

Brand Style Guide

PREPARED FOR: JESSIE KHAIRA DATE: 4/22

EMAIL: HELLO@CARRYLOVEDESIGNS.COM

www: carrylovedesigns.com

BROOKS & C PAGE 1

Table of Contents

Creative Direction9	Correct Usage
Brand Moodboard10	Custom Patterns
Brand Adjectives11	Iconography31
Brand Voice12	File Types
Brand Strategy14	Color & Typography 34
Brand Purpose15	Color Palette
Brand Values16	Color Usage
Brand Differentiators17	Type Hierarchy37
Positioning Statement18	Primary Typeface38
Target Audience	Primary Typeface39
Ideal Client Avatar21	Collateral & Applications 41
Brand Elements24	Business Cards42
Logo Suite Overview25	Letterhead
Primary Logo	Email Signature
Secondary Logo27	Digital Application45
Suhmark28	Instagram Templates

ABOUT THIS DOCUMENT

This document has been crafted specially for you to help you maintain visual consistency with your new brand identity. Inside, you will find all the visual and strategic components of your brand and the correct usage for each. You can use this guide to help you create additional assets to complement your brand identity or to help you make strategic marketing and branding decisions that align with your mission, values and target audience.

- **1.1** Brand Moodboard
- **1.2** Brand Personality
- **1.3** Brand Voice

Creative Direction

VISUAL INSPIRATION



Elegant

Exclusive

Bespoke

Visionary

You should always keep your brand personality in mind whenever you put out any brand communication out there, whereas it's a blog post, newsletter email, social media post, etc.

TONE OF VOICE

	DESCRIPTION	DO	DON'T				
ELEGANT	Showcasing a sense of refinement and stylish romance	 Use sophisticated language that is simple and refined. Incorporate classic, romantic tones within our brand voice 	 Use kitschy or overly-trendy words language or phrases Try to be too 'cute' or girly 				
EXCLUSIVE	Reflecting tastefulness and high-quality; luxury; boutique	 Choose a set of key terms that funnels our ideal client into higher paying couples Add a sense of urgency with "reserve my date" features and reserved consultations 	 Use phrases like "no job is too small" Use terms such as "average" or "ordinary" even if being used to describe the opposite. 				
BESPOKE	Reflecting a custom, one-of-a-kind experience completely tailored to our audience	 Use active words Focus on phrases that don't just show the big picture, but the fine details of our work Provide details on our methodical approach 	 Don't use passive language. Don't try to be <i>overly</i> friendly in our tone. Don't brush over accolades or education. 				
VISIONARY	Showing dimensions of creativity and uniqueness. An understanding of fine art, high-class, and otherworldliness.	 Use words that inspire. Provide details on our most creative solutions. Use out-of-the-box language 	 Don't use overly-used wedding terms like "magical". Don't brush over accolades or education. 				



- **2.1** Brand Purpose
- **2.2** Brand Values
- **2.3** Brand Differentiators
- **2.4** Positioning Statement
- **2.5** Target Audience
- 2.6 Ideal Client Avatar
- **2.7** Consumer Buying Journey

/ 02

Brand Strategy

The Why Behind Your Brand

We are passionate about building elegant, opulent Sikh weddings for luxurious couples. We are a boutique brand that prides itself on honoring culture and tradition and bringing the utmost level of hospitality to our couples (and their parents and families). We're passionate about bringing our couple's dreams to life and shocking them with details and meaningful expressions of their love story that they didn't even think would be possible.

BRAND VALUES

Integrity

We are self-assured and confident, holding ourselves to a very high standard of excellence and customer support. We are always transparent and strive to create an environment for open and honest communication. We know that building someone's wedding day is a very intimate and personal experience, and never take for granted the fact that they trusted us with the most important day of their lives.

Passion

We wake up everyday feeling like we hit the jackpot. We are motivated by our work with not only our couples, but other women of color who we are investing in through education, courses, and memberships to bolster thier success and careers.

