

LOVELY STUDIO IS PROUD TO PRESENT YOUR

# BRAND BIOGRAPHY

 **DIONNE  
ENGLAND** AUTHOR

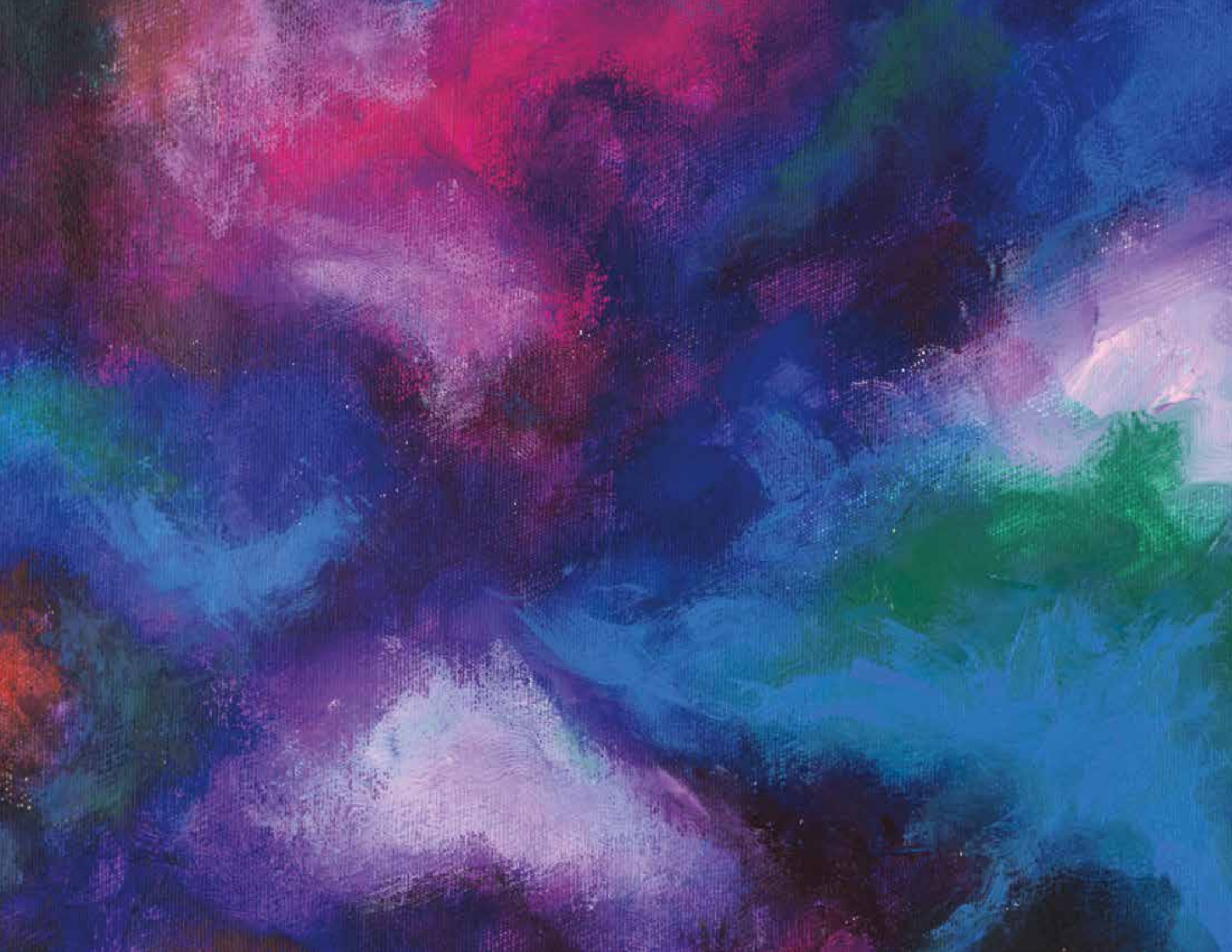








**WELCOME**



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SELF-AWARE

INSPIRING

RELATABLE

AUTHENTIC





Dionne England is a published Author located in Toronto, Ontario Canada. Dionne's work guides readers to 'get real' and confidently explore their own inner dialogue to realize their full potential. Challenging mainstream perspectives and connecting on a raw level with her readers is what drives Dionne to continually create inspiring connections and thought-provoking reading experiences.





