

# Style Guide

Consider these guidelines a tool to help you make the right choices when using your brand identity. This guide will walk you through what to do and what not to do with the logos, color palette, typography, and other graphic elements of your brand.

On the following pages, every brand element is presented individually to showcase the detail and depth of the various pieces that create the sum of your holistic brand identity. Each page provides explicit instructions and rules for application, placement, and usage. Wherever possible, visual examples are shown to help illustrate these rules.

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

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Branding designed by Lovably  
in New York City

Should you have any questions  
regarding usage or placement of the  
your brand, please feel free to email  
[hello@lovably.com](mailto:hello@lovably.com).

# Logomark



The Katrina Hernandez wordmark is a custom typographic logo, designed and crafted specifically for your brand.

Never alter or recreate the mark.

Included in your Brand Identity Package are three variants — Color, Grey, and White — each set in three file formats: SVG, EPS, and PNG.

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

PNG is a raster-graphics format well suited for digital images and graphics, especially those intended to be shared online. It should never be used for print applications.

# Wordmark

# KATRINA HERNANDEZ

A wordmark has been prepared and is included in your Brand Identity Package in all formats previously outlined on Page 4.

This version should be used separately from the logomark for contexts in which Katrina's full name is required.

It may be used in the same layout as the wordmark but never directly alongside the wordmark.

