

BRAND STYLE GUIDE



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logos

Using a logo correctly is an essential aspect of branding. A logo is a visual representation of a company, and it should be used consistently to ensure that it is easily recognizable and memorable. To ensure correct logo usage, it's crucial to use the correct colors and fonts, as well as the appropriate size and placement. A logo should be used in all marketing and advertising materials, including websites, social media, business cards, and promotional items, to create a cohesive and professional brand identity.

primary



emblem



established 2021

Centerpiece

event planning

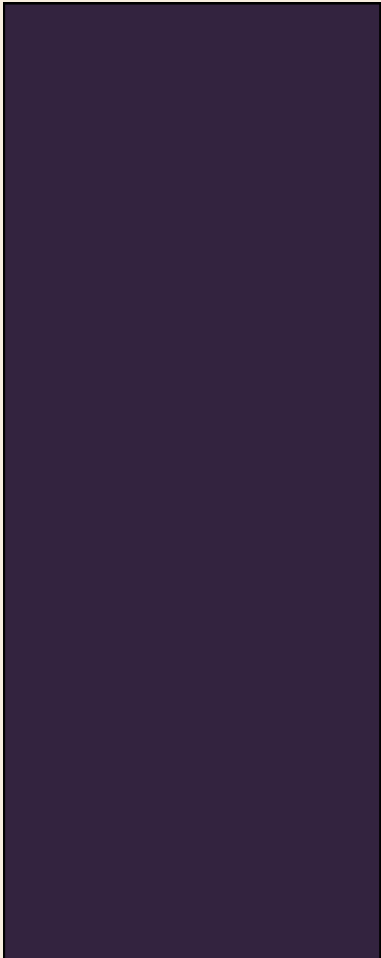
secondary

logo

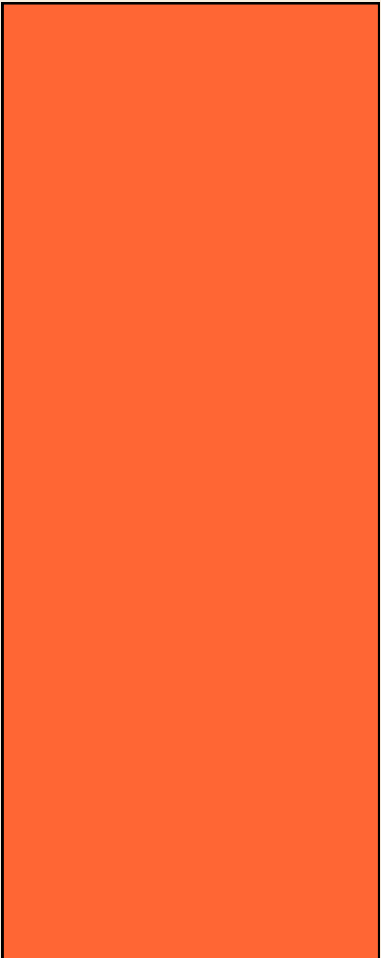


color

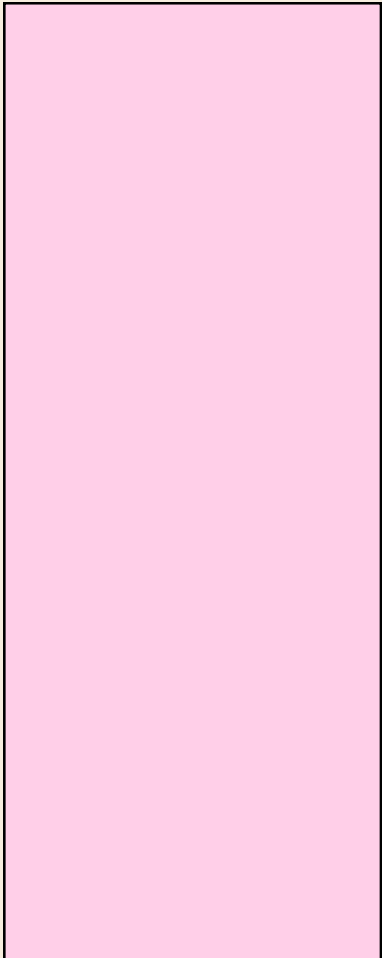
midnight
#33233F



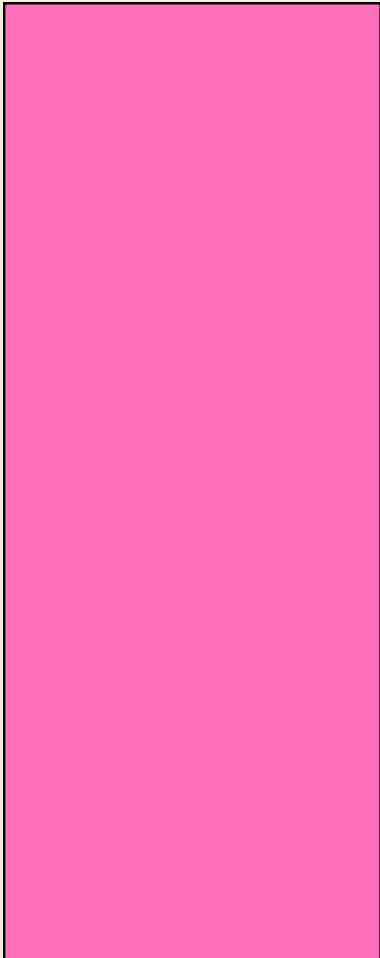
poppy
#FF6634



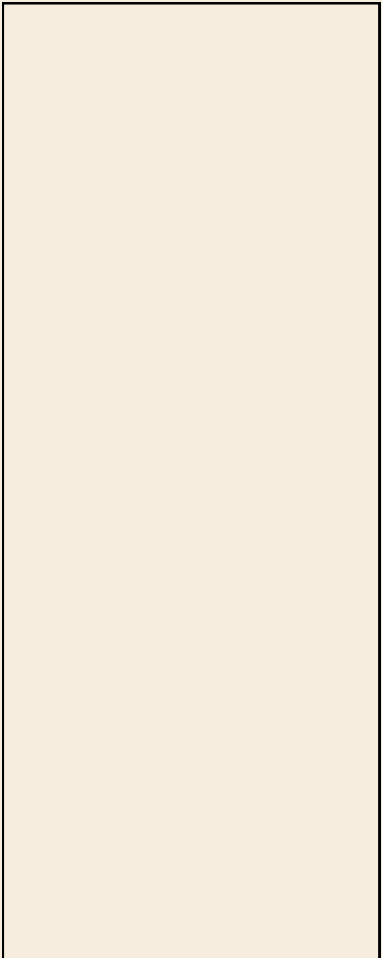
blush
#FFCFE8



lipstick
#FE70BB



buttercream
#F7EDDE



5th Avenue Regular

Typography refers to the art and technique of arranging type in order to make written language legible, readable, and appealing when displayed. This includes everything from the font choice and size to the spacing between letters, words, and lines.

fonts

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
0 1 2 3 4 5 6 7 8 9



Typography refers to the art and technique of arranging type in order to make written language legible, readable, and appealing when displayed. This includes everything from the font choice and size to the spacing between letters, words, and lines.

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

0 1 2 3 4 5 6 7 8 9

fonts

Lora

