



# Brand Guidelines

VERSION 2.0

Jordyn + Frank Robinson



# WELCOME

Welcome to your brand identity guidelines, the instruction manual for using your brand assets effectively and consistently.

Reference this document before using your logos, typography suite, color palette, social media templates, etc.

Please contact us if you have any questions.

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# BRAND FEEL

## Keywords

BRIGHT

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ELEVATED

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FESTIVE

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SUMMERY

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PRIMARY LOGOTYPE



CELEBRATING  
THE ROBINSONS

*Frank + Jordyn*



# LOGO VARIATIONS | FULL COLOR

01

PRIMARY HORIZONTAL

02

SECONDARY HORIZONTAL (NAME ONLY)

03

NAME + ICON

04

THIRD HORIZONTAL

05

BADGE-CTR

06

MONOGRAM

07

BADGE-THE

LOGO SUITE  
FULL COLOR

01

CELEBRATING  
THE ROBINSONS

02

*Frank + Jordyn*

03

  
*Frank + Jordyn*

04

THE *Robinsons*

05



06



07



# SUPPORTING GRAPHICS

01

## LOVE LETTER

LOVE LETTERS! This icon was designed to comment on Jordyn + Frank's love letters that have always been a special and valuable party of their relationship. Now they get to share with everyone else!

02

## THE CREATURES!

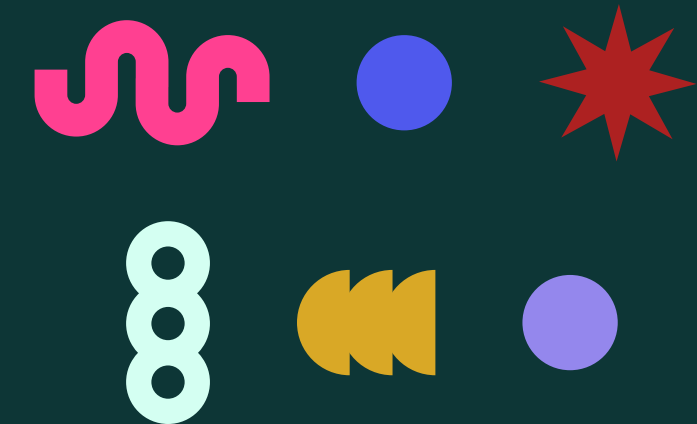
Presenting the "creatures"! These little guys support any main branding features used in the Robinson's personal brand. Sometimes, you just need a little extra color and character. That's where these guys come in!

## SUPPORTING GRAPHICS

01



02



# COLOR



**Mood**

#053D3D



**Mustard**

#DBAE00



**Royal**

#5864F3



**Burn**

#C74A13



**Bermuda**

#0A9A4E



**Love Letter**

#FF419C



**Pale Berry**

#9B90F2



**Georgia**

#FFE4BD

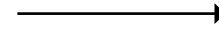


**cherry**

#B61E1D

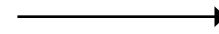
# TYPOGRAPHY

- 01 **AVORY PE VARIABLE Bold**  
A modern multi-use font! Used for any heading, important information, and in the Primary Logo!



**Aa**

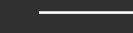
- 02 **SCRIBE PRO**  
Scribe Pro is the Robinson fam's secondary font, used for secondary text and any name application



*Bb*

## TYPE STYLING

- 01 **HEADING | AVORY PE VARIABLE BOLD**  
Main information or title in any group of text



**HEADING**

- 02 **SUBHEADINGS | SCRIBE PRO**  
Secondary information that supports the heading & all uses of "Frank + Jordyn" type



*Subhead*





# CELEBRATING THE ROBINSONS

*Frank + Jordyn*



## IN ACTION

“Celebrating the Robinsons” leans into fun, playful, and elevated representation of Frank & Jordyn Robinson!

Celebrating their first anniversary with all of their closest friends and family, their brand is adaptable to multiple products and applications used to stylize their dream party.



THANK YOU  
FOR CHOOSING

**ALL  
CAPS**



## WHERE TO FIND US:



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