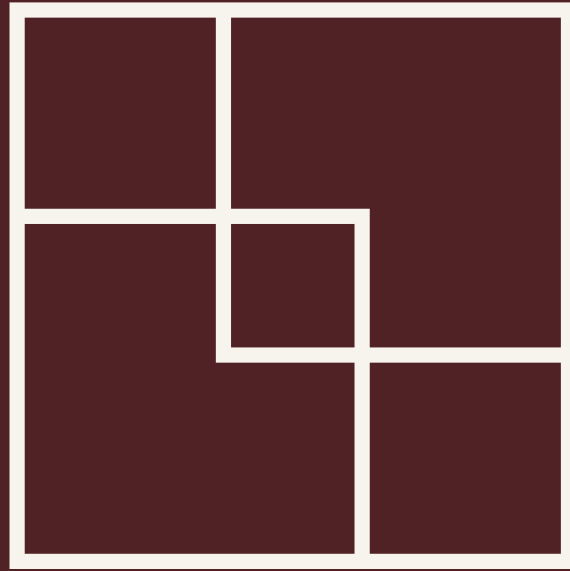
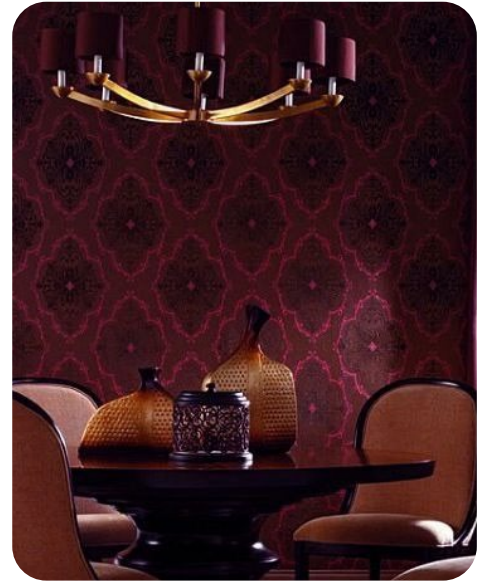