Respect

We believe respect should be ingrained in everything we do. Whether it be through client relations, how we show up in the business market, or how we honor culture, we are a business built on respect for ourselves and respect for others so that we show up as our very best each and every day.

YOUR DIFFERENTIATORS

Jessie Khaira is the only wedding planner in the area to work with multiple South Asian weddings with budgets over \$1million. We are set apart with the expertise to execute grand, large-scale weddings seamlessly.

We focus on Sikh weddings to provide a targeted experience for dedicated brides. We are fluent in Punjabi to give an even more detailed and friendly experience where couples and their families feel at home and connected.

Jessie Khaira is not just a wedding planner but a successful business woman providing opportunities for women of color to grow in their expertise and passions with resources, guides, and courses.

For elegant South Asian couples wanting to invest in bringing their once-in-a-lifetime Sikh wedding to life.

Unlike other wedding planners focused on traditional weddings, we've mastered the art of bringing together the tradition of Indian weddings with the modern details of western design.

We are bespoke business that works one-on-one with our brides and their parents for a completely custom experience that is rooted in integrity, cultural excellence, and passion for the details.

TARGET AUDIENCE

AUDIENCE DEMOGRAPHICS	
AGE	23-30 YEARS OLD
SEX	FEMALE
LOCATION	SURRY, VANCOUVER, DESTINATION
MARITAL STATUS	ENGAGED
EDUCATION	BACHELORS + MASTERS + DOCTORATE OR PHD
OCCUPATION	C-LEVEL POSITION + OWNER + INFLUENCER + BUSINESS MOGUL
ANNUAL INCOME	\$ 150,000 PLUS
CHILDREN/DEPENDANTS	NO
RELIGIOUS BELIEFS	SIKH
HOBBIES	TRAVEL, INVESTING, SHOPPING
STRONG LIKES	EXOTIC VACATIONS, QUALITY/DESIGNER WARDROBE, TRYING NEW FOODS AND EXPERIENCES
STRONG DISLIKES	DISHONESTY, LACK OF QUALITY, LACK OF DECISION-MAKING ABILITY
PERSONALITY TRAITS	ELEGANT, DRIVEN, OPINIONATED, THOUGHTFUL

TARGET AUDIENCE

AUDIENCE PSYCHOGRAPHICS	
WHAT IS IMPORTANT TO THEM	QUALITY IN ALL ASPECTS OF THEIR LIFE (POSSESSIONS, RELATIONSHIPS, INVESTMENTS, EXPERIENCES)
WHAT MOTIVATES THEM	FINANCIAL GAIN/INDEPENDENCE, BUILDING A LEGACY, OPINIONS OF OTHERS, BUILDING A FAMILY
WHO DO THEY LOOK UP TO	BUSINESS MOGULS, WOMAN ENTREPRENEURS
WHAT THEY MAY NOT KNOW ABOUT THEMSELVES	THAT THEIR FEAR OF OTHER'S OPINIONS IS STIFLING THEIR OWN VISION OR DREAMS
WHAT ARE THEIR LIFE GOALS	TO GROW IN THEIR CAREER AND PASSIONS, TO EXPLORE THE WORLD, SUCCESSFUL RELATIONSHIPS
WHAT DO THEY STRUGGLE WITH	TRYING TO PLEASE PARENTS
DO THEY PRIORITISE PRICE, QUALITY OR EASE	QUALITY
WHAT STRESSES THEM OUT ON A REGULAR BASIS	OPINIONS OF PARENTS, NOT ENOUGH TIME IN THE DAY, THINKING OF WHAT THEIR NEXT MOVE WILL BE (BUSINESS OR FINANCIAL)
WHAT SOLUTIONS ARE THEY CURRENTLY LOOKING FOR	FIND A WEDDING PLANNER TO BRING THEIR DREAM WEDDING TO LIFE, SOMEONE WHO WILL REDUCE THEIR STRESS AND BE IN THE DETAILS
HOW DO THEY MAKE A BUYING DECISION	EXTENSIVE RESEARCH, HIGHLY RELIANT ON REVIEWS, THEY NEED TO SEE RETURN ON THEIR INVESTMENT TO COMMIT, WILL WANT EXAMPLES/PORTFOLIOS, ETC
WHAT NEEDS TO HAPPEN FOR THEM TO PURCHASE FROM YOU	TO SEE CLIENT REVIEWS THAT PROVE RESULTS & SEE PORTFOLIO OF PICTURES THAT SHOWCASE CREATIVITY AND ELEGANCE



