



BRANDING PORTFOLIO



CLIENT: SHERRA EDGAR
BRANDING / WEBSITE DESIGN /
BRAND PHOTOGRAPHY / COACHING

MAIN LOGO

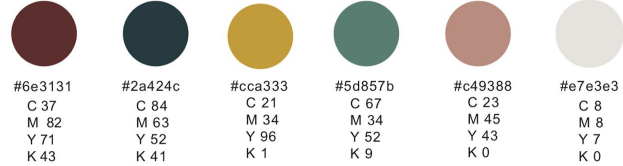
Sherra Edgar

WATERMARK



ALTERNATIVE LOGOS

Sherra Edgar Sherra Edgar



FONTS

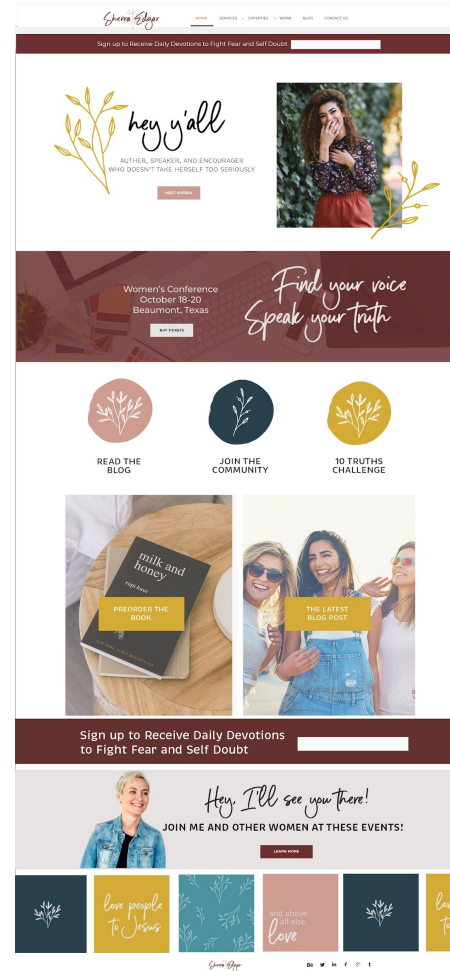
AaBbCcDdEeFf
AaBbCcDdEeFf

BRAND ELEMENTS



PATTERNS





CARD DESIGN / HOMEPAGE DESIGN

CLIENT: WHEEL ESTATE OF SOUTHEAST TEXAS
BRANDING / WEBSITE DESIGN



BRAND STYLE GUIDE

MAIN LOGO



LOGO ALTERNATIVE



BRAND MARKS



TYPOGRAPHY

BURFORD BASE
SABATONS REGULAR

#323525 #9B784E #BBAA9A



INITIAL PHASE: BRAND DISCOVERY



MAIN LOGO



SECONDARY LOGO



WATERMARK



BRAND COLORS



#231F20



#1F3465



#AEADAE



#FFFFFF

BRAND TYPOGRAPHY

HEADING TYPE: RALEWAY BOLD

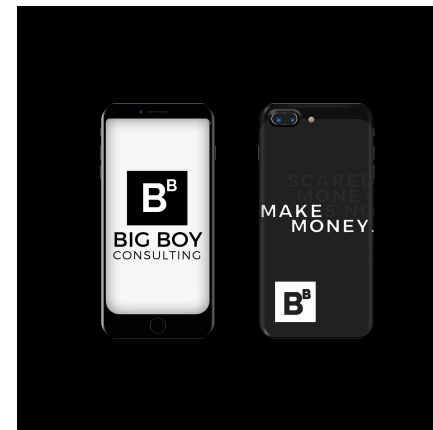
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

COPY TYPE: MONTERRAT LIGHT

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

CLIENT:
BIG BOY CONSULTING
BRANDING

**FINAL PHASE
BRAND DELIVERY**



CLIENT:
SILSBEE LAWN & LANDSCAPES
BRANDING

SILSBEE LAWN & LANDSCAPES CLASSIC PROFESSIONAL



**INITIAL PHASE:
BRAND DISCOVERY**



MAIN LOGO

SILSBEE  **LAWN**
& LANDSCAPES

LOGOMARK



MAIN



WHITE

ALTERNATIVE LOGO



SILSBEE LAWN
& LANDSCAPE

ONE COLOR LOGO OPTIONS

BLACK

SILSBEE  **LAWN**
& LANDSCAPES

MAROON

SILSBEE  **LAWN**
& LANDSCAPES

WHITE

SILSBEE  **LAWN**
& LANDSCAPES

BRAND COLORS



SILSBEE MAROON
C28 M100 Y100 K33
#871515



BLACK
C75 M68 Y67 K90
#000000



WHITE
C0 M0 Y0 K0
#FFFFFF

BRAND FONTS

HEADER FONT: BASKERVILLE SEMIBOLD

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

PARAGRAPH FONT: AVENIR LIGHT

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

CLIENT:
SILSBEE LAWN & LANDSCAPES
BRANDING

FINAL PHASE
BRAND DELIVERY