LINDSEY LOVE



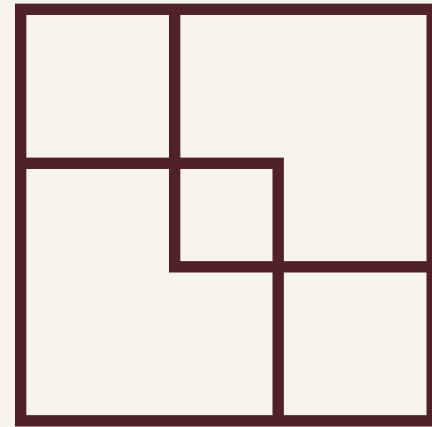
LINDSEY LOVE DESIGNS

VISUAL GUIDELINES

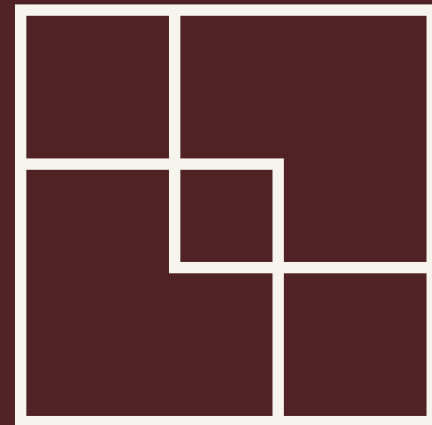


PRIMARY LOGO

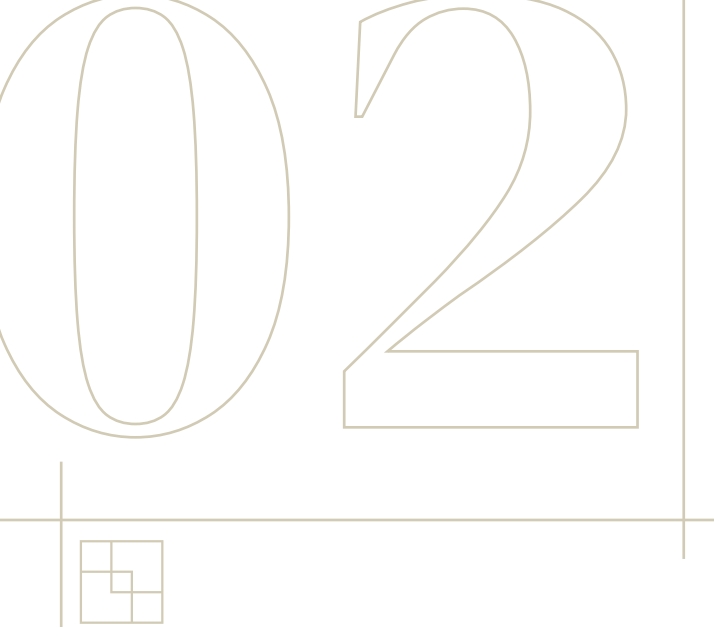
An abstract, versatile logo mark that is unique and ownable. This mark allows the brand to grow into various categories in the future while retaining a classic elegance.



LINDSEY LOVE

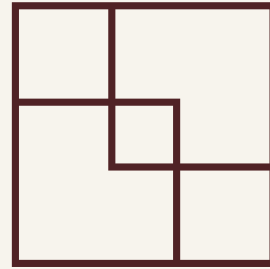


LINDSEY LOVE

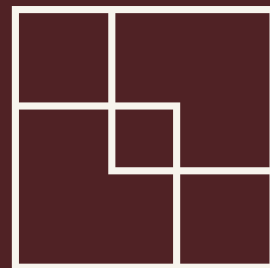


SECONDARY LOGO

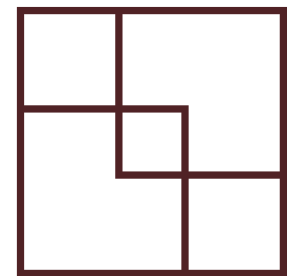
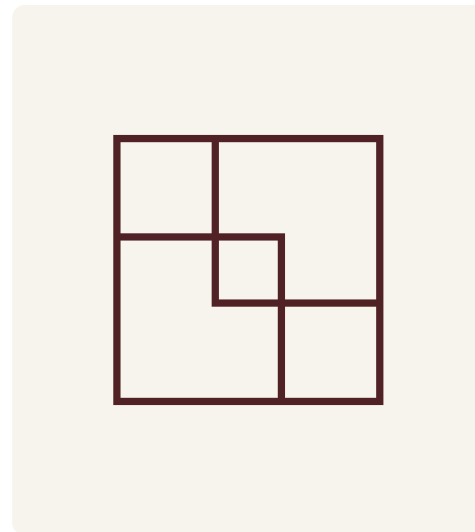
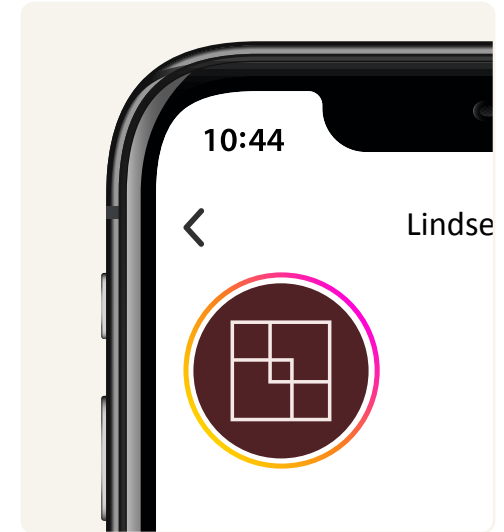
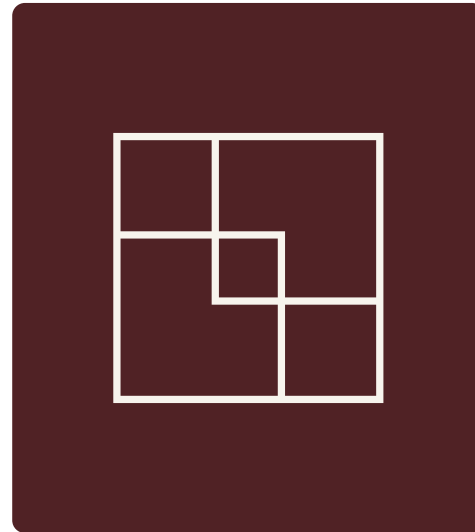
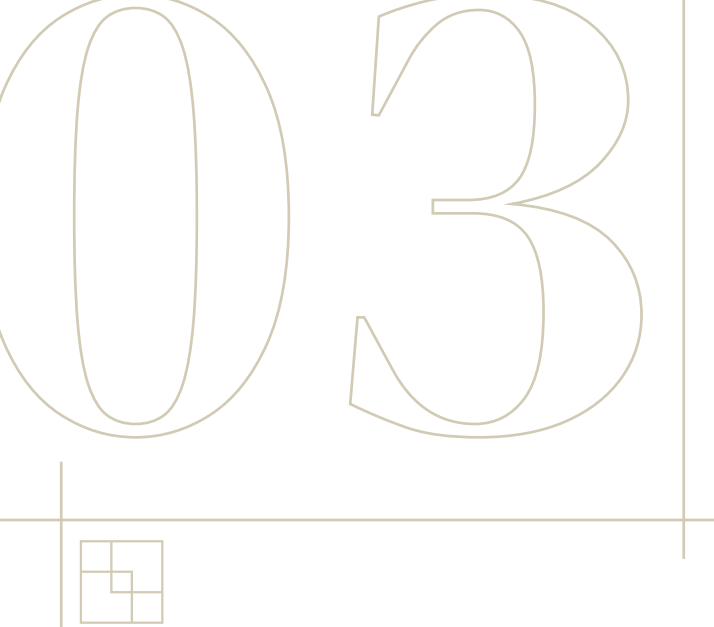
A secondary mark for uses when legibility may be a concern.