NAME	Shirim
AGE	29
LOCATION	VANCOUVER
OCCUPATION	DERMATOLOGIST
ANNUAL INCOME	\$ 230,000 USD
MARITAL STATUS	ENGAGED

About Shirim

Shirim is a 29 year old woman living in Vancouver working as a lead professional dermatologist for one of the top practices in the area. Shirim is a very hard-working, loyal woman who truly values the people in her life and living to a high standard. Shirim is incredibly elegant and striking. She can make anyone feel at ease and has a grace about her that makes everyone drawn to her.

Shirim and her fiancé are planning for a year long engagement to make sure there is plenty of time for planning. She is looking for the top wedding planner in the area to bring her vision to life. She wants a wedding that will wow her guests and be an actual experience-driven event. She wants to honor her Punjabi culture and Sikh traditions, while creating an elegant, lavish aesthetic. She is drawn towards more refined styles than over-the-top styles that might be overwhelming. She wants her family and guests to feel they are in a luxury fairytale for the night!

Shirim is going to be looking for quality reviews that showcase results, high-quality images and videos, and beaming client testimonies. She wants to know that her large investment will go a long way without having to worry about things along the way. She is going to be reading every page of our site and combing through our Instagram to make sure we align with her hopes and values for building her wedding day. She will be attracted to us for our credibility and longevity in the industry and in the area. We also want to make sure we reference our commitment to how we include parents and family members in the process to create an environment that is welcoming and respectful.

CONSUMER BUYING JOURNEY

Awareness	Consideration	Purchase	Retention	Advocacy
How will your client/ consumer know about you and what you offer? Where will they find out about you? Through which platforms/ mediums?	Your consumer is researching more info about who you are & what you do. How can you build trust at this point and move them to the next stage?	How can your client/ consumer book you or purchase from you? Is the process simple and straight forward or is there something holding them back?	What can you do to retain the client and get them to purchase or work with you again? What, when and how can you pitch them another offer?	How can we continue to nurture this relationship and develop brand loyalty to increase our client/consumer lifetime value?
Our clients are looking for the best of the best. She has done extensive online searching and most likely found us through Instagram, accolade reference, or word of mouth. We hope to bolster our SEO efforts so that we are managing a heavy intake of high-budget leads coming through google	Our clients want the 'wow' factor. They care about the guest experience and overall environment that the wedding will create, so they will be looking for someone who will validate this and know how to pull it off. They will want our web copy to be detailed and transparent & to showcase how our process is unique compared to 'cookie cutter' planners. We will want to highlight our core values at this stage to reinforce our commitment to hospitality and the client experience.	They want an exclusive experience - they want to feel they are the only couple that we work for. They'll need a consultation call to discuss their vision and discuss any fears or hangups. She will actually appreciate a level of financial risk at the beginning stages of purchase because she values quality and exclusiveness. For example, an initial \$50 consultation call would express a level of exclusiveness that they would find attractive. For those same reasons, they'd also be attracted to a "Reserve my date" feature.	Transparency, hustle and creativity! They'll love when we come up with creative ideas on how to make her wedding unlike any other. They will appreciate when we go the extra mile to make the smallest detail something special. They also value their investment and won't be afraid to spend money if they trust that we are advocating for the best use of their funds. This will leave them feeling that they'd want to refer us to their friends and family.	1. A high-quality client Thank You gift that is shipped to their home right after the honeymoon. 2. Thank you gift for first referral: Once the wedding is over, They'll be posting wedding photos for Instagram followers for weeks and weeks, and will want to rave about our amazing service. Once we receive our first bride that found out about us through them, they will appreciate a gift of gratitude. 3. Full blog feature of their wedding + details

