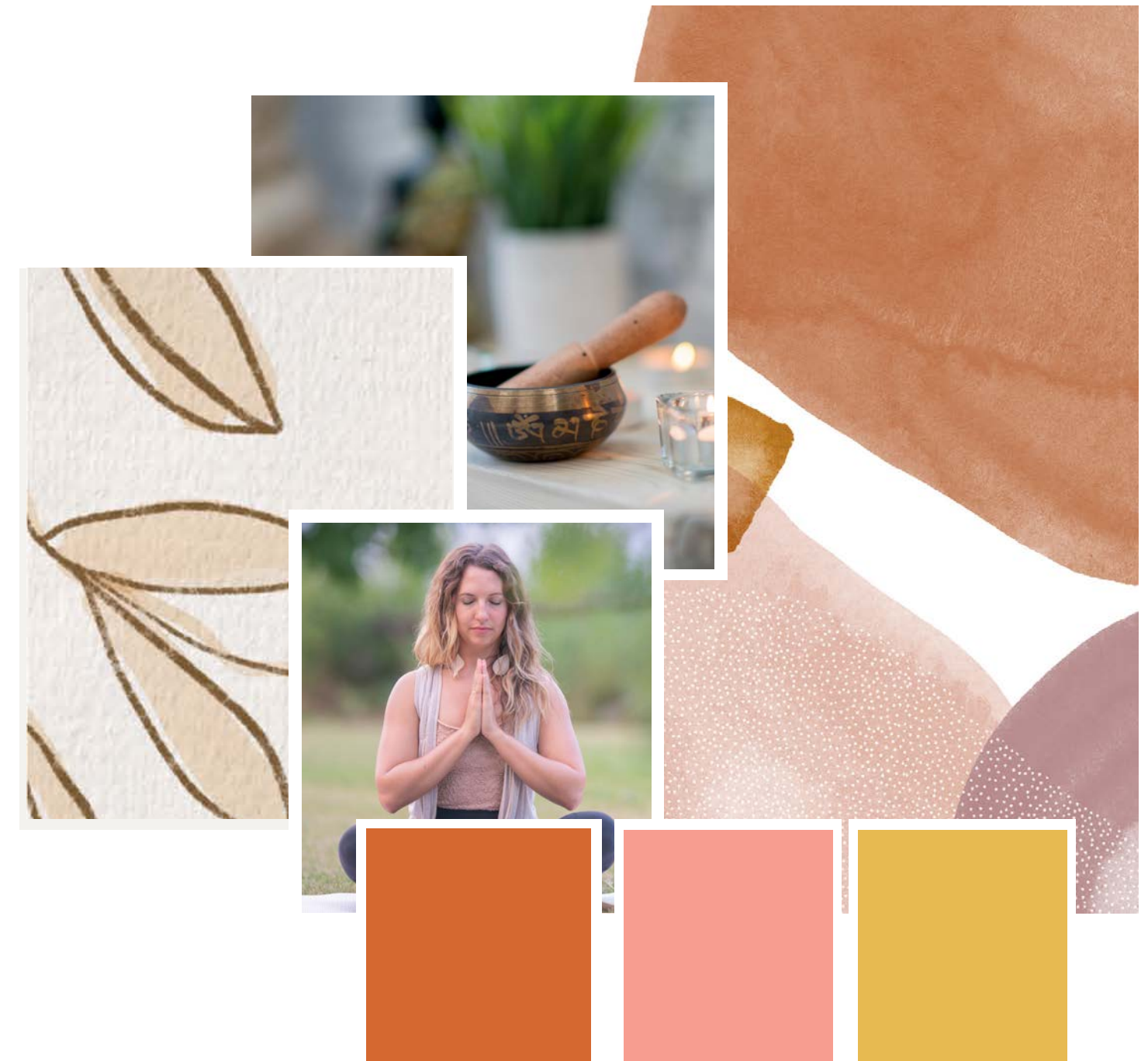
BRAND IDENTITY

02

MISSION

MISSION

Our mission is to empower you on your path to a more vibrant life by providing personalized guidance to navigate life's changes. We aim to help you gracefully embrace transformation, manage stress, and harmonize physical, mental, and emotional well-being with the natural rhythms of life. Our purpose is to help you feel more at home in yourself and in the world - a world in which individuals care about the health and happiness of each other and all humanity.