**LINDSEY
LOVE**

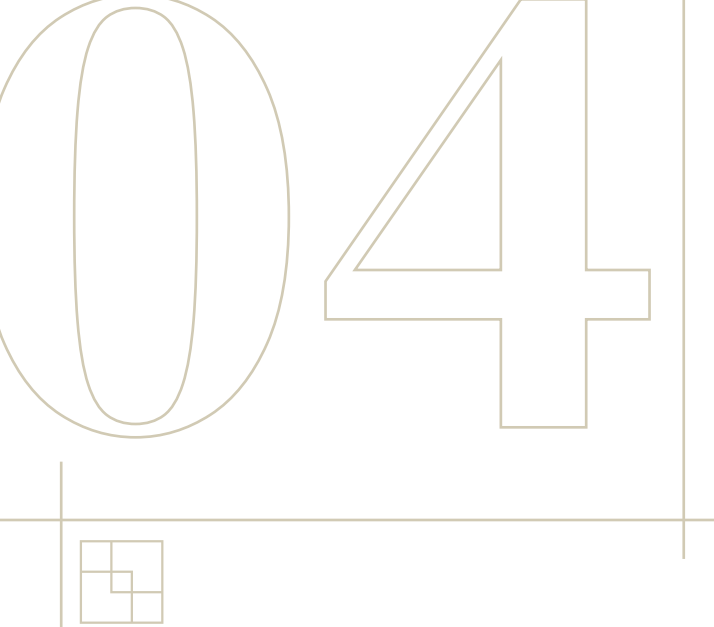


**LINDSEY
LOVE**



LOGO MARK

The standalone mark should be used in conjunction with the primary or secondary brand logos. Once the brand is established, the mark will be able to stand on it's own. The standalone mark is also preferred for small area uses like social media icons, merchandise, etc.

