



RAISING YOURSELF

THE BRAND GUID&BOOK

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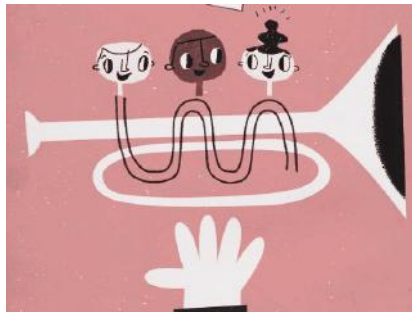
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THERE IS AN
UNDENIABLE
CORRELATION
BETWEEN HOW MUCH
COMPASSION
I OFFER MYSELF AND
HOW MUCH I OFFER
MY CHILD.



- ♥ Brushy textures & geometric shapes
- ♥ Pastel sky meets the darker ground
- ♥ Fierce & fun imagery with calm palette
- ♥ Soft edges and playful photography
- ♥ You Are The Playful Guide

A PLAYFUL GUID&E PRODUCT LINE



LOGO OPTIONS

You can use your original logo with this updated brand.



You can also choose to use the brand font as your logo.

RAISING YOURSELF

If you'd like to uplevel your logo or match it to the current vibe reach out to Illustrative and we'll get that created for you.

COLOR PALETTE: TEXT

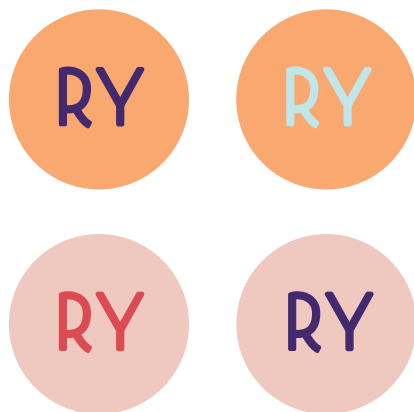
Here's how you mix your colors for text:



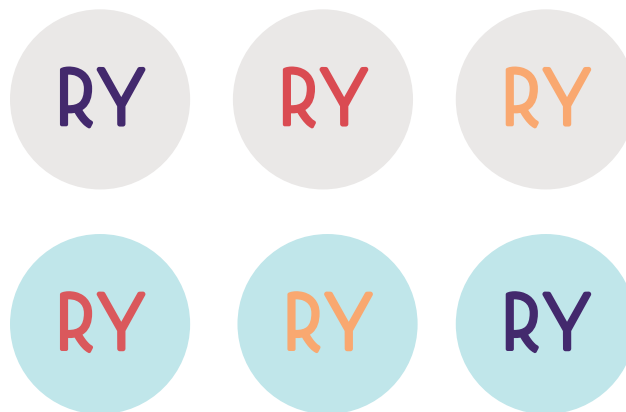
Red & Navy background pairs with all of the colors:



Orange & Peach pair with 2 text colors:



Gray & Light blue pair with three colors:



Use Navy as Black
Use White or Light Gray as White



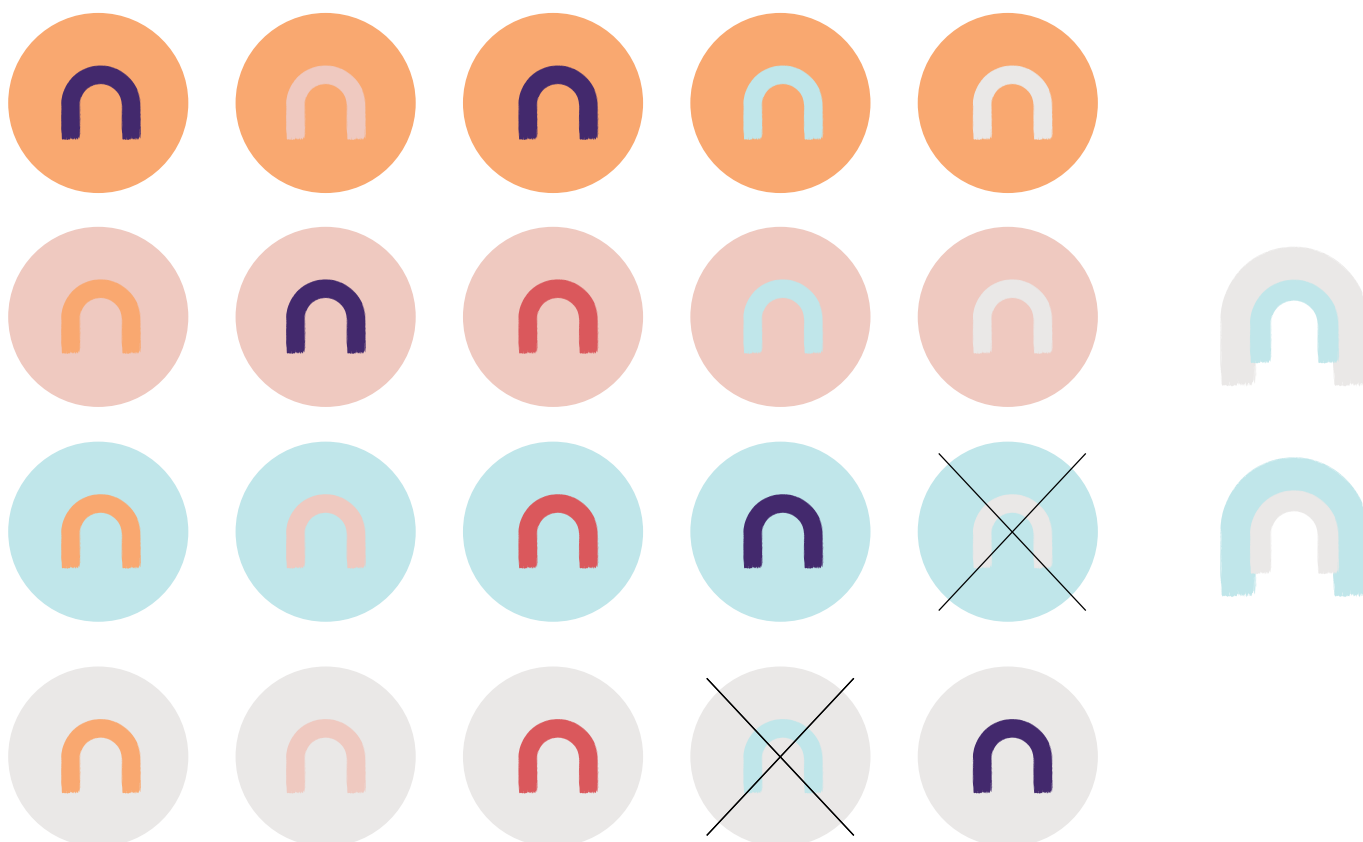
COLOR PALETTE: DESIGN

The pairing for fonts also works well for design with a few exceptions.

Red & Navy still pairs with all of the colors:



Blue and gray don't like to be on top of each other but they are great next to each other. All of the other colors do both.