CORE VALUES

03

HOLISTIC WELLBEING

Emphasize the importance of nurturing physical, mental, and emotional health in harmony with nature and the changing seasons.

MINDFULNESS

Advocate for a conscious and intentional approach to life, emphasizing awareness when making choices.

HARMONY

Reach towards that which supports your natural energy rhythms, while stepping away from anything that interferes with the body's innate instinct to heal.

ADAPTABILITY

Value the ability to adjust and thrive through life's varying seasons and challenges, promoting flexibility in lifestyle and mindset.

COMMUNITY AND SUPPORT

Foster a supportive and inclusive community where individuals can share experiences, learn from each other, and grow together.



BRAND TONE

04

WE ARE . . .

Inspiring
Authentic
Educational
Empowering
Serene
Compassionate

WE ARE NOT . . .

unrealistic
harsh or negative
preachy
pushy
religious or church-y or unattached from the real world
pitying or coddling



LOGOS

05

LOGO FILE TYPES

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
jpeg	business cards, letterhead, office print jobs	raster file 300 DPI	for print	white
png	website, social media, digital products	raster file 300 DPI	for digital	transparent
eps	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.



PRIMARY LOGO - ALTERNATIVE COLORS



**SEASONAL
INTENTIONS**



**SEASONAL
INTENTIONS**



**SEASONAL
INTENTIONS**

PRIMARY LOGO - ALTERNATIVE COLORS



**SEASONAL
INTENTIONS**



**SEASONAL
INTENTIONS**



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.

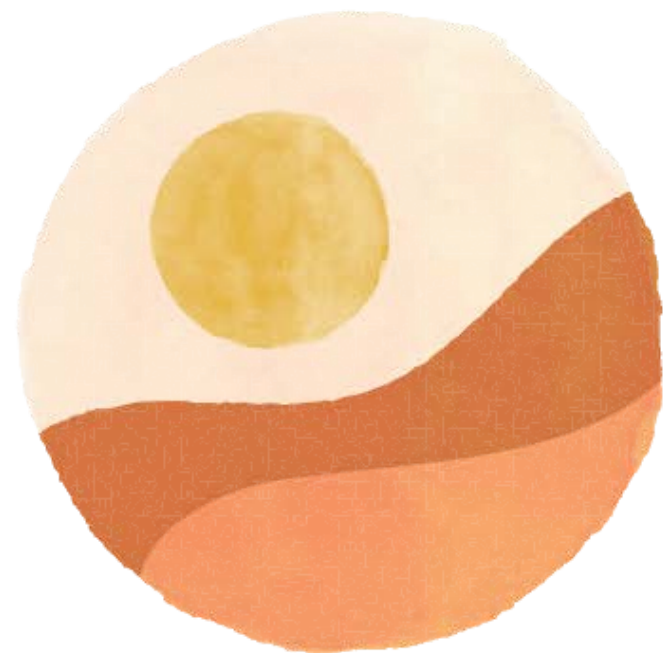


SECONDARY LOGO - ALTERNATIVE COLORS



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.



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 "S" in Seasonal. Space will change as the size of the logo changes.

Logo cannot appear smaller than 45mm wide.