# Placement

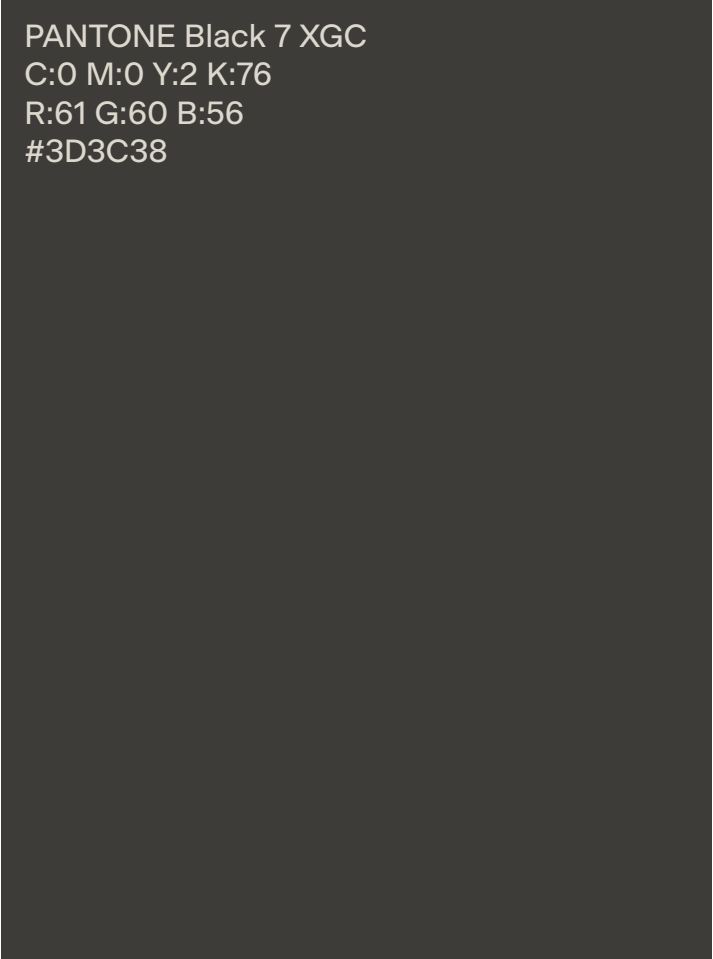
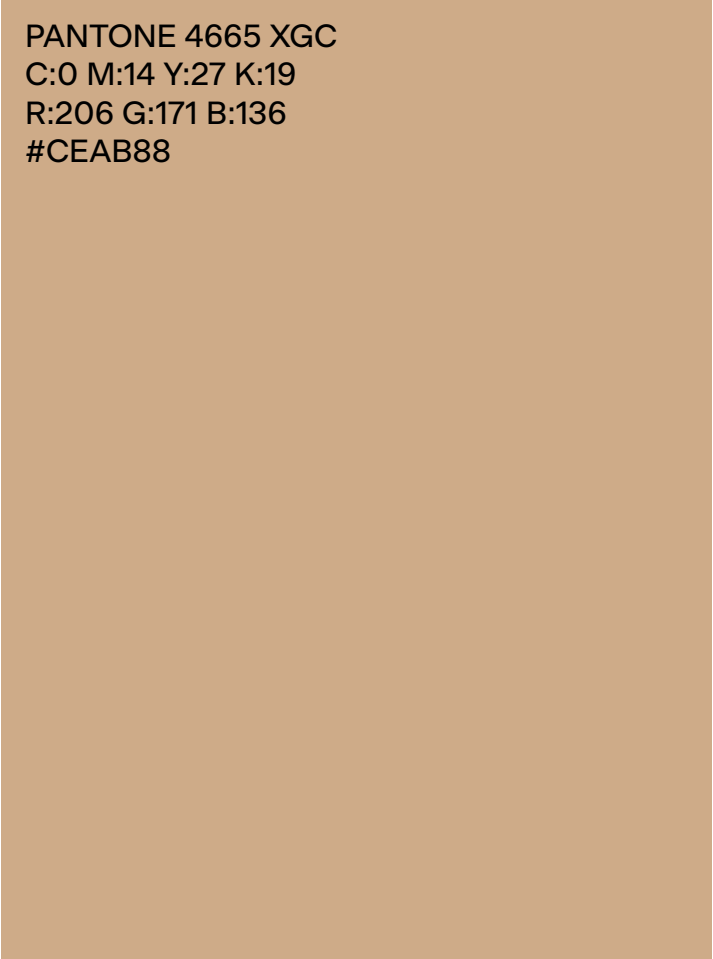
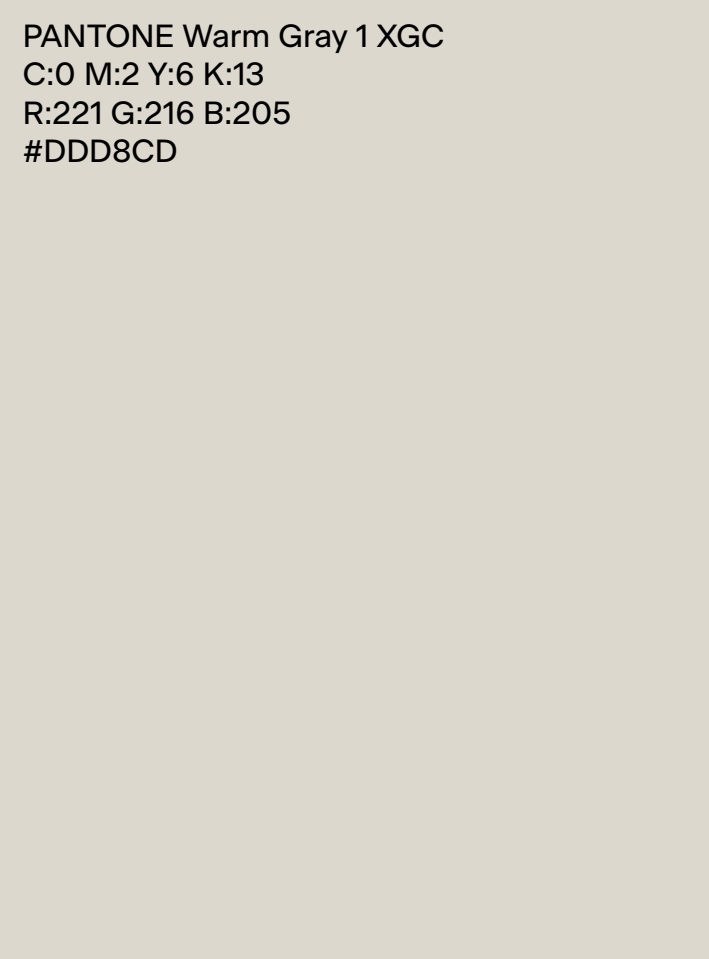
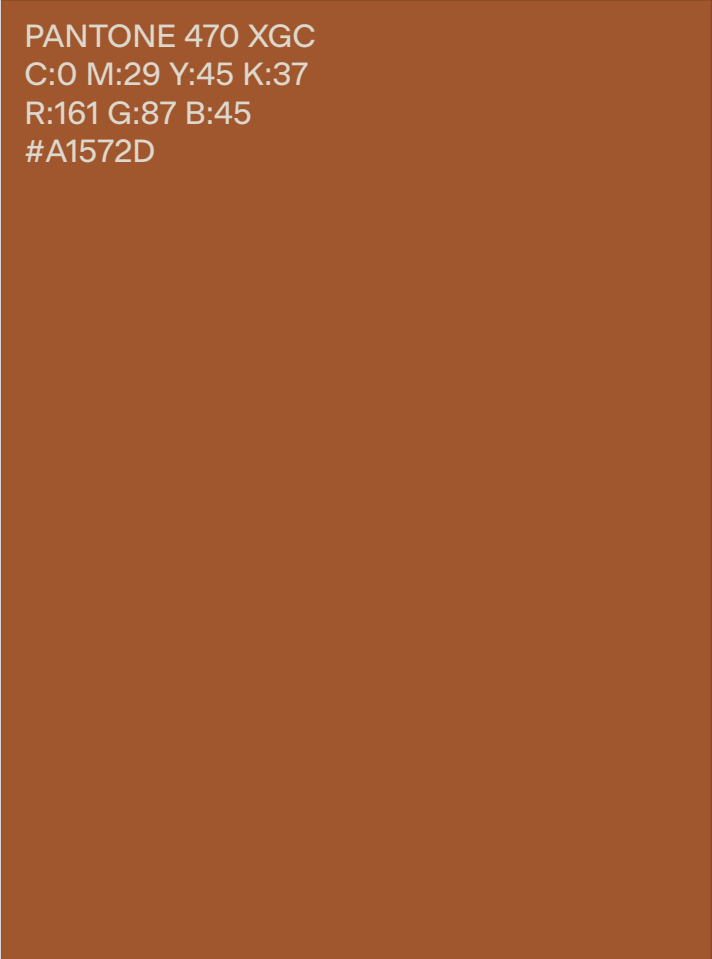


We encourage you to become familiar with the correct placement of the wordmark, as displayed in the various examples above.

Never flip, distort, stretch, or rotate the wordmark. Never fill with off-brand colors or use in direct combination with the logomark.



# Color Palette



This is the exclusive color palette for the Katrina Hernandez brand.

For use in digital applications, use the specified HEX (#-----) color codes. For printing, use PANTONE or CMYK.



The logo should be set in color when placed atop a white background, in grey when placed monochrome printing is required, and in white when placed atop a dark background or photo.

Never allow the logomark to appear atop any color not specified in the brand color palette.

# Typography

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

Large Headings

Separat, Regular  
Or Type

Available in your Brand Identity Package

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

Body and Small Headings

Futura PT, Book  
Paratype

Available at [fonts.adobe.com](https://fonts.adobe.com)

# Conclusion

Your brand is a primary point of connection with your customers 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 absolutely 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 are confident that you will handle your new identity with the utmost care and attention to detail.

Cheers from New York City,  
Lovably

For all branding or usage questions or concerns, please contact Lovably.

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9a - 5p  
Monday - Friday

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