



DAUGHTERS OF RA

EST 2022

BRAND STYLE GUIDE

CONTENT

03-05

LOGOSUITE

Includes logotype, logomark, and primary logo

06

COLOR PALETTE

A brief overview of the brand colors

07-09

TYPOGRAPHY

Font hierarchy, primary typeface, and secondary typeface

10-11

IMAGERY STYLE/APPLICATIONS

Photography and logo applications

LOGO USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

PRIMARY LOGO



LOGO USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

INITIALS



LOGO USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

SUBMARK



COLOR PALETTE

					
<div>OFF-WHITE #F2F2EB</div>	<div>BEIGE #CEC6AB</div>	<div>GOLD #C69C3E</div>	<div>OLIVE #817342</div>	<div>BURNT RED #662D1B</div>	<div>BROWN #594333</div>

PRIMARY TYPEFACE

GLAVORE

THE BRAND'S PRIMARY TYPEFACE IS A SPECIFIC FONT STYLE THAT IS USED TO CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A COMPANY OR ORGANIZATION.

THE PRIMARY TYPEFACE IS USED ON THE LOGO, AND IT IS TO BE USED ON ALL MARKETING MATERIALS, WEBSITES, AND OTHER PROMOTIONAL MATERIALS.



A B C D E F G H I K
L M N O P Q R S T U
V W X Y Z

A B C D E F G H I K L
M N O P Q R S T U V
W X Y Z

1234567890(.,:'\$%&*)

SECONDARY TYPEFACE

AILERON LIGHT

SUBHEADER
ALL CAPS
LETTER SPACING: 131

A A

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z

AILERON ULTRALIGHT

BODY TEXT
REGULAR CAPITALIZATION
LETTER SPACING: 5

A a

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i 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 (, . ; ' \$ % & *)

FONT HIERACHY

GLAVORE



HEADING

SUBHEADING



AILERON LIGHT

AILERON
ULTRALIGHT



This is the body font. A thin and delicate sans-serif .

IMAGERY GUIDELINES

IMAGERY SHOULD FEEL DREAMY,
ETHEREAL, ELEGANT, AND LUXURIOUS.

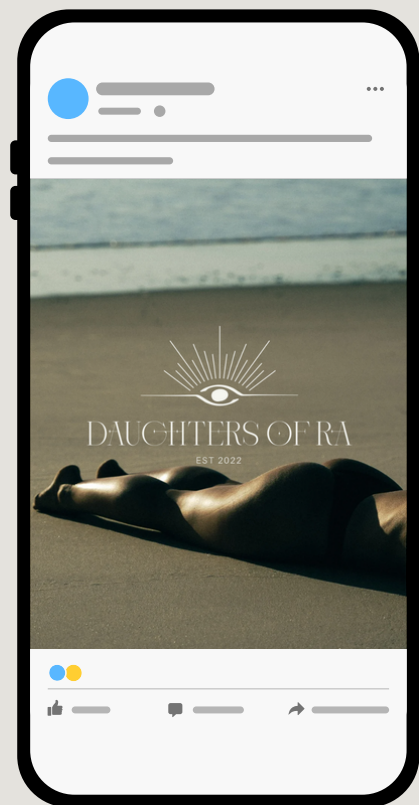
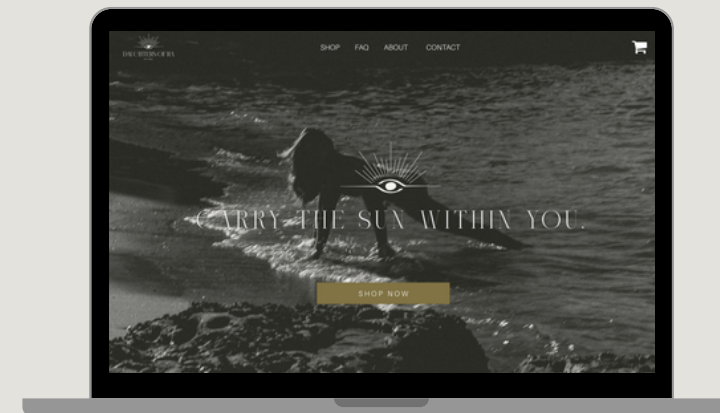


THINK GODDESS ENERGY,
SUN-KISSED RADIANCE, AND
MOODY BEACH OR DESERT
SHOTS.



BRAND

APPLICATIONS



SOCIAL MEDIA – USE SIMPLIFIED LOGO WITH CONSISTENT FILTERS AND TYPOGRAPHY.

PACKAGING – APPLY TEXTURES AND BRAND MARK WITH AMPLE WHITESPACE.

WEBSITE – FOLLOW TYPE HIERARCHY AND COLOR PALETTE THROUGHOUT.