Typography refers to the art and technique of arranging type in order to make written language legible, readable, and appealing when displayed. This includes everything from the font choice and size to the spacing between letters, words, and lines.

Abcdefghijklmnopqrstuvwxyz
0123456789

fonts



Brand Voice

Personality

Your brand personality is passionate, experienced, transformative, and resourceful, which aligns perfectly with your core values. This is reflected in your commitment to providing exceptional client experiences through excellent communication and creative solutions. Your passion and experience shine through as you guide clients, and your resourcefulness ensures that each event is peaceful and infused with a touch of magic that transforms dreams into reality.



Values

Exceptional Experience

Your vision, flawlessly executed. Your peace of mind, our priority.

Community Connection

Lifting as we climb, building a stronger community together.

Excellent Communication

Guiding you every step of the way with clear, transparent communication.

Peaceful Execution

Creating calm amidst the chaos, so you can truly enjoy your event.



Brand Story

Archetype

The Enchanting Guide: This archetype embodies a unique blend of passion, wisdom, and transformative power. As the Enchanting Guide, your brand celebrates the individuality of each love story while offering sage-like guidance and support. You possess a touch of magic, turning dreams into reality and creating unforgettable experiences that leave a lasting impression.



Passionate

You deeply understand the power of love and connection, infusing every event with genuine warmth and enthusiasm.

Experienced

Your wisdom and expertise provide a sense of calm and reassurance, guiding clients through every step of their journey.