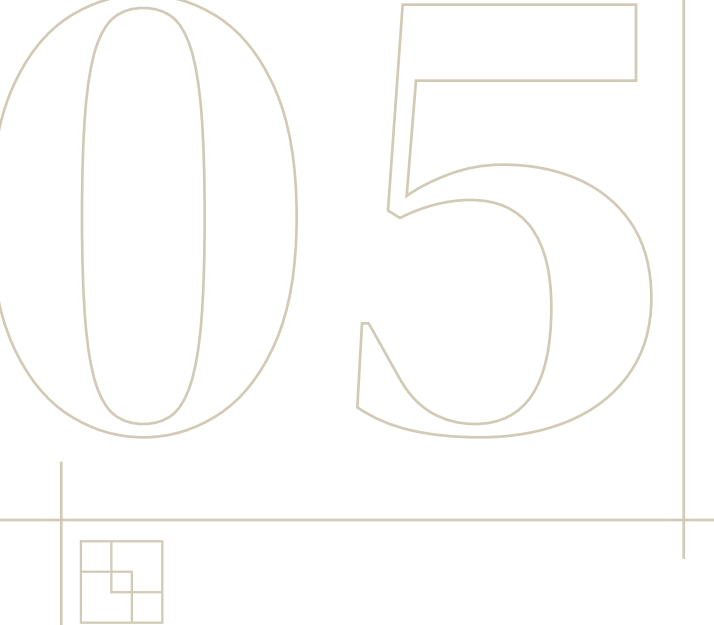


LINDSEY LOVE

WORDMARK

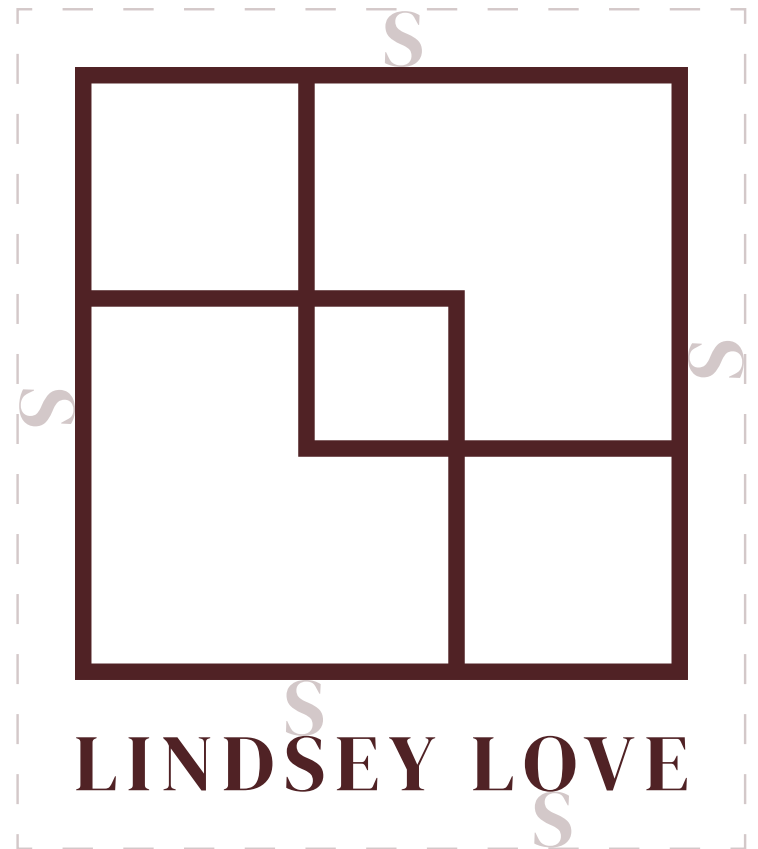
The wordmark is a stripped down, versatile version of the logo that is legible on any medium and in any size.

LINDSEY LOVE



LOGO SAFE SPACE

The recommended safe space around all sides of the logo is to maintain brand consistency regardless of logo placement. The safe space is the cap height of the letter 'S' from the logo wordmark.





BRAND FONTS

DM Serif Display is the logo and headline font. A chic serif font, that promotes an elevated brand. This font can also be used for callouts and large quotes. Montserrat Light, a sophisticated sans serif font, compliments the bolder serif headline to create balance.

Both are Google fonts which is ideal for web usage and consistency between print and digital brand pieces.

A font for headlines.