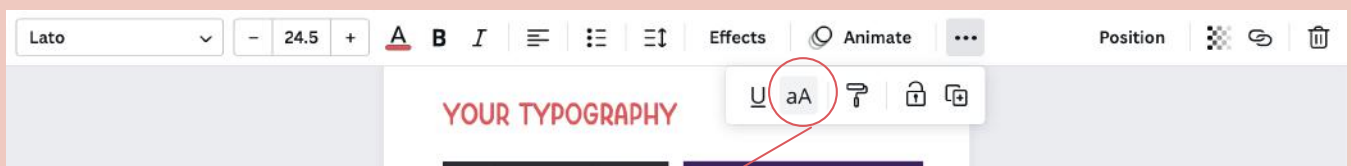


YOUR TYPOGRAPHY



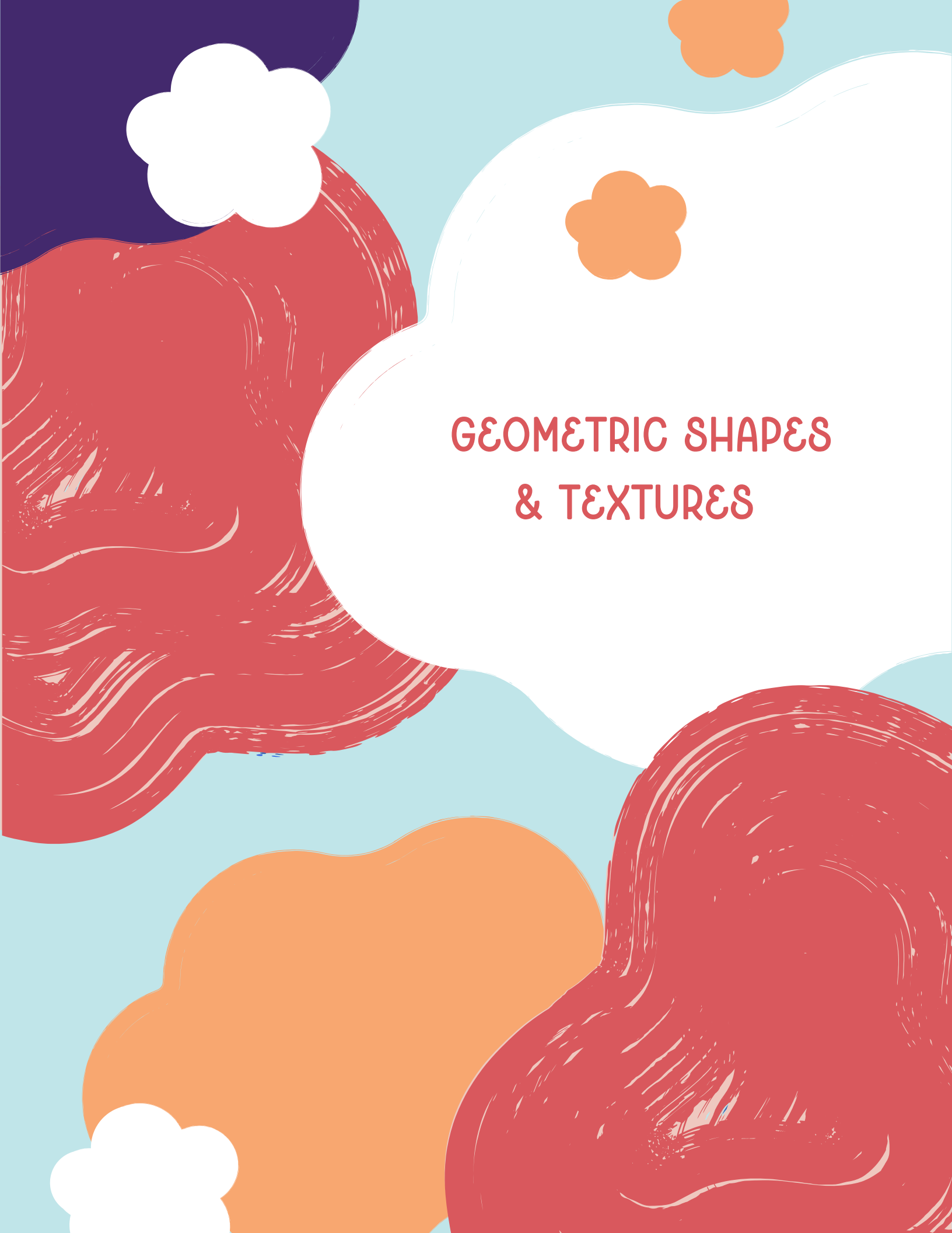
KINDRED (FOR HEADLINES AND QUOTES)

Lato for paragraphs
AND SUBHEADLINES



TIP:

When using Lato for paragraphs keep it in Sentence Case. For subheadlines set Lato to ALL CAPS and increase the letter spacing.