Transformative

You possess a unique ability to create magical moments, turning ordinary events into extraordinary experiences.

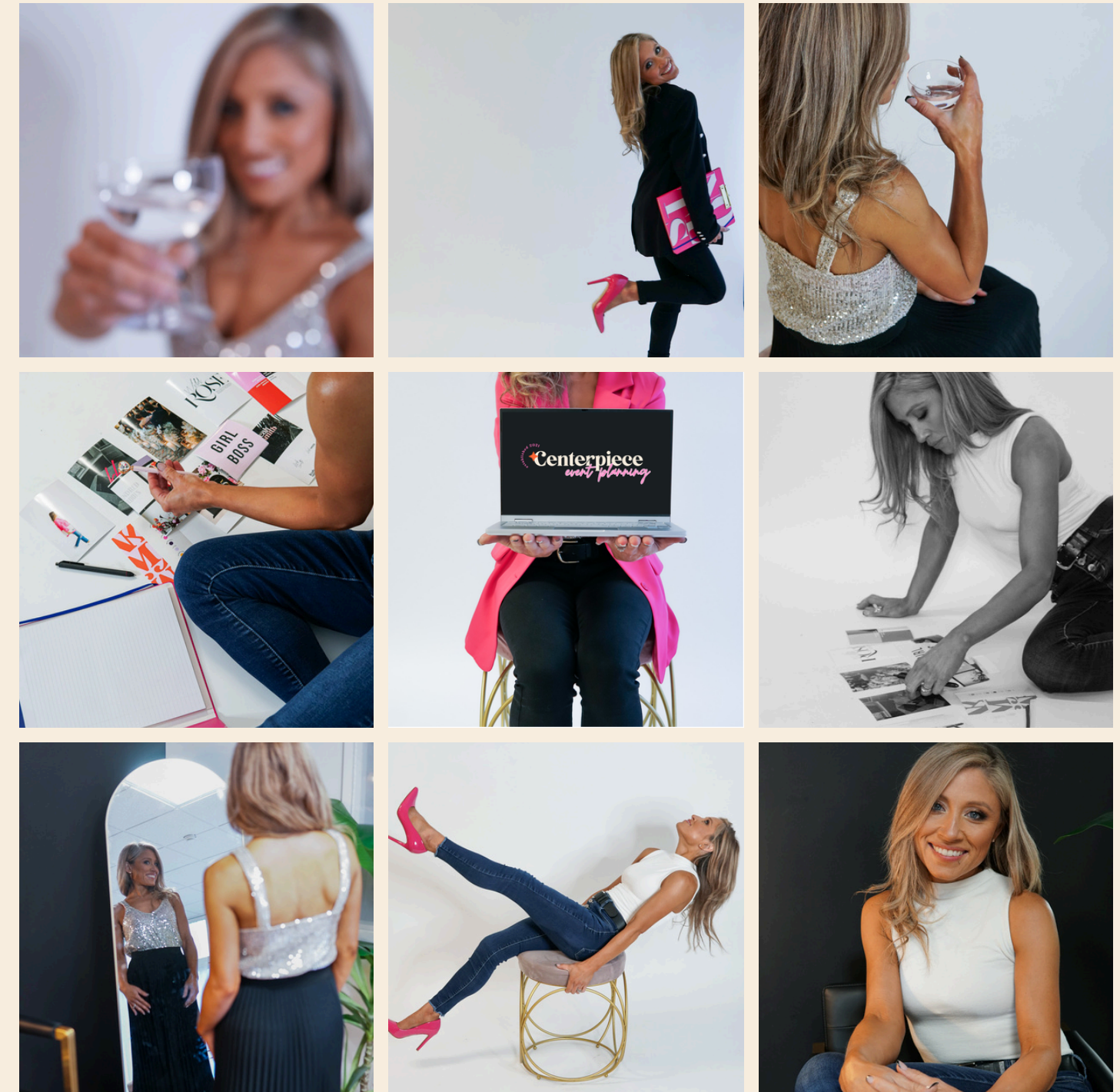
Resourceful

You approach challenges with creativity and ingenuity, finding solutions that exceed expectations.

Here's how you can use your brand voice in your online presence:

- **Social Media:** Showcase your resourcefulness by sharing behind-the-scenes content that demonstrates how you creatively solve problems. Highlight the transformations you create for events by posting before-and-after photos and videos. Offer quick tips and advice to show off your experience, and don't forget to share personal stories that showcase your passion for what you do!
- **Blog Posts:** Share your resourcefulness by providing actionable tips and tricks for creative problem-solving in event planning. Write inspiring stories about helping clients achieve their dream events to show how you are transformative. Publish in-depth guides to showcase your experience. Share your personal journey to show your passion for helping others.

