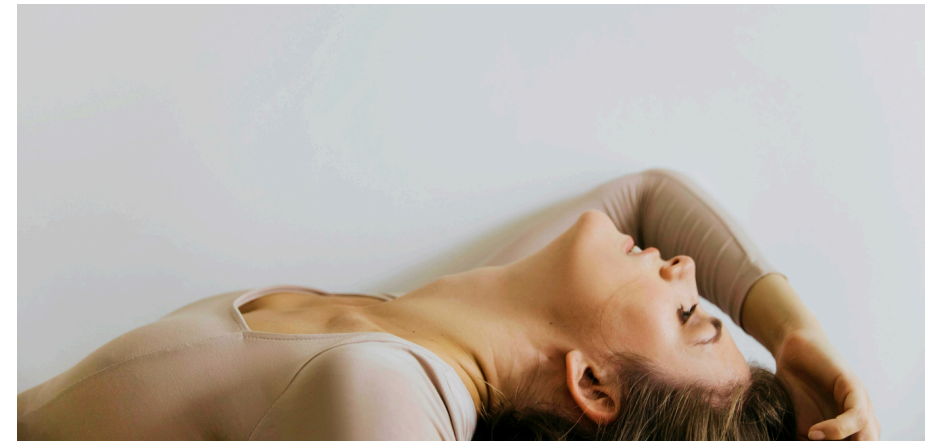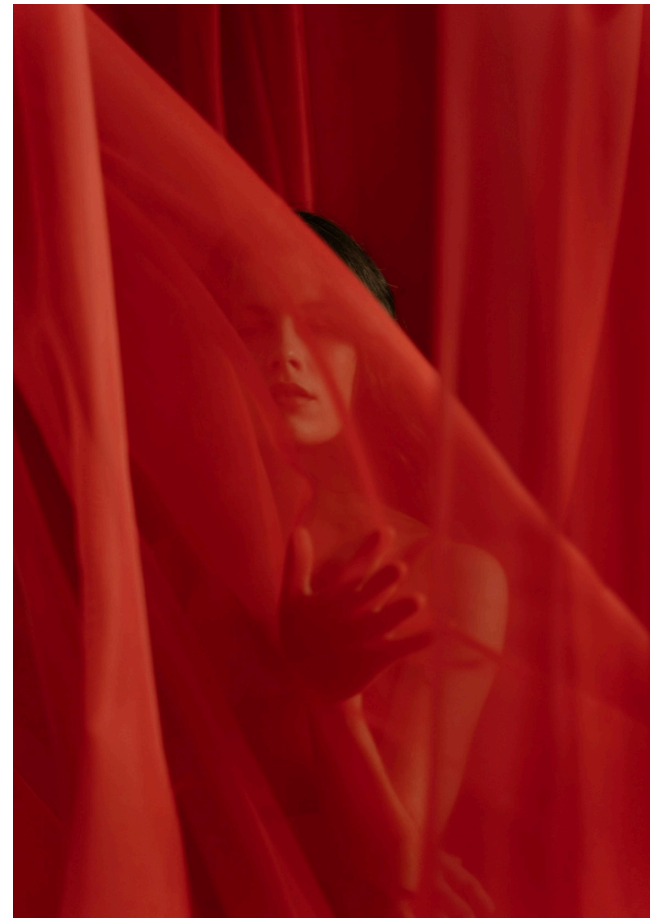# JACIA KORNWISE

MASTER EMBODIED SOUL COACH

MOOD

The mood of this brand is centered on healing and empowerment, characterized by a harmonious blend of vibrant energy and tranquil introspection. The palette of bold reds and calming neutrals symbolizes a journey of transformation. The imagery fosters a nurturing and safe environment, inviting individuals to explore and embrace their inner strength, fostering personal growth and healing.

IMAGERY

The imagery evokes a sense of tranquility and minimalist elegance. The warm neutrals and soft creams are punctuated by vibrant reds. The organic textures and flowing fabrics suggest graceful movement and introspection. The spaces are bathed in natural light to create an airy, peaceful atmosphere. Overall, the imagery is calming and empowering, reflecting a journey of healing and self-discovery through movement.

MAIN LOGO

The Jacia Kornwise logo uses The Seasons Light font to form the primary logotype - this should never be altered: Do not stretch, rearrange, or recolor.