The background features a light teal color with several large, organic, cloud-like shapes. A large white cloud shape is positioned in the upper right, containing the text. To its left is a large red shape with a textured, brushstroke-like appearance. Below the white cloud is a large orange shape, also with a textured appearance. In the bottom left, there is a smaller white cloud shape. The overall style is modern and artistic, using bold colors and varied textures.

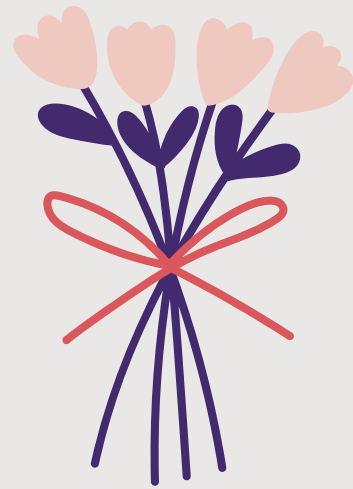
GEOMETRIC SHAPES & TEXTURES

SHAPES & TEXTURES: CHOOSING

When you're choosing shapes from Canva focus on shapes that look like they could be cut out of paper and then painted with a thick brush. Here are some examples:



Painterly geometric shapes like these flowers from Sketchify



Simple shapes that are filled in work well too.



Inky and Painterly texture lines bring in that sensory piece to your brand.



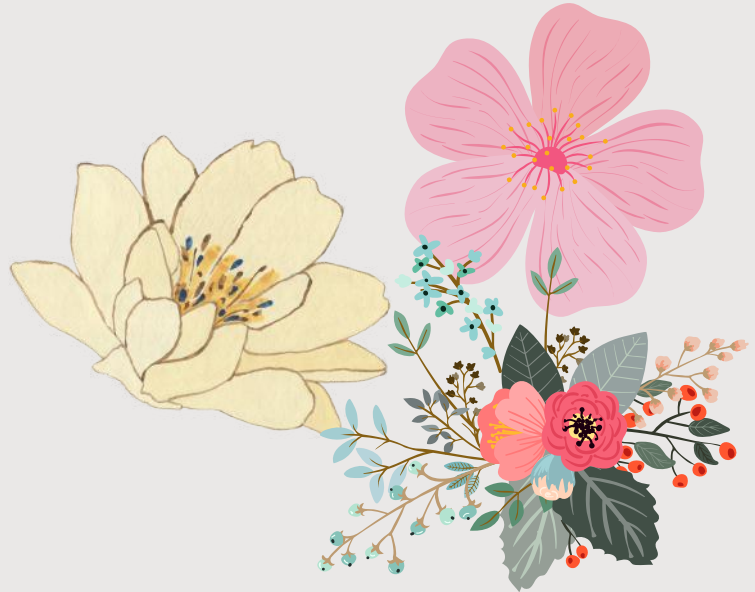
Filled in not-outlined illustrations bring a geometric painterly feel to your brand (like these by Sketchify)

SHAPES & TEXTURES: CHOOSING

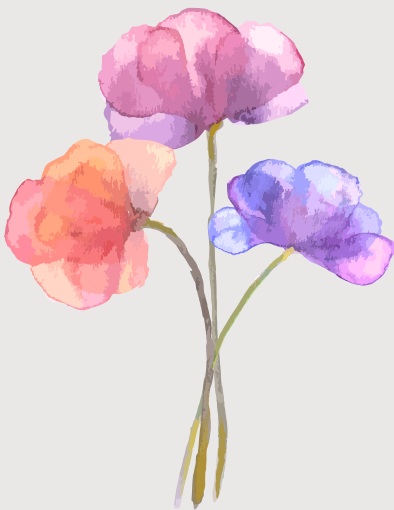
These kind of doodles are not on brand. Here's why:



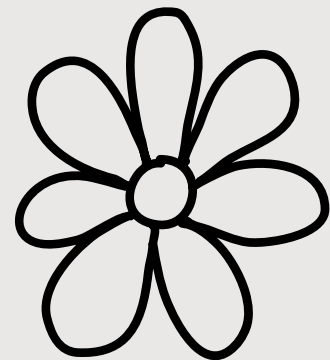
line art is too delicate and will get lost in the color palette.



artwork that you can't change the color of and aren't in your brand colors.



watercolor artwork is usually not color editable and is also too delicate for the brand.



doodle illustrations don't match your brand

WORDS TO SEARCH:

Use these words and phrases to find stock to use:



SKETCHIFY

BLOBS

HANDMADE

TEXTURE LINES

ORGANIC

GRAPHICS

FINDING STOCK PHOTOS

Use these words and phrases to find stock to use:



LAUGHING



CANDID



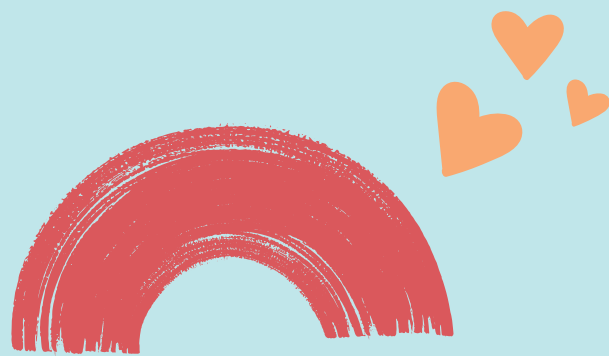
PLAYFUL



PINK, RED, NAVY

WOMAN

CANDID



IT STARTS
WITH LOVING
AND KNOWING
YOURSELF

ON-BRAND GUIDE & PACK

Let's fill your guide pack with additional ways to make something on-brand so it's there when you need them.

Think of these like if something comes up while you're on the trail, you have them handy but you don't have to use them often.



FINDING A STUDIO YOU LIKE

Use these words and phrases to find brand studios to check:



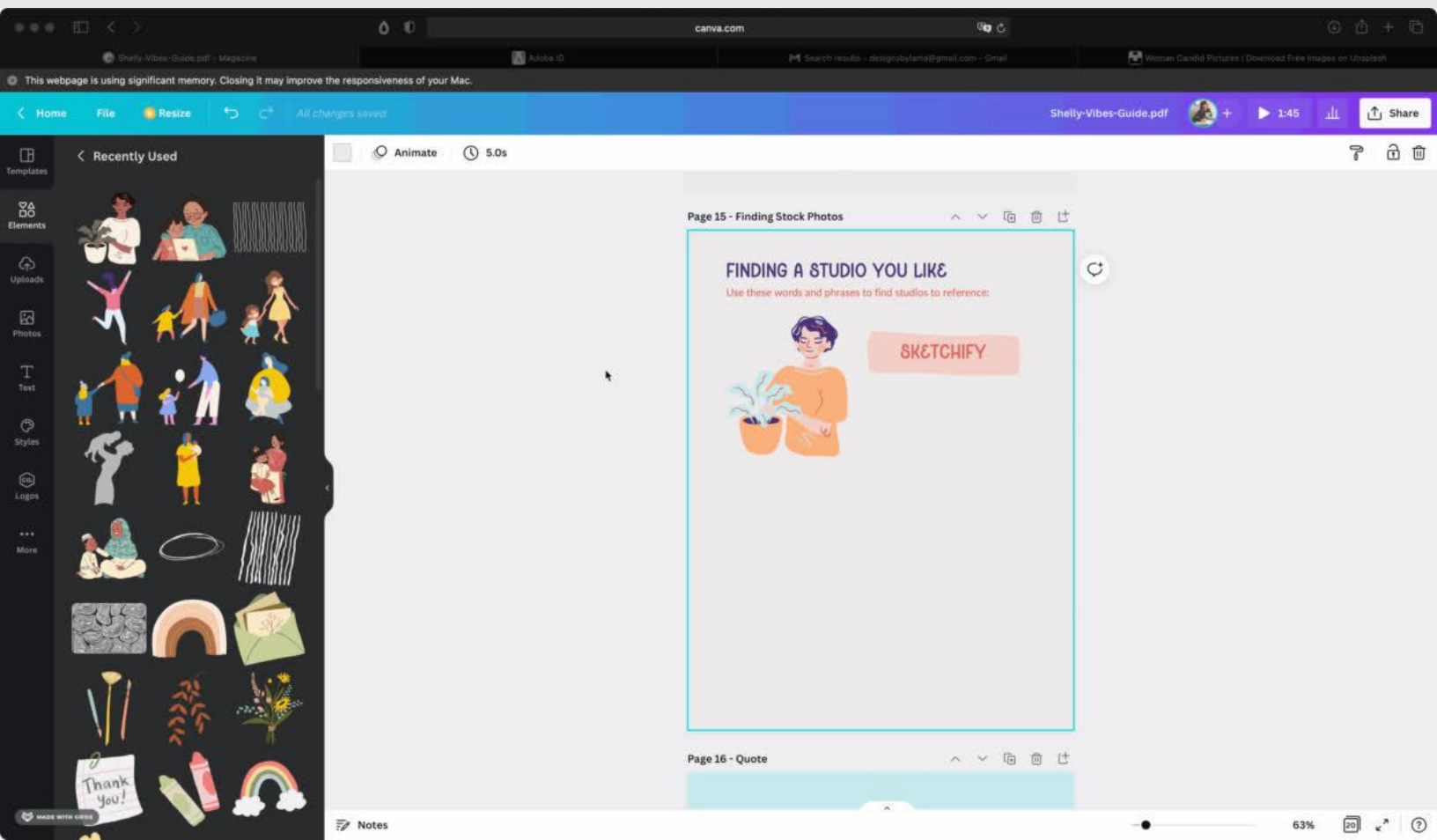
SKETCHIFY=

BRAND:BAD&GZOX6SC



OKSANAVECTORART=

BRAND:BADPRBM_FVK



COLOR FILTERS

Go to Edit Image > Photogenic or Duo Tone



Photogenic: Rose



Duotone: Peppermint