A FONT FOR CALLOUTS

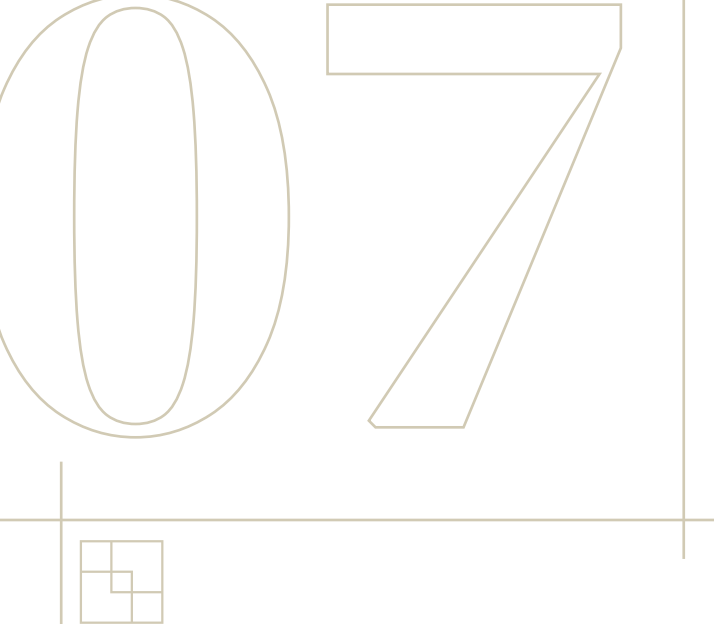
DM SERIF DISPLAY
GOOGLE FONT

Aa Bb Cc Dd Ee Ff Gg
0123456789?!,.

Recognized as the "It Girl" by the Houston Chronicle in 2007, Lindsey transitioned her flair for fashion into interior design. Today, she infuses spaces with modern elegance and timeless charm, making every corner tell a captivating story.

MONTERRAT LIGHT
GOOGLE FONT

Aa Bb Cc Dd Ee Ff Gg
0123456789?!,.