JACIA KORNWISE

MASTER EMBODIED SOUL COACH

MAIN LOGO

WHITE

BLACK

LOGO VARIATIONS

ALT LOGO HORIZONTAL

ALT LOGO VERTICAL

LOGO VARIATIONS

LOGO MARK

SUB LOGO

FAVICON

TYPOGRAPHY

TITLE FONT

THE SEASONS

Light

Titles should be in all caps. Never us all caps for full sentences.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

TYPOGRAPHY

HEADER FONT

The Seasons

Light

The header font is used for full header sentences. Headers should be in sentence case. It can be used in regular, italic, and bold.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

TYPOGRAPHY

SUB HEADER 1

Newsreader

Light Italic

Sub header 1 should be in italic sentence case at all times unless it's a bigger block of text that would be easier to read non-italicized. Bold can be used to express emphasis.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

TYPOGRAPHY

SUB HEADER 2

MONTSERRAT

Medium

Sub header 2 is used to label short blurbs of text or to create visual interest in headings. It should be used in medium, all caps.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

TYPOGRAPHY

ACCENT FONT

Bon Vivant

Regular

The accent font should only be used as an accent to create visual interest. It should never be used for full sentences because it would be too hard to read.

TYPOGRAPHY

BODY FONT

Karla

Light

Body font should be used in all blocks of paragraph text and have a line space of at least 1.4. Bold and italics can be used for emphasis.
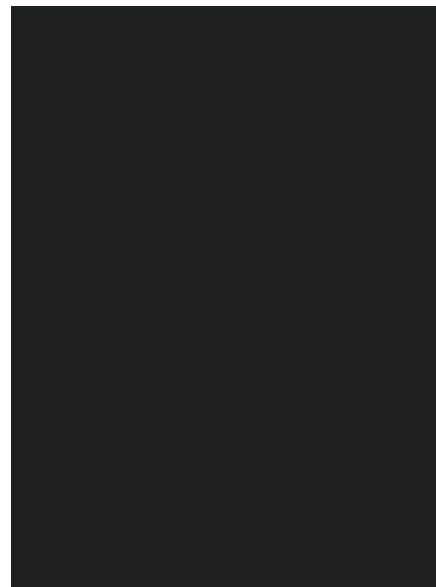
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

COLOR PALETTE

The following color palette has been created for use across all media. Lighter tints of these colors are not allowed for brand consistency.

Neutral

#1F2121

Logos, text

Primary
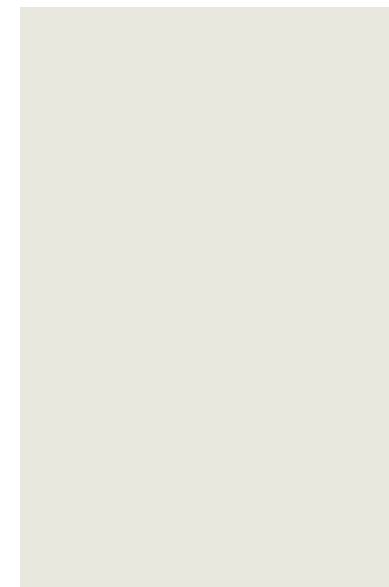
#CA061B

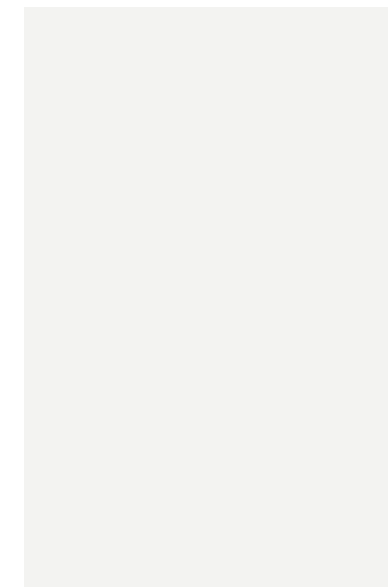Buttons, backgrounds, stock photos, accent elements

Accent

#D6007E

Stock photos, accent elements

Neutral

#E8E8DF

Backgrounds

Neutral

#F3F3F1

Backgrounds

Accent

LAYER

Logos, text

THANK YOU

BRAND ALCHEMY

AMBER@AMBERSECREST.COM

WWW.BRANDALCHEMYDESIGN.COM