

EMMIE FAUST

BRAND GUIDELINES





PERSONALITY

Fun

Supportive

Honest

Friendly

Expert

Savvy

Collaborative

Energetic



HEADERS

Montserrat Light
abcdefghijklmnopqrstuvwxyz
1234567890!&£?

MONTSERRAT REGULAR CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!&£?

Rufina Regular
abcdefghijklmnopqrstuvwxyz
1234567890!&£?

BODY

Montserrat Regular
abcdefghijklmnopqrstuvwxyz
1234567890!&£?

Montserrat SemiBold
abcdefghijklmnopqrstuvwxyz
1234567890!&£?



COLOUR PALETTE

COLOUR PALETTE

When using type on top of coloured backgrounds, please make sure type colour matches this example, eg: on a yellow background the type should be in navy, on the teal background the type should be in white.

C100 M77 Y35 K63
R0 G30 B60
#001e3c

SLIDE BG COLOUR
#19344f

C33 M21 Y20 K2
R182 G189 b194
#b6bdc2

C71 M10 Y40 K0
R61 G169 B163
#3da9a3

C6 M2 Y85 K0
R249 G231 B51
#f9e733

C17 M10 Y11 K0
R218 G222 B224
#dadee0

C0 M79 Y42 K0
R241 G83 B107
#f1536b

C5 M13 Y69 K1
R60 G158 B110
#3c9e6e



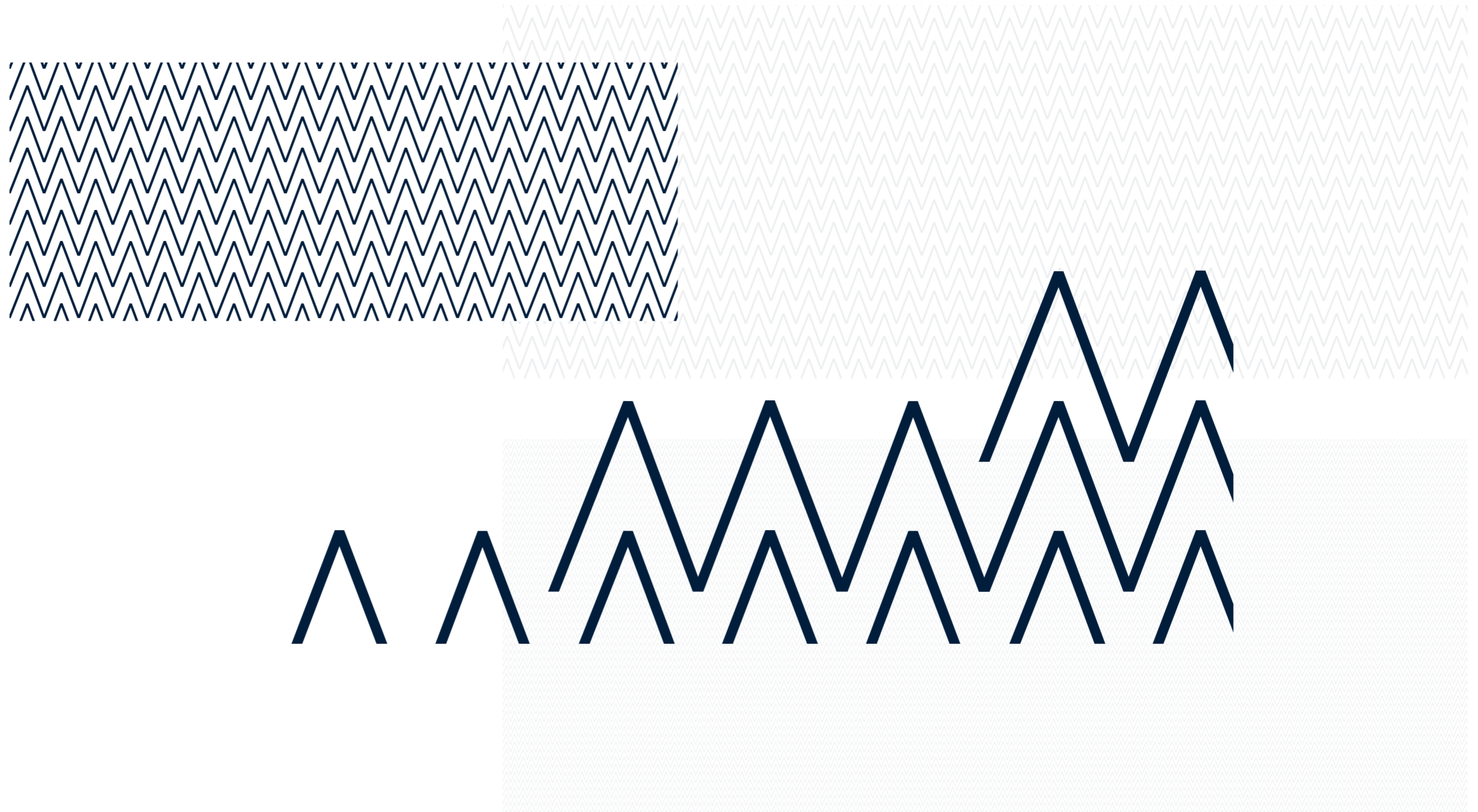
EMMIE FAUST

EMMIE
FAUST





BACKGROUND PATTERN





EMMIE & CLIENT SHOTS

Whilst we need shots of you, we also need shots of you with your client. The images need to be more from a client's perspective, so they can understand and see themselves working with you.

You can have a headshot in various places on your website and social, but overall the imagery should be about others or how you help them and provide their need.