DO  
YF

Kindness  
Love  
C



# SELF AWARENESS IS THE NEW SEXY

– WHEREVER YOU GO, THERE YOU ARE.

Dionne's literature focuses on her unique perspective on doing our best work and leadership for professionals in large organizations. She challenges mainstream perspectives and connects on a raw level with her readers by continually delivering thought-provoking reading experiences flavoured with her irreverent humour.

Since accepting a job as a part-time bank teller in high school, Dionne has excelled in large corporations as an individual contributor, a leader of large teams and then spent the last decade as an independent Consultant working with various multi-national organizations. She knows a lot about surviving and thriving in large organizations. Dionne holds an MBA from the Rotman School of Management at the University of Toronto.

# DIONNE ENGLAND

THE AUTHOR





# CREATING LITERATURE FOR ASPIRING LEADERS

Authentically relatable with an exceptional knowledge and appreciation for the importance of diving into self-awareness, Dionne England is committed to establishing real connections and helping people discover their true 'Why.'

# WHAT MAKES US REMARKABLE

“

Dionne is determined to uncover people's proud lemonade-stand moments and help them discover the confidence to pursue their craft without holding back.



## 'ARTISTS DON'T HOLD BACK'

– Seth Godin

Years and years and layers and layers of rules, routines, guidelines, manuals and regulations have slowly suffocated our child-like wonder and natural ability to try, experiment, and play. What were once promising, colourful personalities and brilliant minds, have become monochrome system-followers who feel stuck, complacent and can't figure out where the spark went.

Dionne's approach isn't textbook or part of a system. It starts with the genuine desire to connect on a human-to-human level, to build trust, and to inspire freedom to explore. Acknowledging that perhaps those feel stuck and lack confidence are actually subconsciously mourning the death of their own creativity and individuality, Dionne helps aspiring leaders (re)discover what makes them remarkable, proudly celebrate it, and confidently put the wheels in motion.

Dionne is determined to uncover people's proud lemonade-stand-moments and help them discover the confidence to pursue their craft without holding back.





# YOUR AUDIENCE

## LASER-FOCUSED

Who will be delighted to hear from you? Who sees value in learning from you? Who do you connect so well with that the process feels effortless?

Your audience is perhaps broad in terms of the industry or level on the corporate ladder, but focused in terms of their defining character traits – they are business-savvy professionals who are facing burn-out; and not because of the amount work, but of its lack of depth and purpose. They are no longer motivated by pay increases or driven by ego-boosting titles. They want to know what it feels like to thrive and lead a fulfilling life, but have no clue how to get there.

# THE ARTIST

CREATIVE ENTREPRENEUR SEEKING  
SELF-CONFIDENCE AND CLEAR DIRECTION

## **CORE AUDIENCE: PROFILE 1**

They are makers at heart with a deep appreciation for arts and culture – they are introverts but fueled by collaboration with other quirky creatives. Often gathering at favourite culturally-diverse eateries, listening to vinyls, or in solitude making what they love. They are uber-talented in their craft but lack the confidence that they can make it on their own, therefore establishing a clear path to success seems dim and demotivating. They are ready to invest in making a meaningful connection with someone whom they can trust to help them get to the next level and achieve their dream.





# THE GO-GETTER

COMPLACENT-CORPORATE-CLIMBER SEEKS  
GREATER PURPOSE AND FULFILLMENT

## **CORE AUDIENCE: PROFILE 2**

A natural go-getter, once fueled by the high of pressing deadlines and ego-boosting titles, now faces a sense of emptiness and frustration. Caught up in regimented rules, schedules and routines, this individual envies those 'creative-artsy-types' who have freedom to explore and try new things. They have achieved financial success and have framed accolades on the wall but don't feel satisfied. Feeling they have lost their spark, they are ready for a change. Ready for a creative spin on how to leverage their experience towards a new direction they haven't considered. They are financially comfortable and mentally ready to invest in the process but struggling to find someone who 'gets' the corporate-life funk – and more importantly can help them emerge from it.





