

LISA MARIE
photography

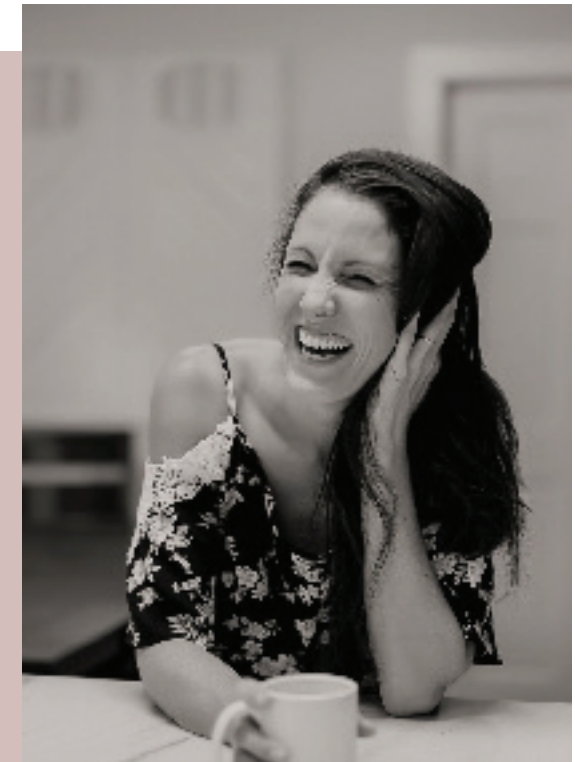
created by ---

MADDOX
Marketing **co.**

BRAND GUIDELINES

ABOUT THE BRAND

Lisa Marie Photography is a photography service business owned and operated by Lisa Smith. Her services include capturing couples, families, newborns, birth, milestones, and more. Lisa is a wife and mother to 3 boys living in Magnolia, Texas.



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photography



“

Photography is the art of **capturing moments** that bring us joy, and **joy** is the emotion that inspires us to capture those moments.





MOODBOARD

A moodboard is a visual tool used to help communicate the desired aesthetic and emotional tone for a particular brand or project.

BRAND KEYWORDS

- | | |
|-----------------|------------|
| Joyful | Serene |
| Elegant | Restful |
| Simple | Connection |
| Neutral | Family |
| Calm | Gentle |
| Soft / Soothing | |



Twinkles: Sparkle element on the i and e represent joy/light **Daisies:** three different size flowers represent your 3 boys

Primary Logo.

The primary logo is the MVP of your brand, the foundation for your brand's visual identity. It fully showcases the colors, fonts, and graphical element that denote your brand. It should be used most frequently, whenever space allows.



Secondary Logo.

The secondary logo is designed for spaces where your primary logo doesn't fit or feel right in a chosen context. Mainly, this secondary logo would be used in spaces that need a more horizontal orientation or fewer visual elements.

Brandmark.

The brandmark is a discernible portion of your logo, to be used where only a simple icon is necessary to be recognized. This could include areas of social media, a watermark, or the tiny favicon of your website.

Supporting Logo

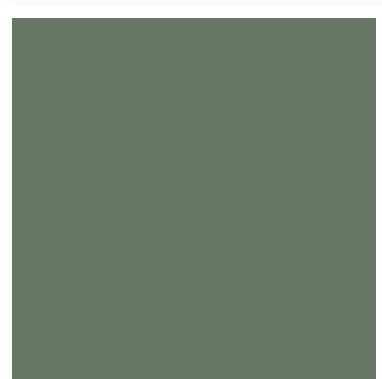
This is a logo version that includes the tagline “capture joy” which and if this version is needed.



Logo Type Only.

The logo type only highlights the fonts on their own with no other elements but the name.





FERN

HEX #667865

RGB: 102, 120, 101

CMYK: 61, 39, 61, 16

PANTONE: 177-9 U



SUNSHINE

HEX #D3A362

RGB: 211, 163, 98

CMYK: 17, 36, 71, 0

PANTONE: 18-5-U



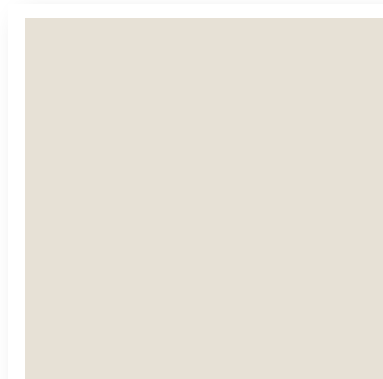
BLOSSOM

HEX #AB837B

RGB: 171, 131, 123

CMYK: 33, 49, 47, 4

PANTONE: 51-6 U



CREAM

HEX #E7E1D6

RGB: 231, 225, 214

CMYK: 9, 9, 14, 0

PANTONE: 9-1 U

Brand Colors.

