

# Style Guide

Consider this Style Guide a tool to refer to when using the Dayna Sterling Interiors brand.

On the following pages, each element is presented individually to showcase the brand’s detail and depth. When applied systematically, these elements create the sum of Dayna Sterling’s brand identity.

This document provides explicit instructions and rules for application, placement, and usage of the brand. Wherever possible, visual examples are shown to illustrate these rules.

In order to maintain a consistent voice and aesthetic, we invite you to review these guidelines when adapting the brand to new concepts, contexts, and applications.

Brand Program, 1.0  
Updated November 2024

Designed by Lovably  
in New York City

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DAYNA STERLING  
INTERIORS

The Dayna Sterling Interiors wordmark is a custom typographic logo, designed specifically for this brand. It should not be altered in use.

Included in your Brand Program are green, blush, and white variants organized for digital and print applications.

The assets labeled *RGB* may be used for any digital application, such as a website or other online graphics.

The assets labeled *CMYK* may be used for any print application.

Each variant is set in three file formats: *PDF*, *PNG*, and *SVG*.

*PDF* and *SVG* are vector formats which are well-suited for print and digital applications at any size or resolution.

*PNG* is a raster-graphics format best suited for digital images, especially those intended to be shared online. The *PNG* mark should never be used for print applications as doing so may cause distortion and other inconsistencies.

The Dayna Sterling Interiors monogram is a custom symbol, designed for use in applications wherein the wordmark is too large or revealing. This mark should not be altered in use.

Included in your Brand Program are green, blush, and white variants organized for digital and print applications.

For instructions pertaining to color and format, refer to the guidelines outlined on [Page 5](#).





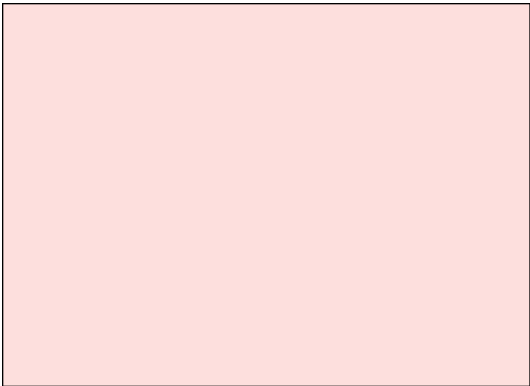
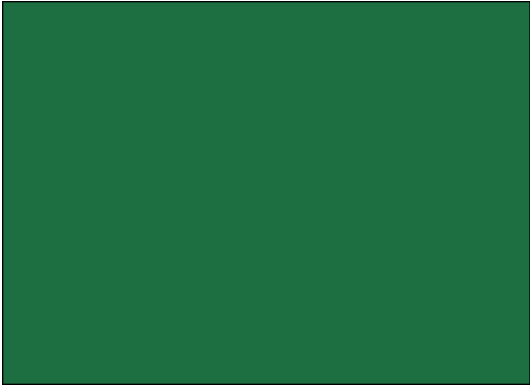


We encourage you to become familiar with the proper placement of your logo, as displayed in the various examples provided.

Do not use the wordmark and monogram together. Never distort, stretch, or rotate the logo. Never fill with off-brand colors.

The color swatches illustrated form Dayna Sterling’s exclusive brand palette.

For use in digital applications, use the specified RGB or HEX color codes.

For print applications, use CMYK or PANTONE for spot-printing.

	<div>Blush</div> <div>CMYK0, 14, 7, 0</div> <div>RGB253, 224, 221</div> <div>HEX#FDE0DD</div> <div>PANTONE 698 C</div>
	<div>Light Green</div> <div>CMYK80, 20, 85, 35</div> <div>RGB30, 110, 64</div> <div>HEX#1E6E40</div> <div>PANTONE 7733 C</div>
	<div>Dark Green</div> <div>CMYK80, 20, 85, 65</div> <div>RGB0, 73, 37</div> <div>HEX#004925</div> <div>PANTONE 3537 C</div>
	<div>Dark Grey</div> <div>CMYK75, 65, 70, 80</div> <div>RGB19, 24, 20</div> <div>HEX#131814</div> <div>PANTONE Black 6 C</div>



The logo, whether wordmark or monogram, should be set in light green when placed atop a white or blush background and in blush when placed atop a dark green or dark grey background or photo.

Never allow the logo to appear atop any color not specified in the brand palette outlined on [Page 11](#).

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1234567890

Headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1234567890

Body



Your brand is a primary point of connection with your clients and the world, making it one of your most valuable assets.

We design our brands to last a lifetime, but consistency of usage and execution is essential in making this goal a reality.

It is with great pride and care that we hand this brand off to you. We trust your judgement and we're confident that you will handle your identity with the utmost care and attention to detail. Thank you.

Cheers from New York City,  
Lovably

For questions pertaining to branding and usage, please contact Lovably.

hello@lovably.com  
212.417.0188

lovably.com  
@lovably