GRAPHICS & TEXTURES

06

GRAPHICS & TEXTURES

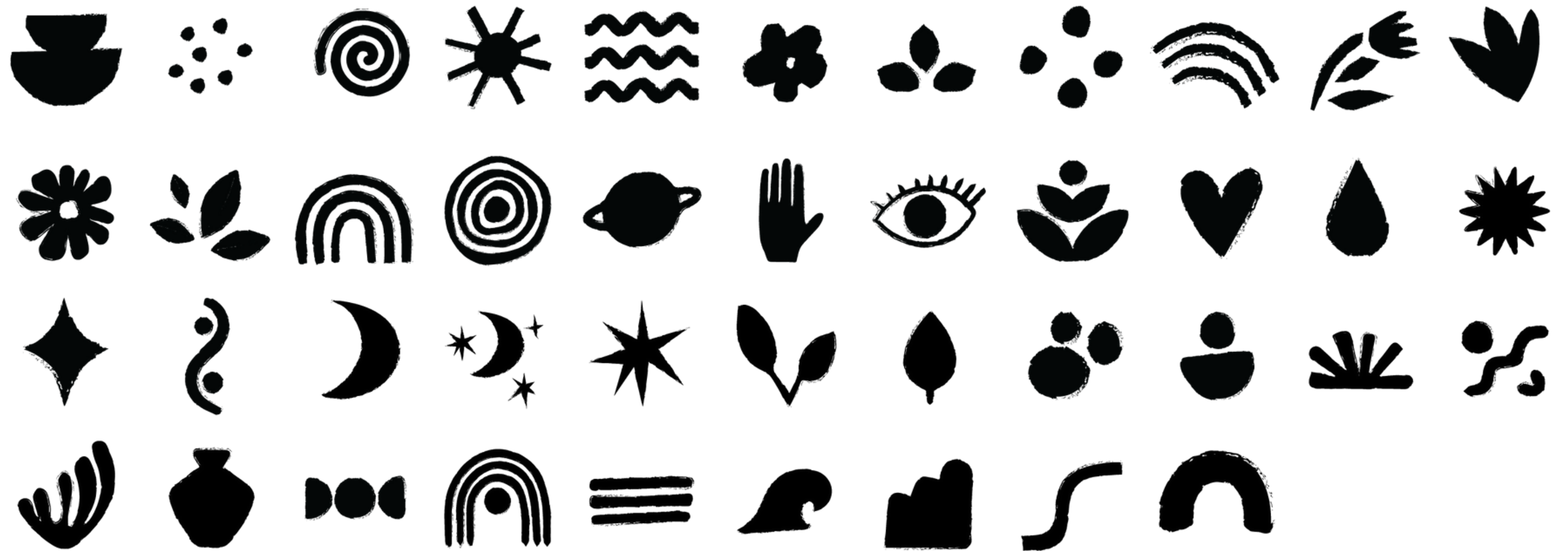
Custom brand patterns are an incredible way to enhance your brand identity. They communicate personality, add depth + distinction, and strengthen your overall brand recognition. Brand patterns are intended to be used as an accent, so the context in which you use them is important! Since patterns can 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