# THE GO-GETTER

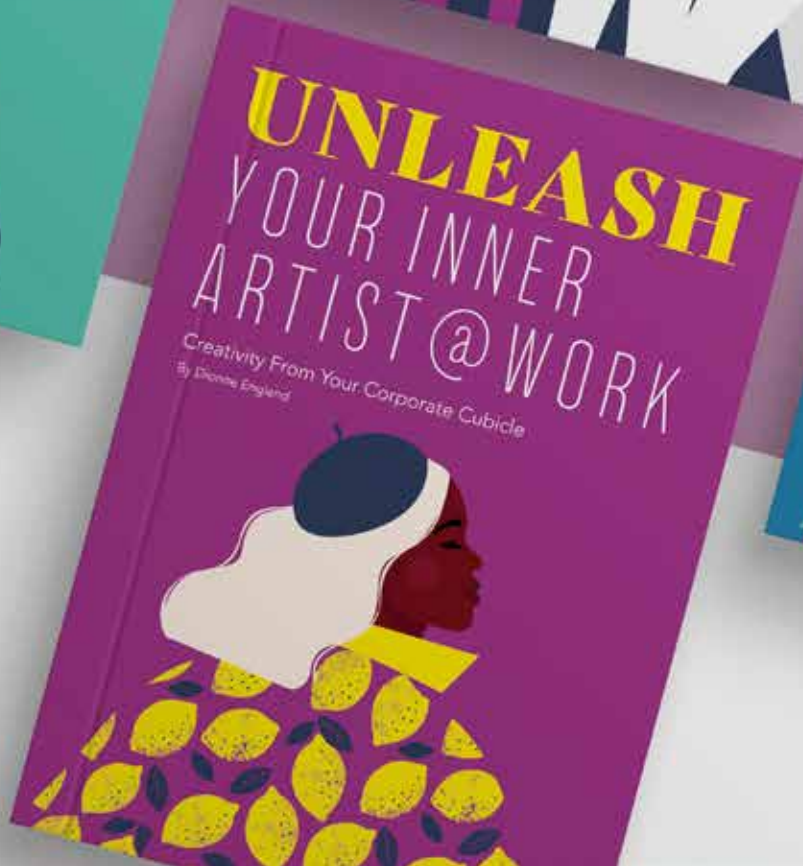
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# BRAND GUIDELINES

## THE LOGO

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# PRIMARY LOGO | OVERVIEW

This is your primary logo in a horizontal format. The logo must be re-sized proportionately, never stretched. The logo can be used in full colour on a white background or full white on a dark background. In some cases where you are unable to print in colour, please use full black logo on a light background.



**DIONNE**

**ENGLAND** AUTHOR

# PRIMARY LOGO | VERTICAL

This is your primary logo in a vertical format. The logo must be re-sized proportionately, never stretched. The logo can be used in full colour on a white background or full white on a dark background. In some cases where you are unable to print in colour, please use full black logo on a light background.





**DIONNE**

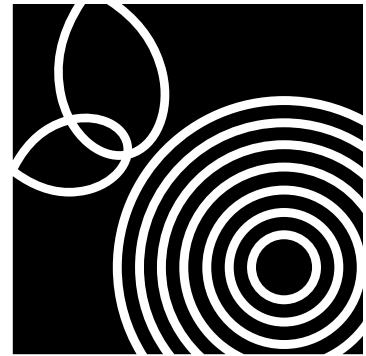
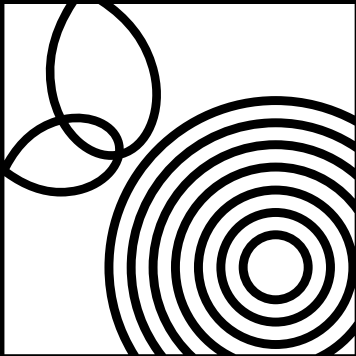
**ENGLAND**

**AUTHOR**

## LOGO | SYMBOL

This is your logo symbol. The symbol must be re-sized proportionately, never stretched. The symbol can be used in full colour on a white background or full white with copper triangle on a dark background. In some cases where you are unable to print in colour, please use full black logo on a light background.