- **3.1** Logo Suite Overview
- **3.2** Primary Logo
- 3.3 Secondary Logo
- 3.4 Alternative Logo
- **3.5** Submark
- **3.6** Correct Usage
- **3.7** Patterns
- **3.8** Icons
- **3.9** File Types

/ 03

Brand Elements

LOGO SUITE OVERVIEW

PRIMARY LOGO

SECONDARY LOGO

JESSIE KHAIRA

JESSIE KHAIRA

SUBMARKS



CUSTOM ELEMENTS





PRIMARY LOGO



JESSIE KHAIRA

The primary logo has been customized to be used most often for brand recognition. It should never be rearranged or altered into a different formation. Legibility and consistency is most important. Keep the size of the logo large enough to clearly read and always use alternative submarks when you need a smaller scaled version, as the small words will get lost if scaled too small.

Min width x height: 197x27 px

x = 0.2"

AVAILABLE IN

_

SECONDARY LOGO





The secondary logo incorporates a new typeface for added dimension that shows off our luxurious brand. Use this logo (or the horizontal version) for small scaling, and do not alternate sizing outside of the required dimensions. This is too ensure your visuals stay within balance of one another and the proper elements are used within their intended dimensions.

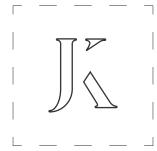
AVAILABLE IN

Min width x height: 139x109 px

x = 0.2"

CORRECT USAGE





Do not outline the logo



Do not use logo in any unapproved colour



Do not add unapproved elements to the logo



Do not type your brand name in a different font



Do not violate the required white space and min size



Do not distort your logo in any way



Do not add a shadow or other effect



Do not forget about contrast with the background

CUSTOM PATTERNS/TEXTURES





Patterns or textures help add depth and movement to the brand. These are great for background and added elements for print, website sections, and social media. Use these within your brand when you need and extra pop of something special to bring your visuals to life.



FILE TYPES

Within your final folder, you will see that your files come in a variety of file types. Here's an explanation of all the different types as it's important you choose the right file for the correct applications.

.SVG | BEST FOR WEB

This is a scalable vector file type with a transparent background used mostly to display graphics on the web.

.JPG | BEST FOR PRINT & WEB

Most common raster file type without transparency. 300 dpi resolution is best for print, 72 dpi for web.

.PNG | BEST FOR WEB

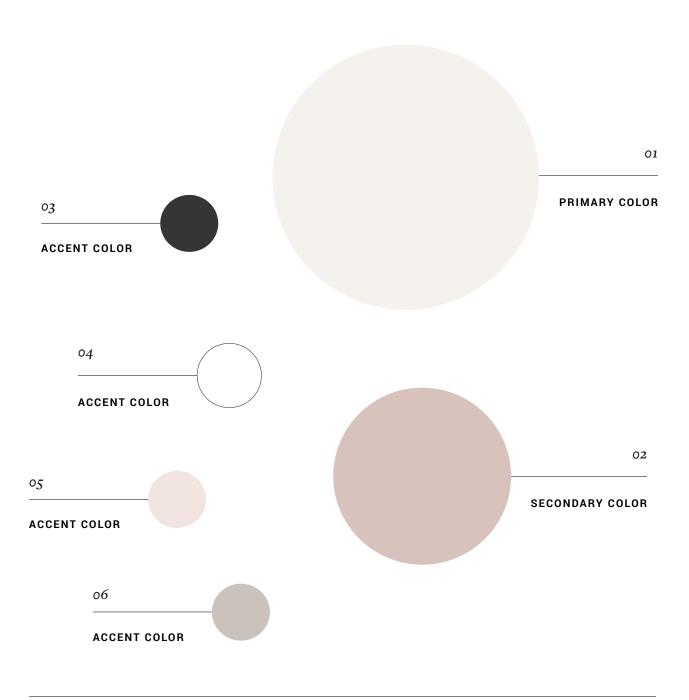
Raster file type which allows transparent background. Only support RGB colours. For web use.

