

BRAND GUIDELINES



ATHALIE SILVERENTAND

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Welcome, this document explains, through 3 topics, the assets of the painter Nathalie Silverentand brand.

1.

Logo

2.

Color Palette

3.

Typography



logo.

this logo uses 2 fonts: **chapaza regular** and **naturaliste regular**. “naturaliste” is there to give a *creative signature vibe*, while “chapaza” is giving a professionalism in the surname and occupation.

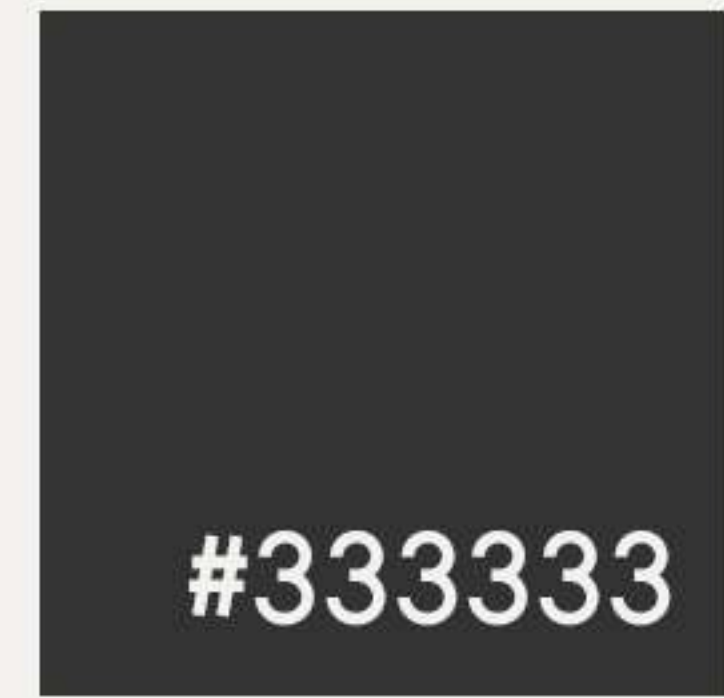
the drops are subtle, but there to add personality.

this logo was created to be used as *watermarks*.



this logo is the short version that should be used in the **website** and on **social media profiles** if needed.

this contains the tint drops and is *embraced by a circle* representing a creative stamp.



These colors are used to express **simplicity**, **minimalistic style**, and **high-quality products**.

Gold is used because according to color psychology it sparks interest in the user.

We are using the colors to create an accessible brand for all people and to maintain consistency.

Also, the colors we chose express Nathalie's artwork, being in theme with her style and paintings.

An abstract painting with soft, blended colors of red, orange, yellow, and blue, creating a textured, painterly effect.

color palette.

TYPOGRAPHY



Chapaza Regular
Chapaza Italic

Louis George Cafe Regular
Louis George Cafe Italic
Louis George Cafe Bold
Louis George Cafe Sample

Authentic Signature

Rules of usage:

Authentic Signature must only be used for headlines.

Chapaza regular for headlines and sub headlines.

Louis George Cafe regular for body texts.

Pairings:

Authentic Signature and Louis George Cafe regular

Chapaza regular and Louis George Cafe regular

Hierarchy example:

Call to action:

inactive:

Explore my gallery



Commission

PROCEED TO PAYMENT

active:

Explore my gallery



Commission

PROCEED TO PAYMENT

Thank you for your purchase!



You will receive your payment invoice and
order details shortly in your email.



Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
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