



RACHAEL MANRING

VOICE ACTOR


BRAND GUIDELINES

Proudly Created By:

**SAVAGE/MEDIA**

# COLOR PALETTE

These colors reflect the brand identity and personality



**HEX:** #6138F6  
**RGB:** 97,56,246  
**CMYK:** 75,75,0,0

**HEX:** #5CE1E6  
**RGB:** 92,225,230  
**CMYK:** 51,0,16,0

**HEX:** #1334CE  
**RGB:** 19,52,206  
**CMYK:** 90,80,0,0

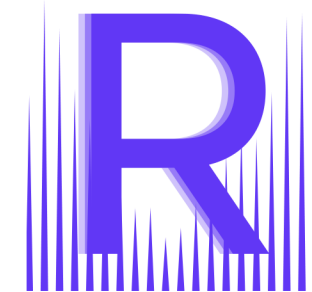
**HEX:** #FFFFFF  
**RGB:** 255,255,255  
**CMYK:** 0,0,0,0

# LOGO/ICON

LIGHT BACKGROUND

Consistency in logo usage is essential for building a strong and recognizable brand.

The logo is available in both full-color and single-color variations. Use the appropriate version based on the background and context.



# LOGO/ICON

## DARK BACKGROUND

Consistency in logo usage is essential for building a strong and recognizable brand.

When placing the logo on a colored background, make sure there is sufficient contrast to maintain readability.



# LOGO

## UNAPPROVED LOGO USAGE

DO NOT STRETCH, SKEW, ROTATE, OR USE COLORS OUTSIDE OF THE BRAND GUIDELINES.

DO NOT CROWD THE LOGO WITH OTHER ELEMENTS.

DO NOT USE OVER PATTERNS OR BUSY BACKGROUNDS.



# FONT

THE MAIN LOGO USES GARET.

THE WEBSITE USES MONTSERRAT BLACK FOR HEADERS AND MONTSERRAT REGULAR FOR PARAGRAPHS.

## **MONTSERRAT BLACK**

**FOR HEADERS AND CTA'S**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Yzabcdefghijklmnopqrstuvwxy**

**1234567890!@#\$%^&\*()**

## MONTSERRAT REGULAR

FOR PARAGRAPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

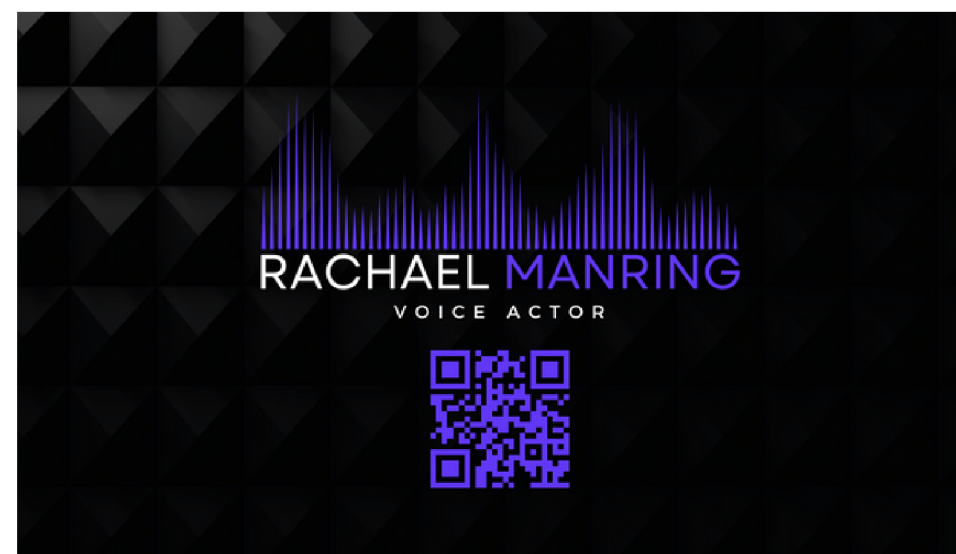
Zabcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&\*()

# BUSINESS CARD



FRONT



BACK

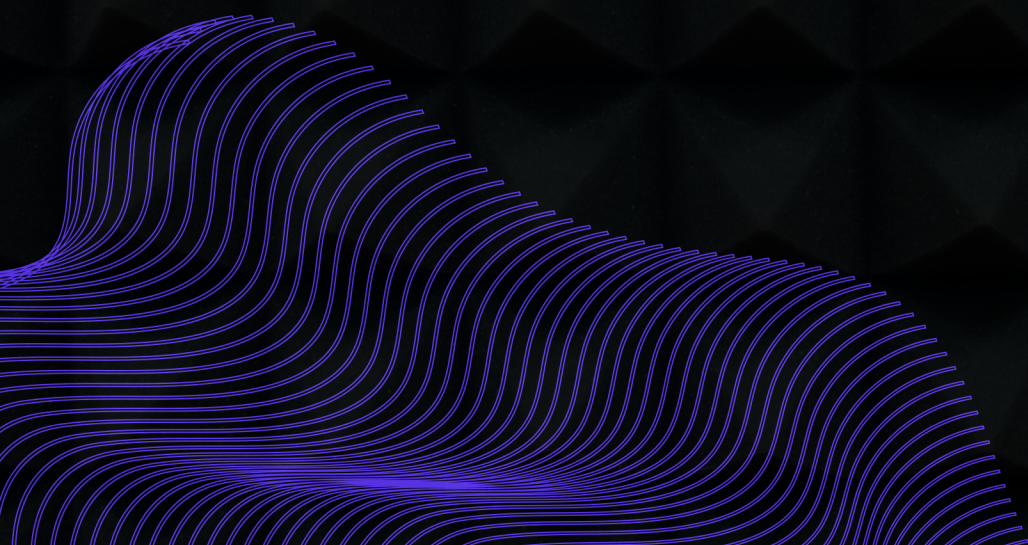
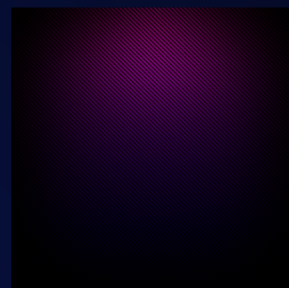
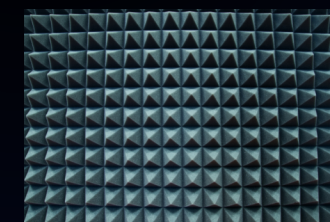
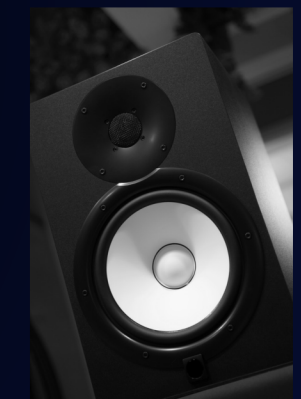


# MOOD BOARD

THE MOOD BOARD IS A VISUAL REPRESENTATION OF THE BRAND'S CORE ESSENCE AND INSPIRATION.

IT'S NOT JUST ABOUT AESTHETICS; IT'S ABOUT THE FEELINGS AND EMOTIONS WE WANT TO CONVEY.

THE IMAGES REFERENCED ARE INTENDED FOR WEBSITE DESIGN ELEMENTS.







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