ICONS



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WATERCOLOR CIRCLES

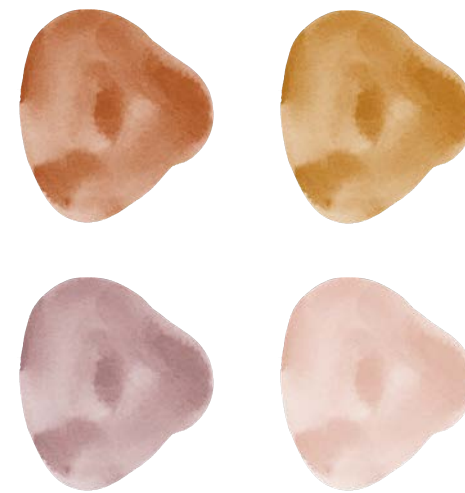


BRAND GUIDELINES

CENTERED COMPOSITIONS



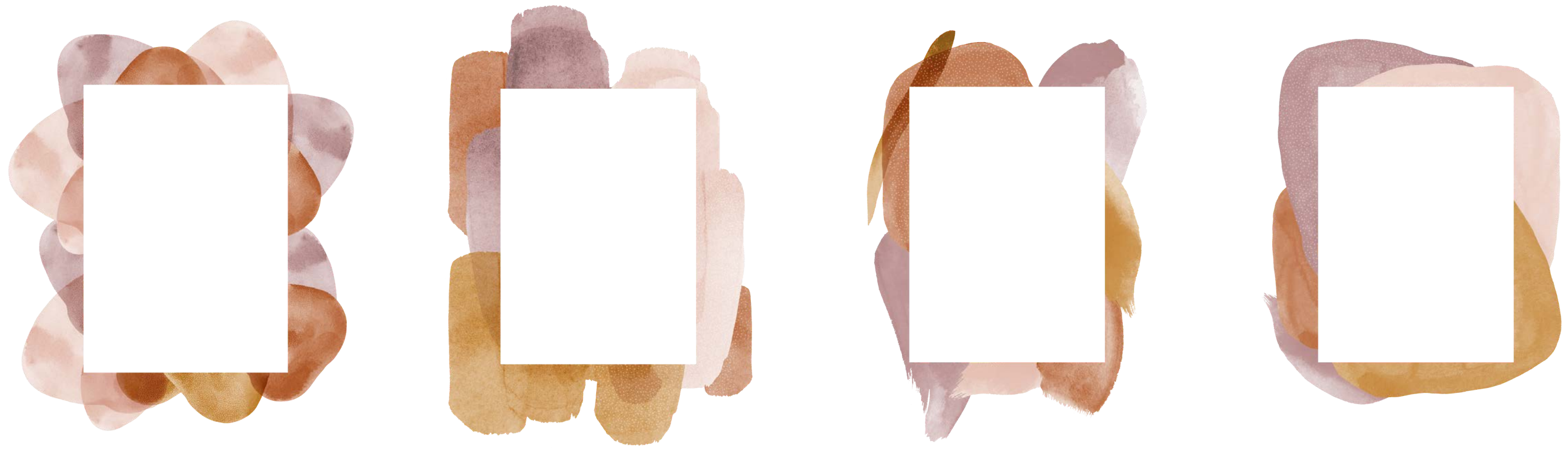
SHAPES