This symbol may be used on some branded material such as stationary and social media.



## LOGO | SECONDARY SYMBOL

This is your secondary logo symbol. The symbol must be re-sized proportionately, never stretched. The symbol can be used in full colour on a white background or full white with copper triangle on a dark background. In some cases where you are unable to print in colour, please use full black logo on a light background.

This symbol may be used on some branded material such as stationary and social media.



**THIS  
WEEK'S  
BURNING  
QUESTION:**

WHAT'S MY  
WRITING  
PROCESS? 🍋



**JUST  
DOING  
A GOOD  
JOB?**

THAT'S  
NOT  
ENOUGH 🍋

# LOGO | WORDMARK

This is your wordmark logo. The wordmark must be re-sized proportionately, never stretched. The wordmark can be used in full colour on a white background or full white on a dark background. In some cases where you are unable to print in colour, please use full black logo on a light background.

**DIONNE ENGLAND**

AUTHOR

**DIONNE ENGLAND**

AUTHOR

**DIONNE ENGLAND**

AUTHOR

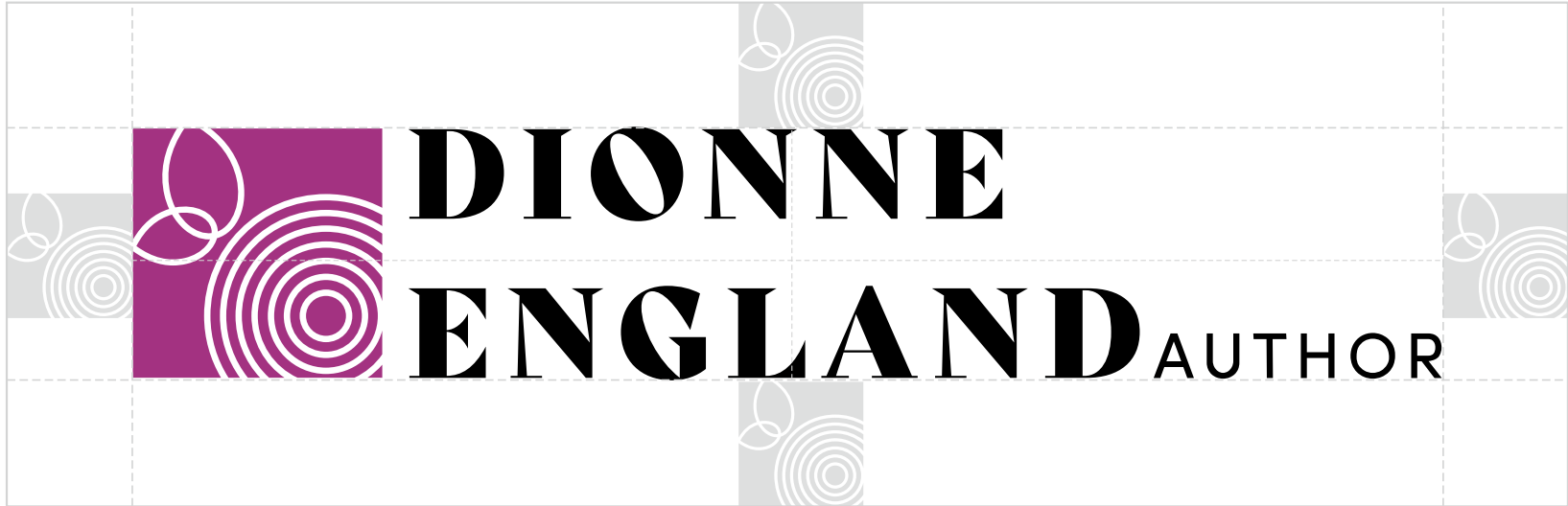
# ALL LOGOS | CLEAR SPACE

Clear space is the area surrounding your logo, wordmark or symbol that must be kept free of any text or graphic elements. By leaving space around your brand, you make sure it stands out on all your communications.