PRIMARY COLORS

CMYK 44 82 68 59

RGB 80 34 37

HEX 502225

Merlot

CMYK 2 2 5 0

RGB 247 244 237

HEX F7F4ED

Linen

SECONDARY COLORS

CMYK 65 56 84 62

RGB 51 53 29

HEX 33351D

Glade

CMYK 35 36 100 6

RGB 168 144 44

HEX A8902C

Antique

CMYK 18 16 29 0

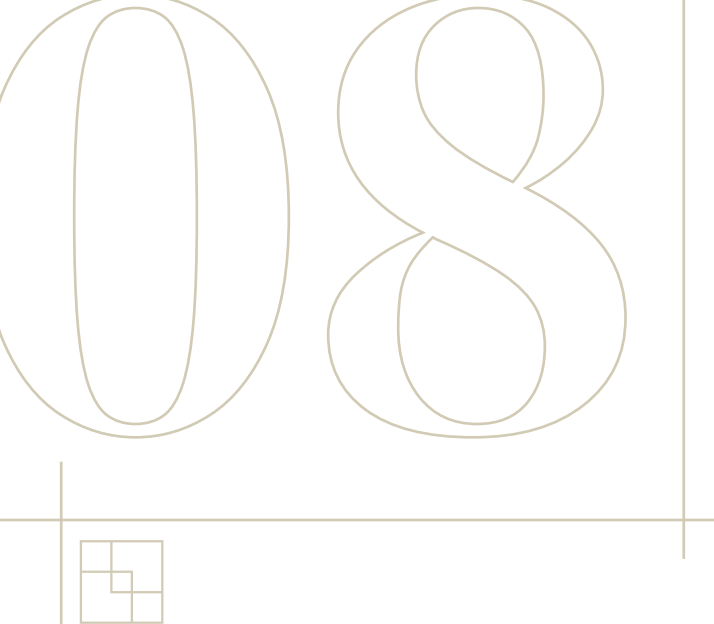
RGB 209 202 180

HEX D1CAB4

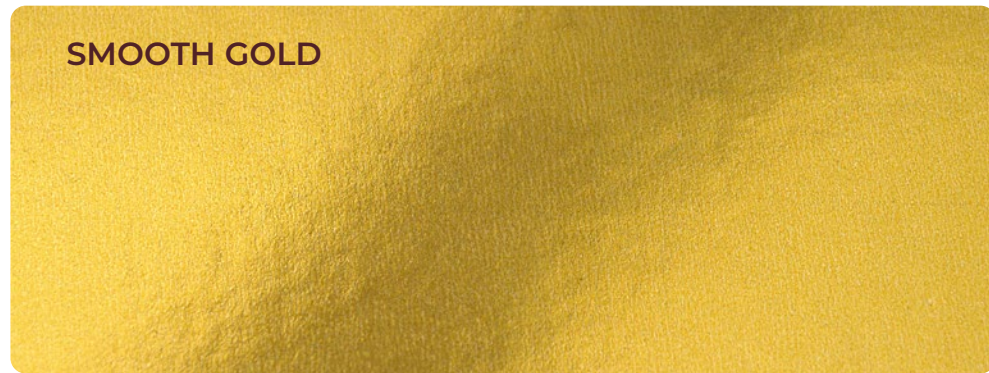
Flax

BRAND COLORS

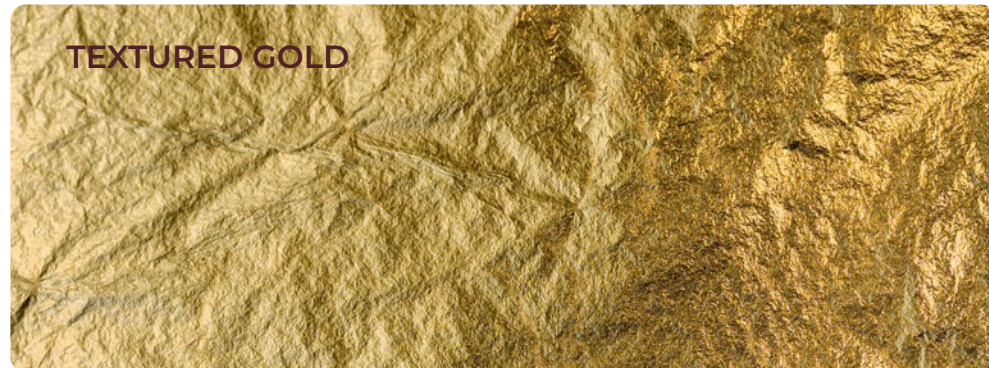
Our brand color palette is bold and rich,
inspired by warm earthtones.



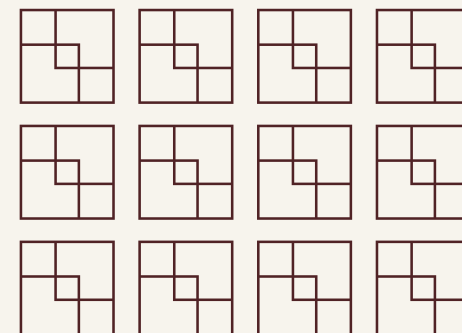
SMOOTH GOLD



TEXTURED GOLD



LOGO MARK PATTERN



SECONDARY PATTERN



TEXTURES & PATTERNS

The gold textures compliment the color palette and can be used in various forms, from foil on print pieces to accents across the website and social.

Brand patterns have been created for additional brand elements. These patterns should be used sparingly to maintain an elegant and sophisticated brand look and feel.

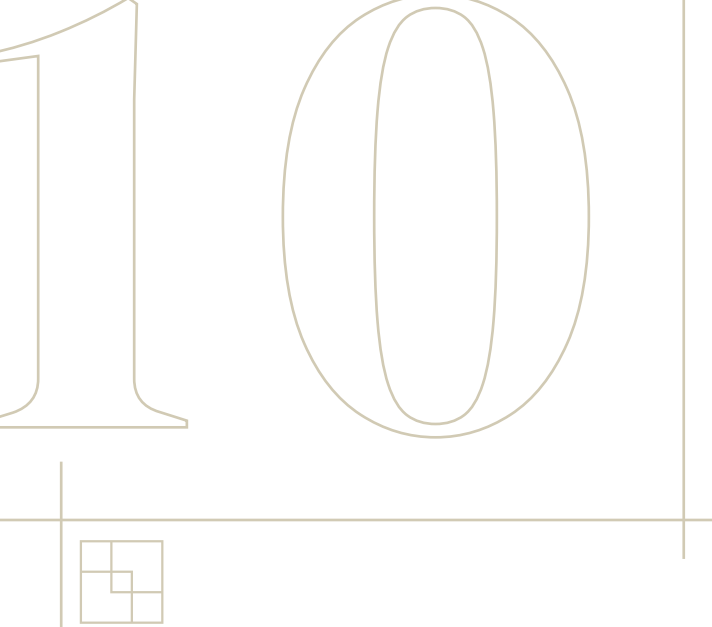


BUSINESS CARDS

Option one features a thick linen cardstock. The logo and contact information are printed and debossed with a blank back.

Option two features a thick linen cardstock with an embossed logo and foil stamping for the contact information.