Vector vs Raster files

Graphic files come in two formats: raster vs vector. Raster files use a fixed number of pixels to form an image. This means that an image can get pixelated if stretched out. Vector files, however, are built using mathematical formulas. This means they can infinitely adjust in size without losing resolution.

4.1 Color Palette4.2 Color Usage4.3 Typography

COLOR PALETTE



LACE	ACE MORNING		PINK ROSE		LUXE BLACK		WHITE		CASHMERE		
HEX RBG	# ebe9e6 235 233 230	HEX RBG	# F2E5E1 242 229 225	HEX RBG	# D1B0AB 209 176 171	HEX RBG	#333535 51 53 53	HEX RBG	#FFFFFF 255 255 255	HEX RBG	# CCC2BC 204 194 188
СМҮК	0128	СМҮК	4980	СМҮК	18 31 27 0	СМҮК	1 0 0 79	СМҮК	0000	СМҮК	22 22 24 2

COLOR USAGE

RGB + HEX

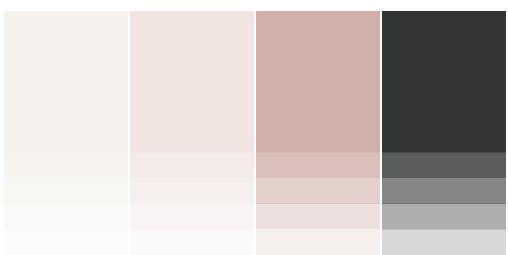
Both are used on-screen. HEX are colors used primarily for web design and RGB is the combination of colors you see on digital screens (mobiles, TV, laptops, etc.)

CMYK

A combination of cyan, magenta, yellow and black, CMYK colors are used in offset and digital printing (business cards, brochures, flyers, etc.)

PANTONE

These are standardised color inks used for printing when you want to maintain strict color consistency across various branded print products globally.



LACE		MORNING		PINK ROSE		LUXE BLACK		WHITE		CASHMERE	
HEX	# ebe9e6	HEX	# F2E5E1	HEX	# D1B0AB	HEX	#333535	HEX	#FFFFF	HEX	# CCC2BC
RBG	235 233 230	RBG	242 229 225	RBG	209 176 171	RBG	51 53 53	RBG	255 255 255	RBG	204 194 188
СМҮК	0 1 2 8	СМҮК	4980	СМҮК	18 31 27 0	СМҮК	1 0 0 79	СМҮК	0000	СМҮК	22 22 24 2
PANTONE 663 C		PANTONE 663 C		PANTO	PANTONE 4745 C		PANTONE 447		PANTONE WHITE		ONE WARM



GRAY

TYPOGRAPHY

01/ THIS IS A SUBHEADING

THIS IS A HEADER

- Pe repedit, simin rae moditec esecturerum dolorem olorum dentem qui reseriae. Berruntis de conserernat. Doluptature reperiore qui dolupta tistium aut fuga. Aximus res pelit, earum non ped quiaspis. Pe repedit, simin rae moditec.
- 05/ BUTTON STYLE

FONT CHOICES

- ol/ Sweet Sans Pro / Light / 100 spacing
- 02/ Goldenbook / 50 spacing
- 03/ Quattrocento / 10 spacing
- o4/ Sweet Sans Pro / Regular / 100 spacing

PRIMARY TYPEFACE

GOLDENBOOK

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@\\$\%\^&*()_

 $\operatorname{GOLDENBOOK}$ should be used as a primary font for headers only, not body text

PRIMARY TYPEFACE

Quattrocento

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()_

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()_

Applications

DIGITAL APPLICATION

FAVICON



BUTTON STYLES

BUTTON STYLE

SOCIAL PROFILE IMAGES

SOCIAL COVER IMAGE





CARRYLOVE DESIGNS

Taking your business to the Next Level

www.CARRYLOVEDESIGNS.COM HELLO@CARRYLOVEDESIGNS.COM