The required clear space around the Dionne England logo is 50% of the symbol size.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion and always ensure the text is legible.





**DIONNE**

**ENGLAND** AUTHOR

# ALL LOGOS | COLOUR OPTIONS

All of the Dionne England logos can be used in full colour on a white background or full white on a dark background. In some cases where you are unable to print in colour, please use full black logo on a light background.



**DIONNE**  
**ENGLAND** AUTHOR



**DIONNE**  
**ENGLAND** AUTHOR



**DIONNE**  
**ENGLAND** AUTHOR



**DIONNE**  
**ENGLAND** AUTHOR

# BRAND COLOURS

Your brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of these colours can dramatically change the tone and appearance of your brand so it is important to consider how they work together. Keeping colour consistent is a vital element to your branding and is a way for you to differentiate and identify your brand in a crowded marketplace. To help achieve greater brand recognition, it is important that your colour palette is applied accurately and consistently.

**SCREENS:** Not all RGB colours render the same online. Therefore we recommend the use of hex colours when applying colours to screen.



Unleash The Artist  
*Raspberry*

---

**PANTONE**  
7545C

---

**CMYK**  
78 / 60 / 44 / 25

---

**RGB**  
65 / 83 / 100

---

**HEX**  
# 415364

---



Thrive  
*Green*

---

**PANTONE**  
465C

---

**CMYK**  
24 / 32 / 65 / 01

---

**RGB**  
196 / 166 / 110

---

**HEX**  
# C4A66E

---



Build Trust  
*Phthalo Blue*

---

**PANTONE**  
n/a

---

**CMYK**  
24 / 19 / 19 / 0

---

**RGB**  
195 / 194 / 194

---

**HEX**  
# C3C2C2

---



Lemonade Stand  
*Lemon*

---

**PANTONE**  
n/a

---

**CMYK**  
02 / 01 / 01 / 0

---

**RGB**  
247 / 247 / 247

---

**HEX**  
# F7F7F7

---



Fall In Love  
*Cerulean*

---

**PANTONE**  
n/a

---

**CMYK**  
0 / 0 / 0 / 70

---

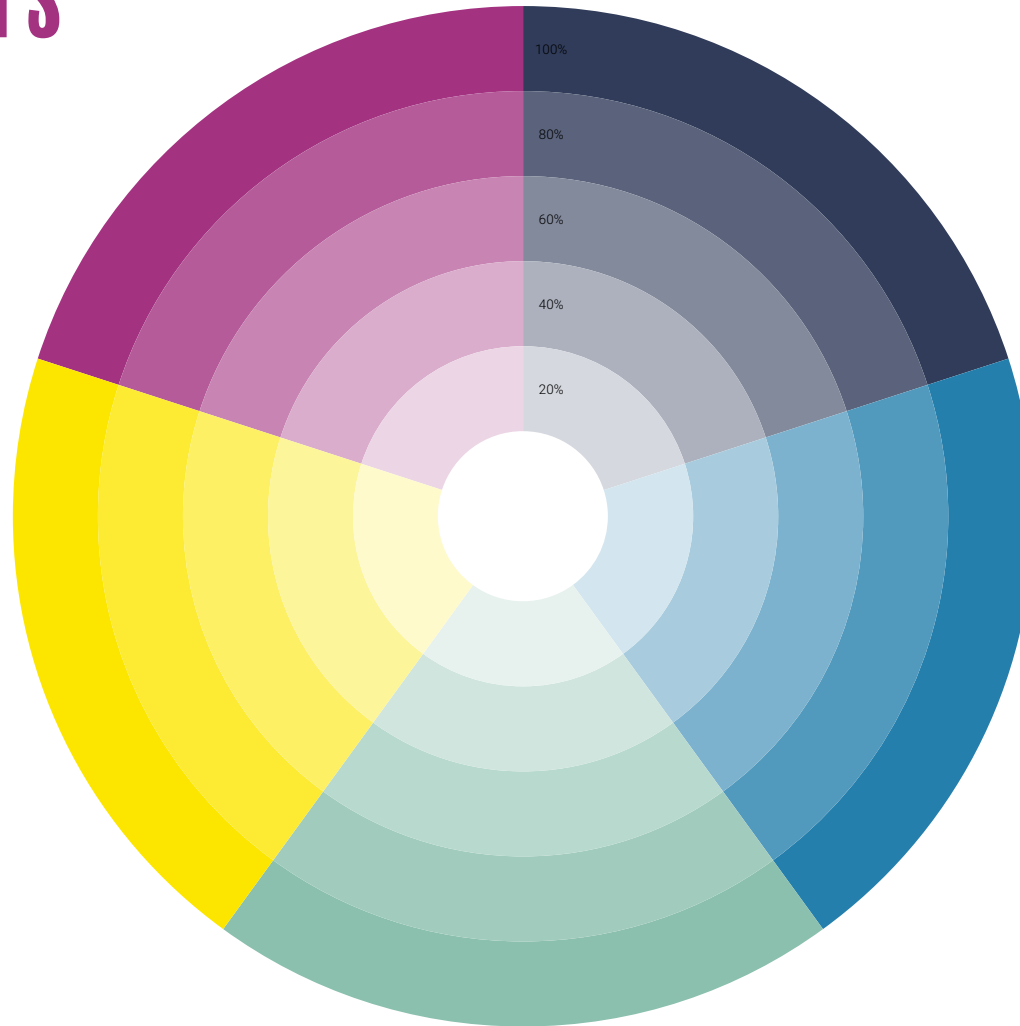
**RGB**  
109 / 110 / 113

---

**HEX**  
# 6D6E71

---