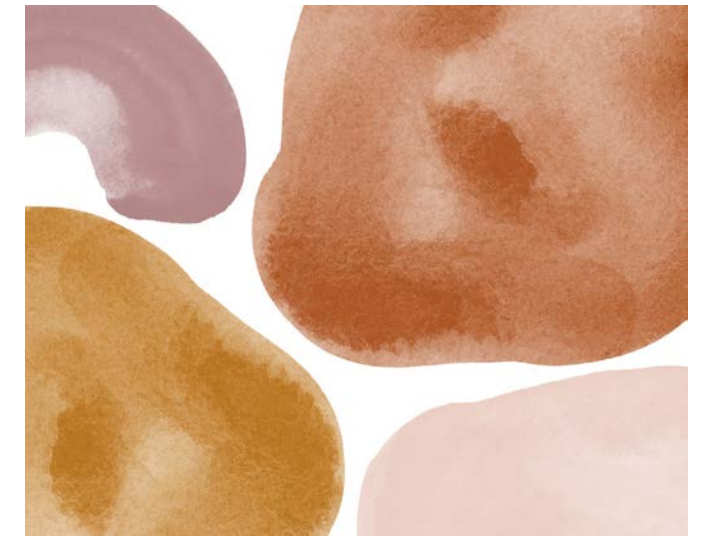
SHAPES



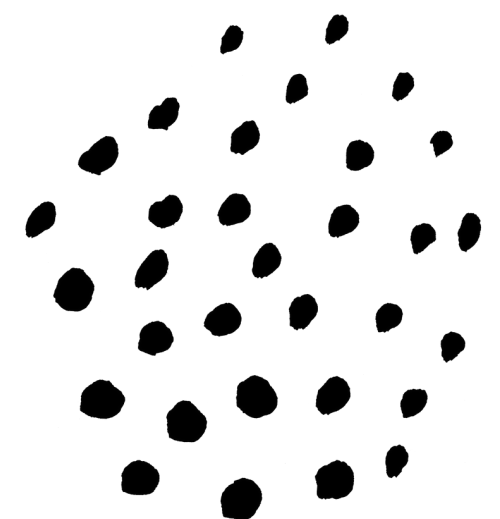
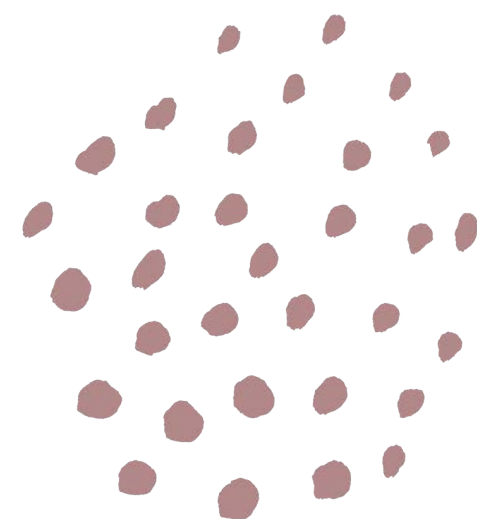
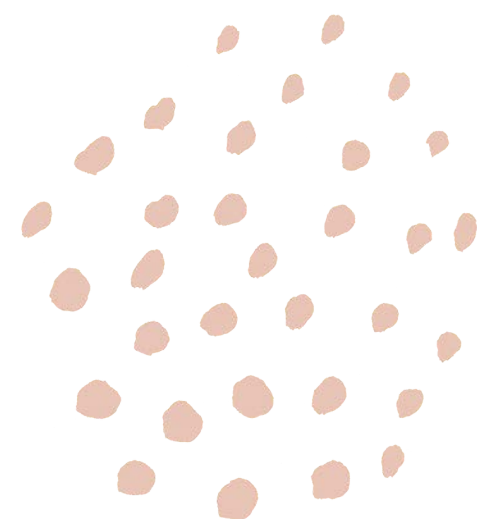
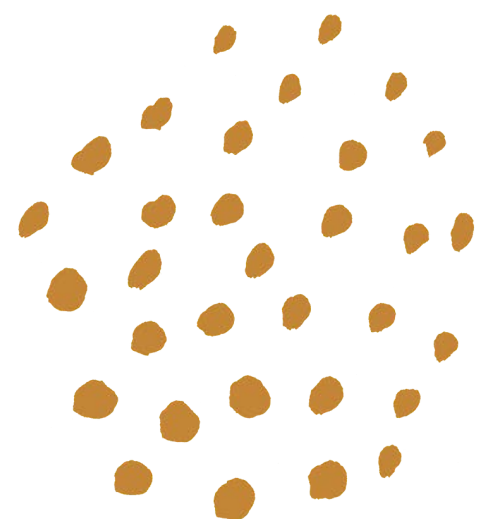