These are the best shots I think you could use but would recommend commissioning a shoot as soon as lockdown is lifted.

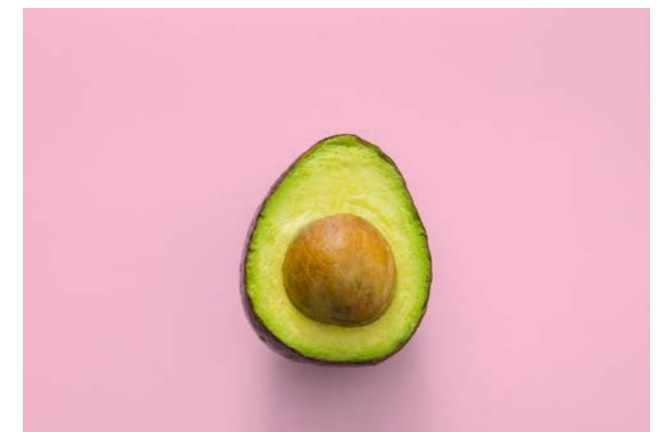




COLOUR BLOCK BG

Objects and people with clean colour block background. You could also commission your own photoshoot with specific symbolic objects / yourself.

Fun and bright yet clean and simple. Adding in people shows collaboration/partnership and create emotive reaction. Plenty of stock images to use in the meantime.





IMAGERY / COLOUR BLOCK





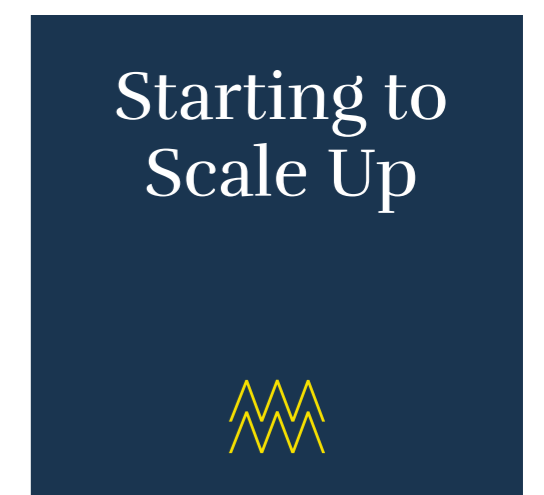
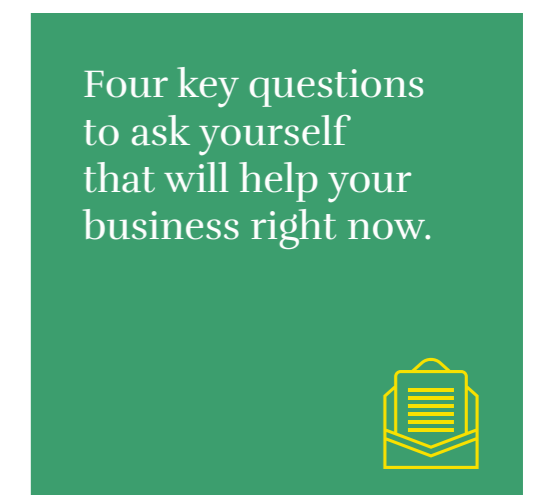
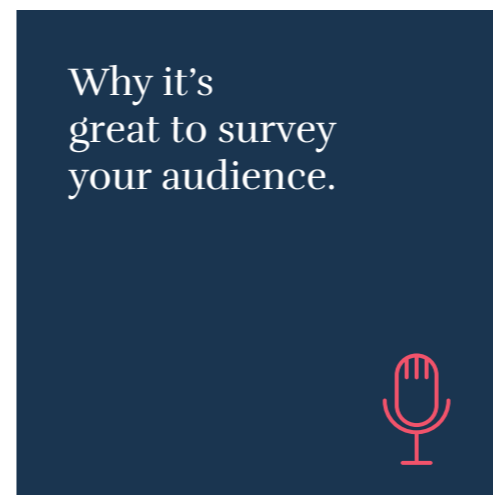
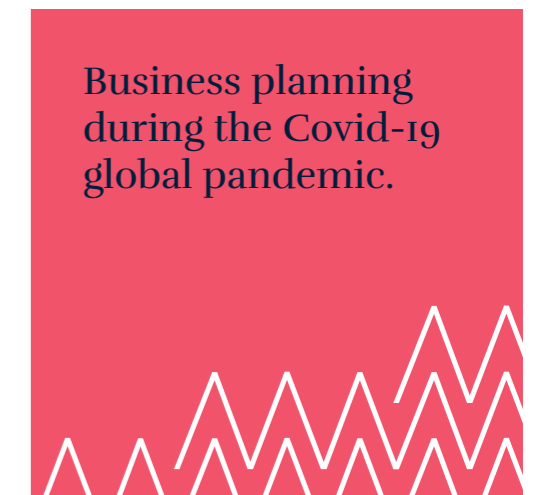


GRAPHIC DEVICE

Colour block backgrounds, with MM zigzag pattern used on some slides, others clean with simple linear icons to denote podcast / newsletter / blog / etc. Others have MM mark and/or Emmie Faust logotype.

Mixing up the colours and graphic styling stops the slides being too repetitive and provides focus.

Variation of font also breaks up visuals.





SOCIAL FEED & SLIDE EXAMPLES / PODCAST FEED

EXAMPLE PODCAST / BLOG FEEDS
& LINKED IN NEWSLETTER BANNERS



EXAMPLE INSTA FEED -
MIX OF TEXT AND IMAGERY