# COLOUR TINTS



# PATTERNS | VINYL

This is an example of your Vinyl pattern in a tonal colourway. This supporting graphic pattern was chosen to add dimension or interest in various applications such as your website, social media or potential print material. It was inspired by your love of music and its traditional origins of the vinyl record. Patterns are a wonderful tool for establishing a connection to your brand without having to put it into words. The repetitive structure of the pattern offers a feeling of harmonious order and makes the pattern an enjoyable experience for your audience.

This visual aid will strengthen your identity and help reinforce the sophistication that encompasses the Dionne England brand.



# PATTERNS | COLOUR BLOCKING

This is an example of the colour blocking that have been used throughout your branding platform. This supporting graphic pattern was chosen to add dimension or interest in various applications such as your website, social media or potential print material. Patterns are a wonderful tool for establishing a connection to your brand without having to put it into words. The repetitive structure of the pattern offers a feeling of harmonious order and makes the pattern an enjoyable experience for your audience.

This visual aid will strengthen your identity and help reinforce the sophistication that encompasses the Dionne England brand.





# SANS SERIF

## BODY COPY

'Avenir' is your body copy brand typeface for website and other design materials. Your typography is unique and elegant and is a key element in your brand. It works to maintain consistency, create clarity and provide equity to your brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

---

AVENIR

À Á Â Ã 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

à á â ã ä å 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

1 2 3 4 5 6 7 8 9 0

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

A a

# SERIF

## Script

'Kristy' is your display typeface and should be used in all instances where typography is required. It is a stylized hand written typeface that compliments your logo. Your typography is unique and elegant and is a key element in your brand. It works to maintain consistency, create clarity and provide equity to your brand.