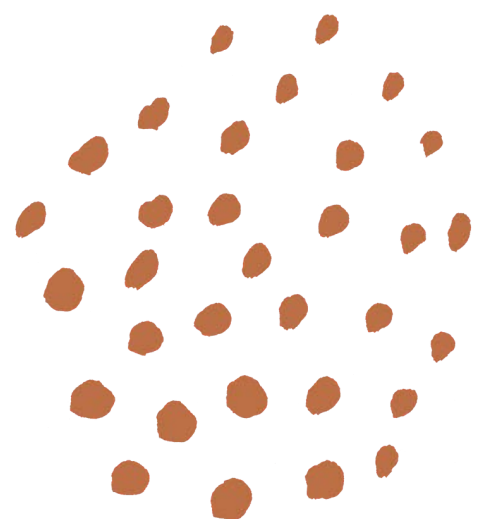
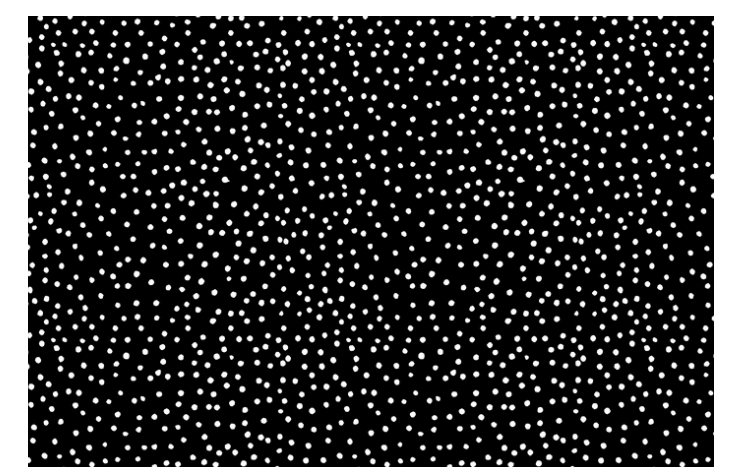
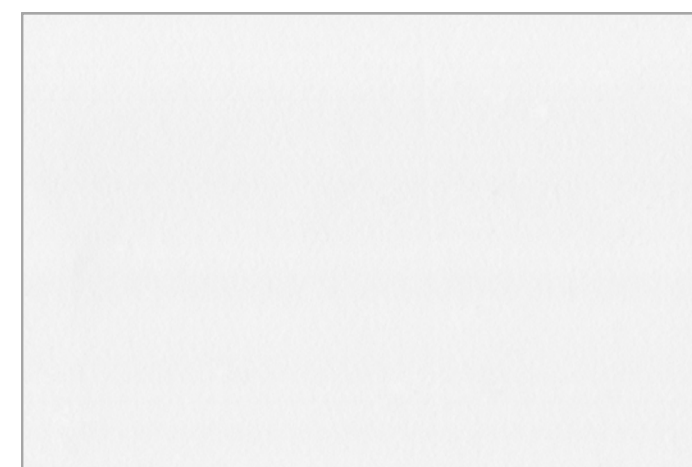
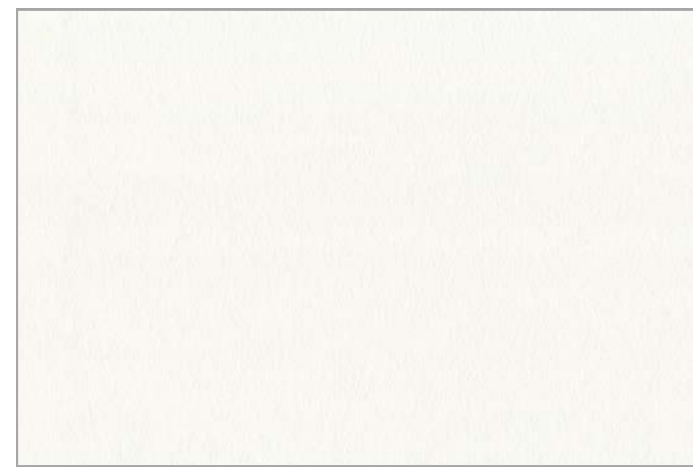
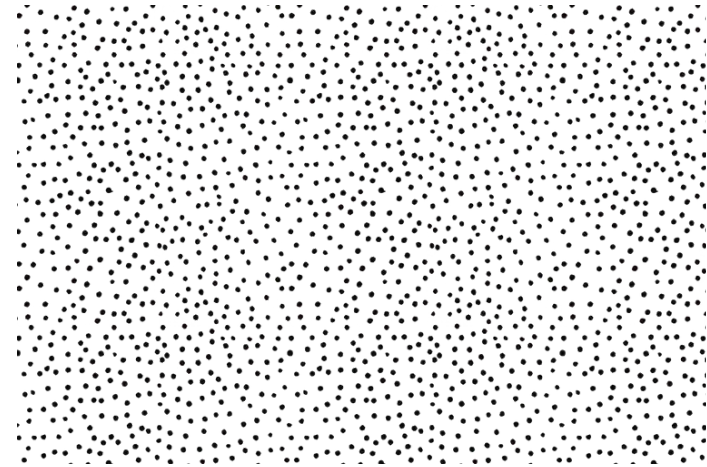
FRAMES



