

Brand Style Guide

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Welcome

I'm Hope!


Hey there, welcome to my brand style guide. My name is Hope. Inspired by my lifelong passion for nature and the outdoors, my brand strives to seamlessly blend the beauty of the natural world with everyday life. With a focus on sustainability and quality craftsmanship, I cater to fellow nature enthusiasts.





Brand Identity

Nature and laid back vibes



For as long as I can remember, I've had a profound love for nature and greenery. Nurturing plants and exploring the outdoors has always been a source of joy for me. Even as a child, I found delight in making mud pies and discovering new insects.

Now, as an adult living in a bustling college town, I often struggle to carve out time to immerse myself in nature. Yet, despite the challenges, I am determined to reconnect with the tranquility and beauty of the natural world.

Through my brand, I aim to encapsulate the essence of nature, its vibrancy, and the carefree vibe of my college town.



Imagery



Color Palette

Inspired by the *Earth*

The six vibrant colors encapsulate the essence of Isla Vista, weaving together its sights, smells, and distinctive vibe. Shades like "Del Playa" and "Clover" resonate with the natural landscape, while "Bumblebee" embodies the bustling energy of a college town, teeming with ambition and ready to conquer the world.

Soil

#59562E

Clover

#3E5915

Del Playa

#736F39

Bumble Bee

#D5D131

Sea Breeze

#BBCAD1

Clam Shell

#F5F3F5



Typography



HEADER

Recoletta

abcdefghijklmnopqrstuvwxy

Recoleta font combines simplicity with elegance, perfect for headers in any design project. Its sleek curves and balanced proportions enhance readability and visual appeal. Whether for branding or digital interfaces, Recoleta's versatility elevates the design with refined style..

SUBTITLE

Georgia Pro Condensed

abcdefghijklmnopqrstuvwxy

Georgia Pro Condensed font enhances subtitles alongside Recoleta font, improving readability with sleek curves and balanced proportions. Paired for headers, it establishes a harmonious hierarchy, adding sophistication to the design and elevating the overall aesthetic with refined elegance.

BODY

Dm Sans

abcdefghijklmnopqrstuvwxy

DM Sans, part of the IBM Plex font family, prioritizes clarity and readability across digital platforms. Its clean, modern aesthetic suits diverse design needs. Well-rounded letterforms and balanced proportions ensure legibility at all sizes, perfect for body text.

Logo

ABOUT

I created my logo using the lowercase initials in my first and last name. I found out my initials can be placed seamlessly together when reversed. The logo is very carefree and whimsical in nature. It can be used against my clamshell background or bumble bee color.



Hope Hoffmeister



Mockups





**“Where flowers bloom so
does hope”**

-Lady Bird Johnson