KRISTI

À Á Â Ã ABCDEFGHIJKL

MNOPQRSTUVWXYZ

à á â ã ä å abcdefghijklm

nopqrstuvwxyz

1234567890

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

Æ Ç È É × ð ñ œ

Aa

# SANS SERIF

## DISPLAY

'Balboa Plus' is your secondary headline typeface and should be used in all instances where typography is required. It is a subtle, clean and legible typeface that compliments your logo. Your typography is unique and elegant and is a key element in your brand. It works to maintain consistency, create clarity and provide equity to your brand.

---

### BALBOA PLUS

À Á Â Ã A B C D E F G H I J K L

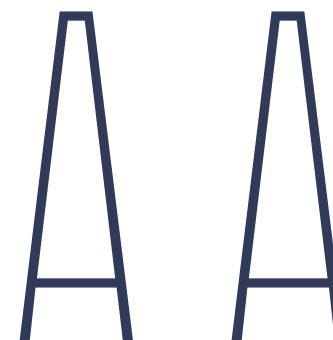
M N O P Q R S T U V W X Y Z

À Á Â Ã Ä Å 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

1 2 3 4 5 6 7 8 9 0

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



# SERIF DISPLAY

'Bely Display' is your headline typeface and should be used in all instances where typography is required. It is a bold, clean and legible typeface that compliments your logo. Your typography is unique and elegant and is a key element in your brand. It works to maintain consistency, create clarity and provide equity to your brand.

BELY DISPLAY

À Á Â Ã 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

à á â ã ä å 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

1 2 3 4 5 6 7 8 9 0

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

Aa

# AUDIENCE

## BRAND INSPIRATION

All imagery for use on website, social media and supporting blog post articles should evoke a sense of real-life as opposed to a staged and 'stock-like' look. The viewpoint of the photographer will help create this feeling – close up details of unique personalities that evoke a sense of creativity and tenacity in a relaxed workspace. Saturated colours with subtle graininess and warmth will evoke comfort and approachability.



# DESIGN

## BRAND INSPIRATION

The distinguished quality of your brand is clearly recognizable. As such, inspiration was drawn from hand crafted pictorial designs that represent creative thinking and authenticity.







## BOOK COVERS

This is an example of how your branding would be best applied to maintain a consistent look and feel on your book covers for paperback, hardcover and ebook.





Unleash  
Your Inner  
Artist

Fall In  
LOVE  
@ Work

Build  
TRUST  
@ Work

Self-Awareness  
is the new  
SEXY!!!

Thrive @ Work  
Despite the  
A\*\*holes

My  
Lemonade  
Stand

Dionne's  
Book Club



**DIONNE ENGLAND** AUTHOR

HOME ABOUT PUBLISHED UPCOMING COMMENTARY CONTACT

*New Book Coming 2021*  
**'BUILDING TRUST @ WORK'**

A unique perspective on what that means, why you want it, how to know when you've got it and how to keep it!

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We explore all angles on how to get the most out of your audio and how to make it all work for your busy life.

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*Meet the Author*

Dionne England is a published Author located in Toronto, Ontario Canada

Dionne's unique perspective and inimitable humour offers thought-provoking reading experiences to help us freely pursue our craft & individuality



# DIGITAL APPLICATION

This is an example of how your branding would be best applied to maintain a consistent look and feel on a digital platform. Applications include social media posts and website design.



## BEAUTIFUL BRANDING

Having a strong visual brand creates a sense of unity and cohesiveness. By maintaining a consistent and clear brand across all marketing channels, the audience can instantly connect with your beautiful brand.





VINYL COLLECTION  
**VOL.1**

LIMITED EDITION



**DIONNE  
ENGLAND**  
AUTHOR

DIONNE ENGLAND  
VINYL COLLECTION  
VOL.1





## WELL HIP HIP HOORAY

isn't this an exciting day –  
your new brand is ready,  
time for some bubbly  
and a pop of confetti.

Though your brand looks truly lovely,  
for it to be powerful and strong,  
it requires your breath, heart and soul  
and its life will be long.

Nurture yourself + this gorgeous brand,  
and above all else,  
keep doing what you love,  
and always be so very proud of yourself.