ABSTRACT BACKGROUNDS



TEXTURES



The background features abstract watercolor washes in various shades of brown, orange, and pink, creating a textured and artistic feel. The colors are layered and blended, with some areas showing more saturation than others.

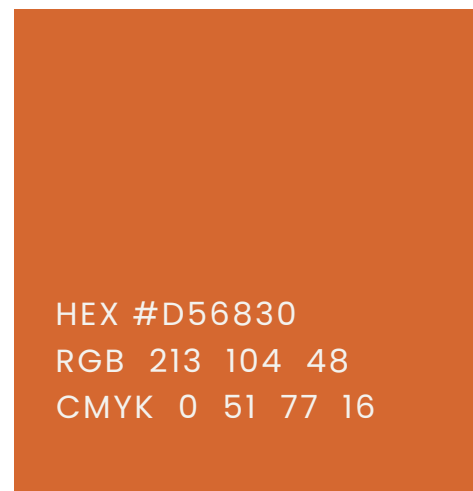
COLOR PALETTE

07

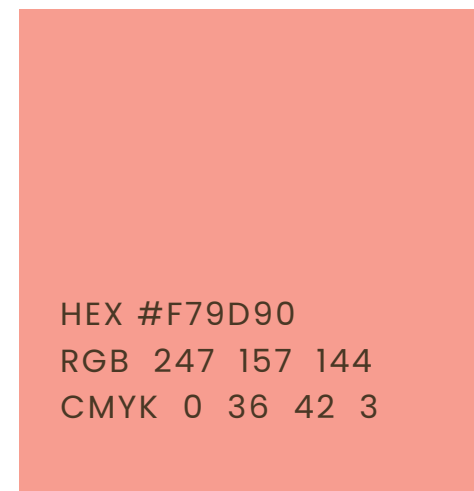
COLOR PALETTE GUIDELINES

Your primary palette is four 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 CMYK colors, unless an option to use HEX is given. Some printers may request a Pantone Matching System (PMS) Color Code, which we are happy to provide if needed.



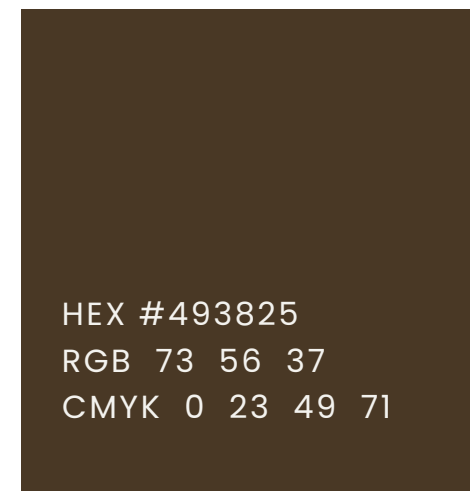
SAFFRON



PEACH



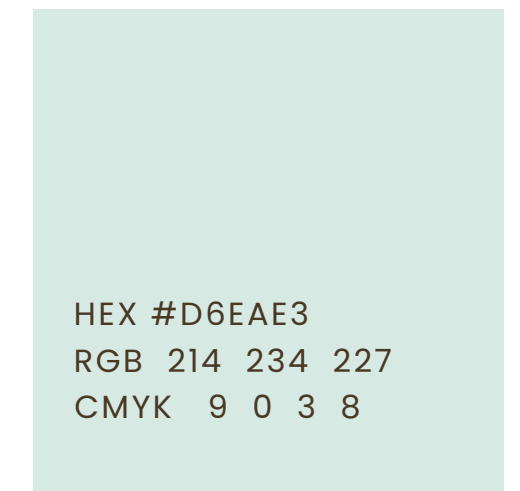
GOLD



CHOCOLATE



SAGE



SKY

SECONDARY COLOR PALETTE

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

HEX #DFCAAEE
RGB 223 202 174
CMYK 0 9 22 13

SUMMER SAND

HEX #FCEBD1
RGB 252 235 209
CMYK 0 7 17 1

IVORY MIST

HEX #EECB81
RGB 238 203 129
CMYK 0 15 46 7

GOLDEN HOUR

HEX #D4EAE3
RGB 212 234 227
CMYK 9 0 3 8

SPRING MIST

HEX #C6977E
RGB 198 151 126
CMYK 0 24 36 22

RUSTIC MAPLE

HEX #D89389
RGB 216 147 137
CMYK 0 32 37 15

BLOSSOM BLUSH

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

08

HEADING FONT

Milk & Clay, Regular
Letter Spacing: 0 pts.
Minimum: 18 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

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *

A A B B

SUBHEADING FONT

Milk & Clay, Bold

Letter Spacing: 0 pts.

Minimum: 25pts.

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

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *

A A B B

BODY FONT

Poppins, Regular

Letter Spacing: 0 pts.

Minimum: 12 pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.

0123456789!@#\$%^&*

A a B b

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BRAND GUIDELINES

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