Intensity .9



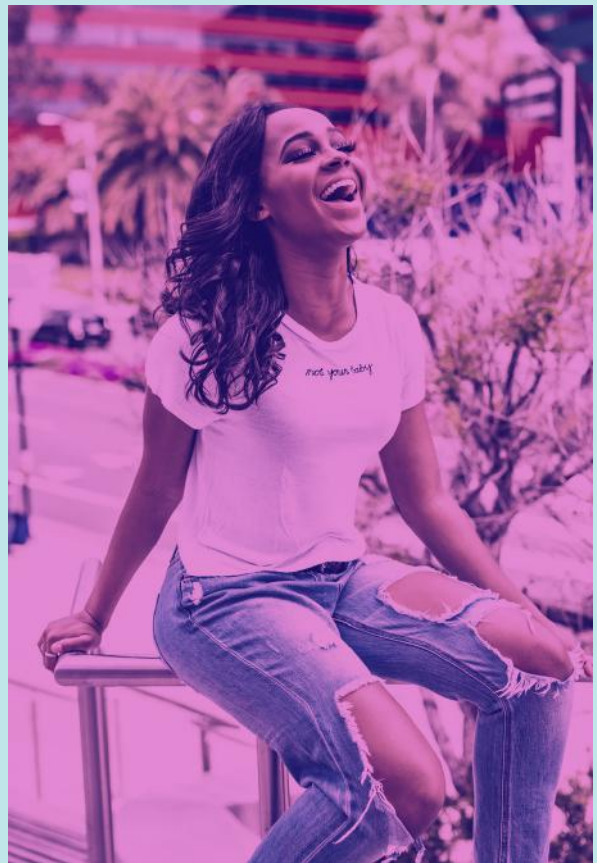
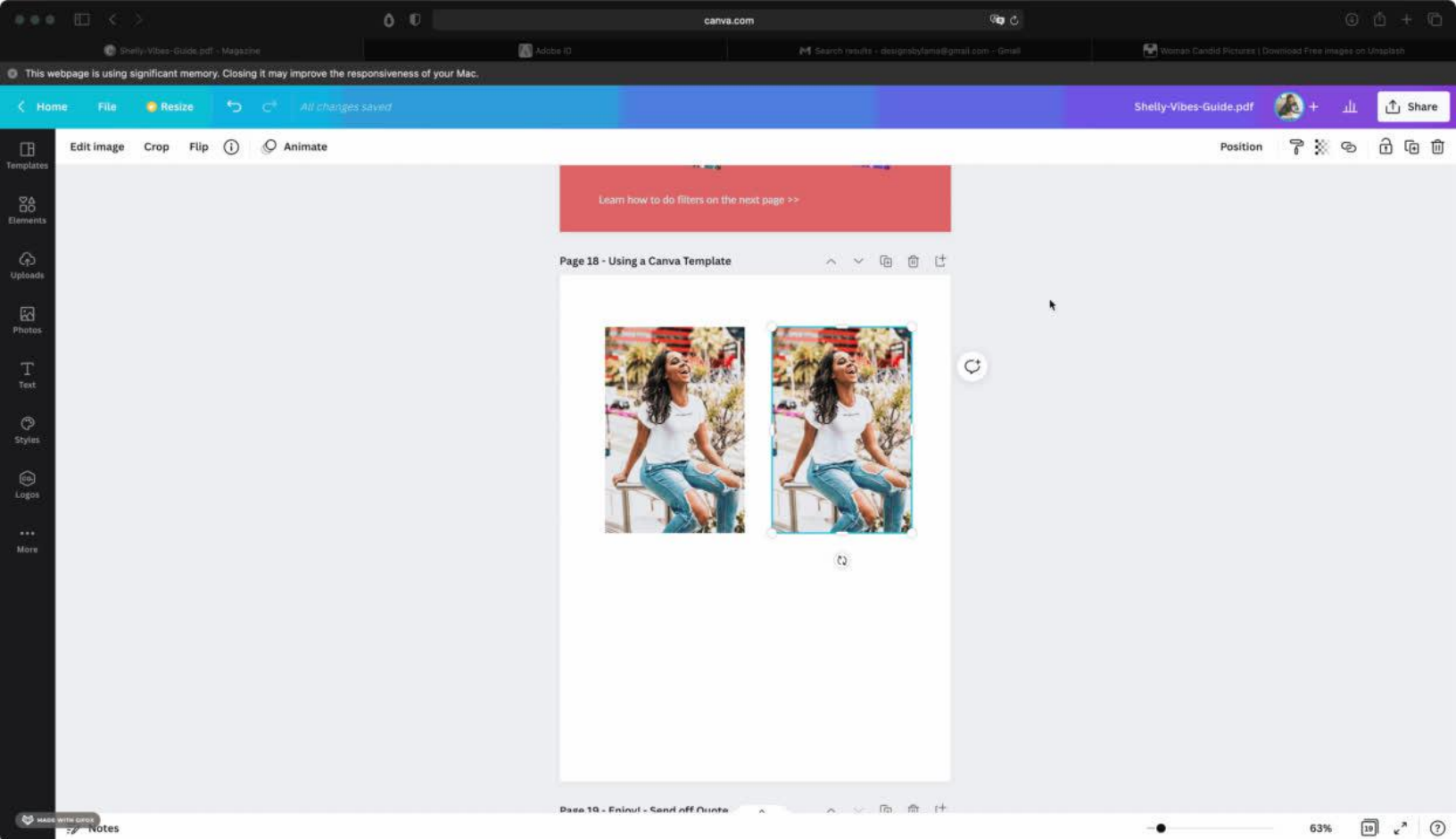
Photogenic: Sangari



Duotone:
Pop
Intensity .6



Learn how to do filters on the next page >>





HAVE FUN!