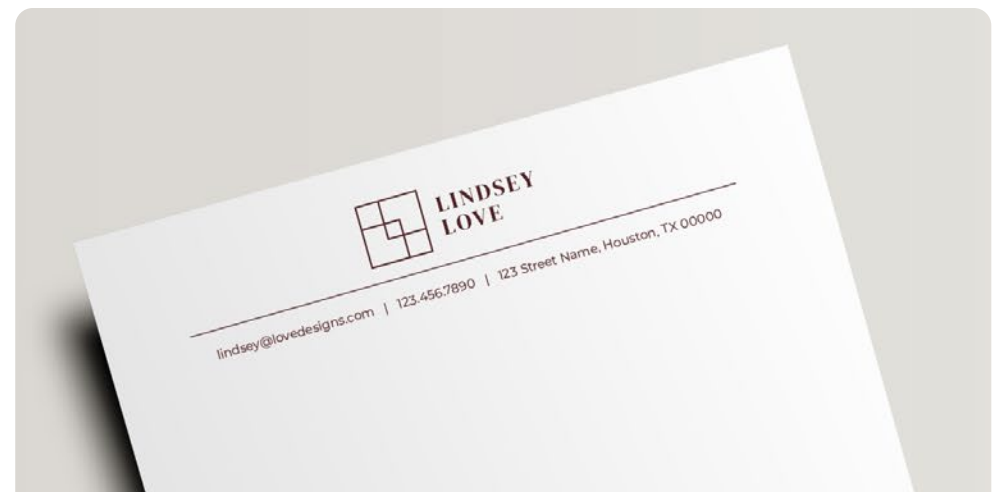




4 x 6 in.

LETTERHEAD & NOTECARDS

The paper stock will match or compliment the linen stock of the business cards.

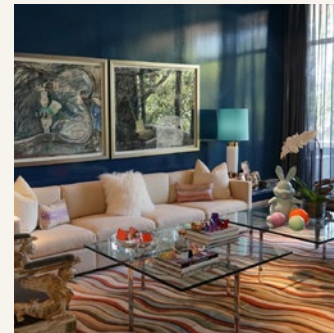


11

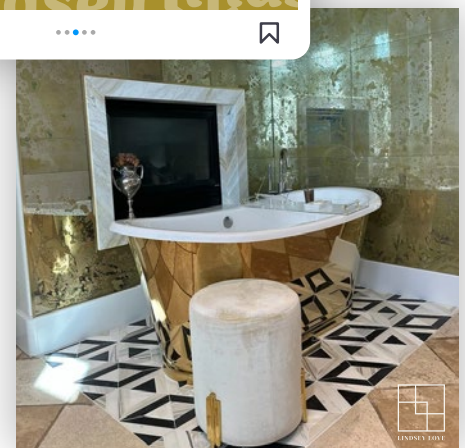
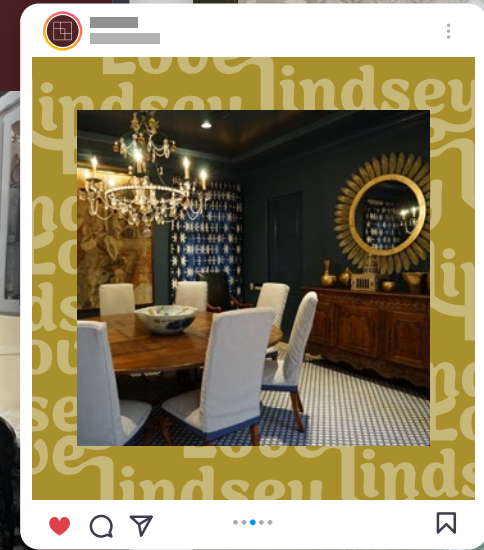
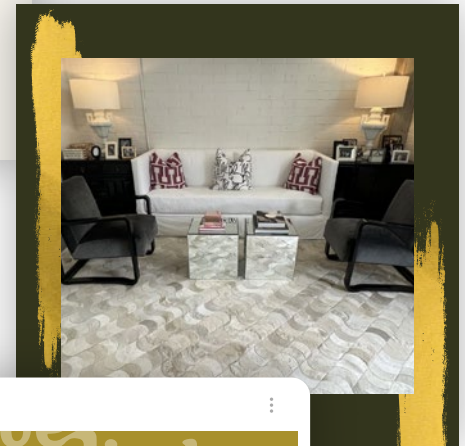


SOCIAL TEMPLATES

Logo watermarks and brand templates are a nice addition to a photo heavy grid. They help reinforce the brand without taking away from the content of the images.



LOREM



LINDSEY LOVE