



BRANDING STYLE GUIDE



BRANDIFY



XOXO
Stephanie Hines

Color #

R = 2
G = 27
B = 60
#02183C
PMS = 282

C = 99
M = 86
Y = 44
K = 56

R = 68
G = 2
B = 43
#44022B
PMS = 7645

C = 57
M =

Y = 5
K = 6

- Headings =
- SubHeadings =
- Body Copy =
- Accent Copy =

CRIMSON
Open Sans Bold
Open Sans
Jenna Sue

PMS = 477

BRANDING STYLE GUIDE

LOGO
#1

LOGO
#2

Color #1

Color #2

Color #3

Color #4

R=
G=
B=
C=
M=
Y=
K=

R=
G=
B=
C=
M=
Y=
K=

R=
G=
B=
C=
M=
Y=
K=

R=
G=
B=
C=
M=
Y=
K=

PMS=

PMS=

PMS=

PMS=

HEADINGS= FONT #1

SUBHEADINGS= FONT #2

BODY COPY= FONT #3

ACCENT COPY= FONT #4

Graphics

Tagline



XOXO
Stephanie Hines



R = 2 C = 99
 G = 27 M = 86
 B = 60 Y = 44
 K = 56

#021B3C

PMS = 282



R = 68 C = 57
 G = 2 M = 93
 B = 43 Y = 51
 K = 62

#44022B

PMS = 7645



R = 177 C = 32
 G = 156 M = 33
 B = 95 Y = 73
 K = 3

#B19C60

PMS = 465



R = 50 C = 70
 G = 50 M = 63
 B = 50 Y = 62
 K = 59

#323232

PMS = 477



Headings =

CRIMSON

SubHeadings =

Open Sans Bold



Body Copy =

Open Sans

Accent Copy =

Jenna Sue