When communicating with your ideal avatars on your online platforms, **make sure to show your passion and enthusiasm for helping them achieve their goals.** Demonstrate your expertise and wisdom by providing **helpful tips and advice for navigating the challenges of planning an event for a growing business.** Showcase your creativity and resourcefulness by highlighting unique solutions and approaches that go above and beyond expectations, while maintaining a sense of professionalism and trustworthiness.



[Click here to view full brand gallery](#)

imagery



Bride Avatar



| | |
|----------------|-------------------------|
| Name | Jessica, the busy bride |
| Age | 25-35 |
| Location | Western Washington |
| Occupation | Working Professional |
| Marital status | Engaged |
| Kids | Varies |
| Annual income | Medium to High |

Life

Meet Jessica, a successful marketing manager who's recently engaged to the love of her life. She's excited to plan her dream wedding but feels overwhelmed by the sheer number of decisions and tasks involved. Jessica is juggling a demanding job, quality time with her fiancé, and trying to maintain some semblance of a social life. She dreams of a wedding that's both elegant and personal, reflecting her and her partner's unique style. However, she's worried about finding the time and resources to make it happen. Jessica needs a trusted partner who can understand her vision, alleviate her stress, and bring her dream wedding to life.

Pains &
Fears

Balancing wedding planning with work and personal life, finding reliable vendors, staying within budget, and ensuring a smooth and stress-free wedding day.

Goals &
Values

To create a memorable and meaningful wedding celebration that reflects her unique love story and personal style. To feel confident and relaxed throughout the planning process, knowing that everything is taken care of.
Values: Personalization, quality, trust, and attention to detail.

Bride Avatar



| | |
|----------------|-------------------------|
| Name | Jessica, the busy bride |
| Age | 25-35 |
| Location | Western Washington |
| Occupation | Working Professional |
| Marital status | Engaged |
| Kids | Varies |
| Annual income | Medium to High |

Info
sources

Relies on recommendations from friends, family, and other brides. Uses social media, wedding websites, and blogs for inspiration and vendor research.

Key
marketing
language

As a busy bride, you deserve a wedding planning experience that is as joyful as it is organized. With my personalized approach, I'll take the time to understand your unique vision and create a seamless planning process that respects your busy schedule. From vendor recommendations to budget management and design, I'll handle the details so you can enjoy the excitement of your upcoming wedding. Let's work together to bring your dream wedding to life — stress-free.

Brand Story: Bride



| | |
|----------------|-------------------------|
| Name | Jessica, the busy bride |
| Age | 25-35 |
| Location | Western Washington |
| Occupation | Working Professional |
| Marital status | Engaged |
| Kids | Varies |
| Annual income | Medium to High |

I understand the modern bride's world. She's a woman of many roles - a dedicated professional, a loving partner, a friend, and now, a bride-to-be. She's filled with excitement about her upcoming wedding but also overwhelmed by the demands of planning such a significant event. That's where I come in.

I'm here to guide her on a journey, transforming her wedding planning experience from a source of stress into a joyful adventure. I'm committed to providing an exceptional client experience, where her vision is not just understood but flawlessly executed. Her peace of mind is my priority.

I believe in the power of community and collaboration. As I work with each bride, I'm also committed to supporting local businesses and building a stronger community together. We rise by lifting others. With clear and transparent communication, I'll be her trusted partner every step of the way. From our initial consultation to the final moments of her wedding day, she'll feel informed, empowered, and confident in our partnership.

I'm more than just an event planner; I'm a confidante, a creative collaborator, and a guide. I'll take the time to truly understand her unique love story, her personal style, and her deepest desires for her wedding day. By handling the logistics, vendor coordination, and intricate details, I'll free her to focus on what truly matters: celebrating her love and creating memories that will last a lifetime.

My goal is to create a sense of peacefulness amidst the excitement and anticipation. I'll handle the chaos so she can fully embrace the joy and magic of her wedding planning journey.

With my expertise, unwavering support, and commitment to her vision, I'll help her navigate the planning process with ease and grace. On her wedding day, she'll radiate joy, surrounded by the beauty and magic she's always dreamed of.