Color is an integral part of brand identity, consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a certain feeling to our audience.

*Fern and Sunshine are the primary brand colors with blossom and cream being the supporting brand colors when needed.

LISA MARIE

HEADER/TITLE

FOGLIHTEN No. 7

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@!#\$%^&*(){}[]:;'.?/

photography

ACCENT

High Summit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@!#\$%^&*(){}[]:;'.?/

CAPTURE JOY

TAGLINE

NOVECEN TO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@!#\$%^&*(){}[]:;'.?/

FONT S

Logo Typography.

These are the typefaces used in the logo

*They are all licensed for commercial use



website landing page



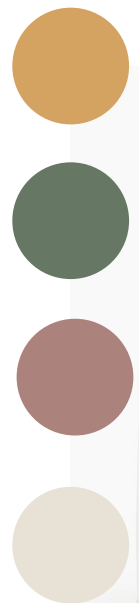
coffee cup



apparel/sweatshirt



photo watermark



camera bag/backpack



logo decal on phone



business card



sticker

VISUAL AESTHETIC

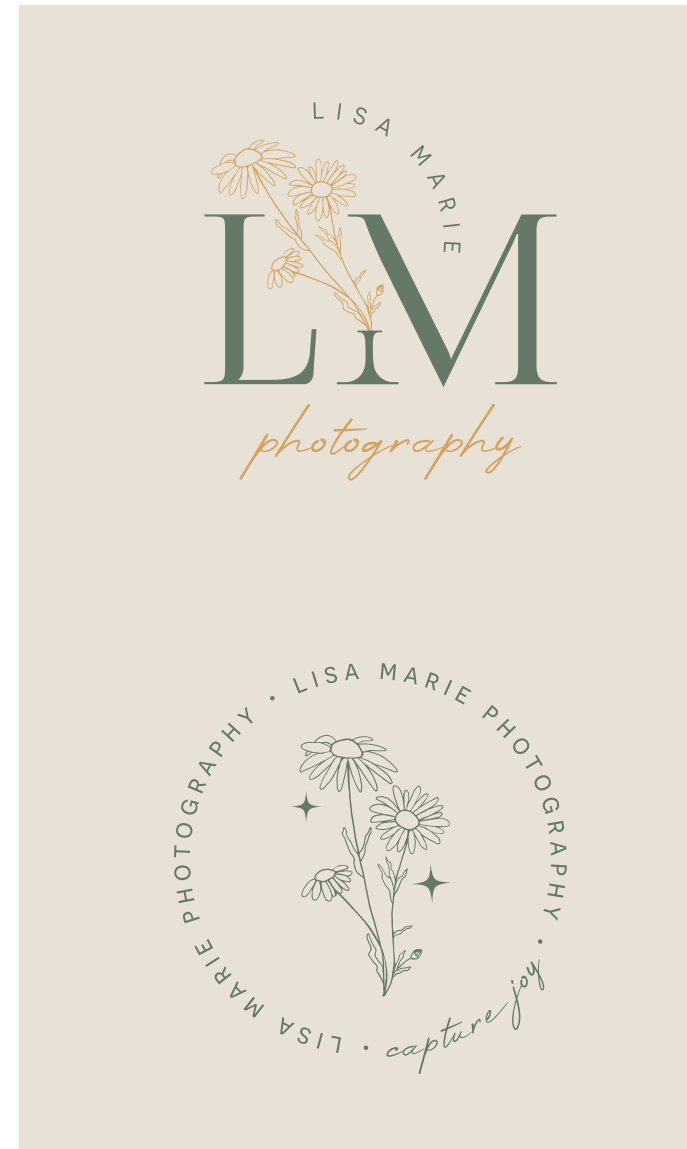
Brand Look & Feel.

To showcase the proposed new logo 'in use' and help you visualize it on various applications, we have included the following mock-ups. These mock-ups are only meant to help envision the logo as it could possibly be used in your business.



Pattern.

Pattern layout to showcase how a pattern might look for your brand



Color Variations.

This gives you an idea of how the brand colors and logo can work and be used.



Thank you!

Thank you your for allowing us to create this new look for Lisa Marie Photography. We are grateful and excited for you to start using this new look!

Please reach out if you have any questions regarding your new brand and files.

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