Brand Guide

for

Karen Mella

Realtor®

Created by the

Persona Digital Marketing Company
1213 Highway 35S • Rockport, Texas 78382 • 361-729-9740
Sylvia Kernen, Graphic Design
info@personadigitalmarketing.com
personadigitalmarketing.com

Design Progression

1 4 Karen Mella REALTOR® 7

2 5 KAREN MELLA Realtor® 8

3 6 Karen Mella REALTOR® 9

2 4 Karen Mella REALTOR® 9

Social Media Profile Image

Watermark

Dark Background

Single Color

Black on white

Fonts and Colors

Karen Mella Pelican: Hand-drawn image

Name Font: Jenna Sue

Realtor Font: MUDHISA SANS

Complimentary Sans Serif:

Trade Gothic LT

Complimentary Serif Font:

Playfair Display Regular

Playfair Display Bold

Playfair Display Italic

Logo Colors:

Hex Color Code Purple
#663399
102 **R**ed
51 **G**reen
153 **B**lue

Secondary Colors (for web, presentations, brochures, etc.)

Complimentary Color
#ff6666
R255 G102 B102

Complimentary Color
#ffcc66
R255 G204 B102

Business Card Mock-up

Merchandise Mock-up

Banner Mock-up

File Formats

Vector files are an industry standard, scalable without loss of resolution. Compatible with all major design software (Adobe Products, CorelDRAW). Colors are easily adjustable and taglines can be added without problem.

Colors for print are CMYK (Cyan, Magenta, Yellow, Black).

Hi-res images are **PNG** which are transparent and will adapt to any background color. Color format is RGB (Red, Green, Blue) used for web applications, home and office printing.

Hi-res image file **JPG** is non transparent usually with a white square frame if placed on a colored background. Color format is also RGB.

Persona Marketing

Persona Digital Marketing Company

1833 Broadway St.
Rockport, Texas
361-729-9740

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