I'm not just creating weddings; I'm crafting unforgettable experiences that reflect the unique essence of each couple. I'm turning dreams into reality, one "I do" at a time.

My Promise: Your Dream Wedding, Without the Stress.

Business Owner Avatar



| | |
|----------------|----------------------|
| Name | Sarah, the baker |
| Age | 35-55 |
| Location | Western Washington |
| Occupation | Small business owner |
| Marital status | Any |
| Kids | Any |
| Annual income | \$75k-\$200k |

Life

Meet Sarah, a passionate entrepreneur who owns a thriving local bakery. She's dedicated to providing her customers with delicious treats and exceptional service. Sarah knows that hosting events and building community connections are key to her business's success, but she's often overwhelmed with the day-to-day demands of running her bakery. She's unsure where to start with event planning and fears wasting valuable time and money on an event that doesn't deliver results. Sarah values quality and efficiency and is looking for a trusted partner to help her create memorable events that elevate her brand and foster strong relationships within her community.

Pains & Fears

- **Overwhelmed:** Feels stretched thin with daily operations and lacks time for event planning
- **Unsure:** Doesn't know where to start with event planning, finding vendors, or creating a fun atmosphere
- **Worried:** Concerned about wasting money on an unsuccessful event that doesn't achieve their objectives
- **Understaffed:** May not have a dedicated employee to handle event planning

Goals

- **Elevate Brand:** Enhance public image and brand awareness through successful events
- **Build Relationships:** Strengthen connections with clients, employees, and the community
- **Show Appreciation:** Demonstrate gratitude to clients and employees for their support
- **Generate ROI:** Achieve measurable results from event investments

Business Owner Avatar



| | |
|----------------|----------------------|
| Name | Sarah, the baker |
| Age | 35-55 |
| Location | Western Washington |
| Occupation | Small business owner |
| Marital status | Any |
| Kids | Any |
| Annual income | \$75k-\$200k |

Info sources

- **Google:** Searches for event planning ideas, vendors, and best practices
- **Employee Recommendations:** Relies on trusted staff for suggestions and insights
- **Vendor Referrals:** Seeks recommendations from other businesses and industry contacts
- **Social Media:** Follows industry trends and evaluates potential vendors based on their online presence

Values

- **Quality:** Prioritizes excellence in products, services, and experiences
- **Relationships:** Values strong connections with clients, employees, and community
- **Efficiency:** Seeks effective and streamlined solutions to save time and resources
- **Community:** Committed to supporting and contributing to their local area

Brand Story: Business Owner



| | |
|----------------|----------------------|
| Name | Sarah, the baker |
| Age | 35-55 |
| Location | Western Washington |
| Occupation | Small business owner |
| Marital status | Any |
| Kids | Any |
| Annual income | \$75k-\$200k |

Once upon a time, in a bustling city, there lived a passionate entrepreneur named Sarah. She owned a thriving local bakery, pouring her heart and soul into crafting delicious treats and providing exceptional service to her customers. Sarah knew that hosting events and building community connections were key to her business's success. However, she often found herself overwhelmed with the day-to-day demands of running her bakery.

Like any hero, Sarah faced challenges. She was unsure where to start with event planning and feared wasting valuable time and money on an event that didn't deliver results. Sarah valued quality and efficiency and longed for a trusted partner to help her create memorable events that would elevate her brand and foster strong relationships within her community.

But Sarah was determined to overcome these obstacles. She discovered Brea, of Centerpiece Planning, a trusted event partner who shared her vision for community and passion for excellence. Together, they crafted a plan to host unforgettable events that would showcase Sarah's brand and create lasting connections with her customers.

Sarah's partnership with Brea transformed her bakery into a hub for community gatherings. Brea's expertise in event planning allowed Sarah to focus on what she did best: creating delicious treats and providing exceptional service. Together, they hosted events that left attendees feeling inspired and connected, fostering a sense of belonging within the community.

Through her passion and dedication, Sarah turned her bakery into a beloved landmark. By partnering with Brea, she proved that collaboration and a touch of magic can transform any ordinary world into an extraordinary adventure.



Brea Cantrell is the passionate and experienced owner of Centerpiece Planning. With a *touch of magic* and unwavering resourcefulness, Brea guides her clients through every step, ensuring their events are not just successful, but truly unforgettable. Her creative and ingenious approach to event planning guarantees that each celebration exceeds expectations, leaving a lasting impression on all who attend.

