# logos



LOGO MARK	0!
LOGO VARIATIONS	0

#### PERSONA

### logo mark

The logo mark for MH Photo reflects the timeless yet creative approach that Madeline takes towards her photography. The combination of a whimsical scalloped border and a custom serif monogram make a lasting impression that communicates authenticity.



# logo variations

Utilizing the color palette (see page 12), the logo mark can be displayed in a variety of combinations to apply to different mediums and backgrounds.





PRIMARY TYPEFACE	30
SECONDARY TYPEFACE	09
TERTIARY TYPEFACE	10

#### PERSONA

A strong and classic serif font to present photographer name to the viewer.

#### PRIMARY FONT

Lora Normal

# Aa

#### ABCDEFGHIJKLMNOPQRS TUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A variation of the primary font. Intended use is for titles on website and stationery.

#### SECONDARY FONT

Lora Italic

Aa

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

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

A simple complimentary sans serif font to be used as copy font and subheadlines on website and stationery.

#### TERTIARY FONT

Figtree Normal

# Aa

ABCDEFGHIJKLMNOPQRS TUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## color palette



BRAND COLORS

PERSONA

#### colors

The combination of fern and mist delivers an airy and bright feeling and breathes life into the brand of MH Photo. These colors should be displayed in tandem with crisp white. C: 57 M: 34 Y: 56 K: 8

#758875

R: 117 G: 136 B: 117

fern

C: 4 M: 1 Y: 0 K: 0

#F3F7FC

R: 242 G: 247 B: 253

mist

#### website



MOBILE VIEW	14
DESKTOP VIEW	15

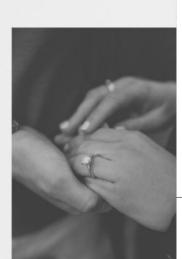
#### PERSONA

#### mobile

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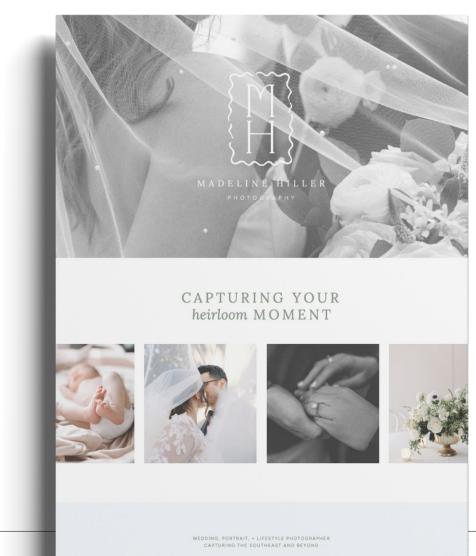
### CAPTURING YOUR heirloom MOMENT





# desktop

The combination of fern and mist delivers an airy and bright feeling and breathes life into the brand of MH Photo. These colors should be displayed in tandem with crisp white.



let's be friends