



Brand Guidelines

Visual guidelines, messaging, and
collateral

About Michelle



Michelle is a graphic designer, artist, digital marketing specialist, and writer based in the Washington, DC area. She has over fourteen years of experience in marketing, content creation, and nonprofit fundraising.

Michelle's personal brand reflects her love of bold colors, flowers and other natural elements, and creative mind.



Michelle Plyem Kocin

Logos



Michelle Plyem Kocin



Simple script logo

Use: Forest or black version may be used on light backgrounds. All white version should be used on dark backgrounds



Heart favicon

Use: Website favicon, social media profiles when simple logo is required, accent image and can be used in patterns.



Script logo with name and broken circle

Use: Black and forest version can be used when circular logo is appropriate. White version should be used on any dark colored background.



Michelle Plyem Kocin

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Stacked and horizontal logos

Use: Used when full name needs to be displayed but circular logo is not appropriate.

Color Palette

Michelle's brand is playful and organize. The primary greens and pinks allow for high contrast with either a white background or white text.

Accent and secondary colors built on the primary colors and give options for additional shade to give graphics more dimension and visual interest.



Primary Colors



Forest
#3e534c



Succulent
#627d67



Chrysanthemum
#b14e88



English Lavender
#b48395

Accent Colors



Peacock
#008b8b



Flamingo
#ffb6c1

Secondary Colors



Moss
#8fbc8b



Cactus
#acdcac



Salmon
#fa8072



Watermelon
#fe7f9c

Background Colors



Lemon Chiffon
#ffffac



Corn Silk
#fff8dc



Cotton Candy
#ffeef2



White Smoke
#f5f5f5



Light Gray
#eeeeee



Fonts & Written Styles

Michelle's primary font for body copy is Arial. Using a font that all web browsers already have downloaded ensures that website pages and other digital content loads quickly.

Michelle's name should be written out as "Michelle Plyem Kocin" or "Michelle Kocin" depending on space available.



Michelle Plyem Kocin

Fonts

For digital and printed content (esp. on webpages)

Logotype, Primary Heading, h1 tags:

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ

abcdefghijklmnopqrstuvwxyz

123456789?!"#\$%&()[]= ©™

Arial bold is easy to read and the default font for most browsers. Even when Gibson is an option, it may make sense to use Arial as the load time for websites tends to be shorter.

Font size: 18pt or larger

Color options: Sylogist Slate (#00345b) or **Serenic Cobalt (#005696)**

Sub headers, h2-h6 tags

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ

abcdefghijklmnopqrstuvwxyz

123456789?!"#\$%&()[]= ©™

Arial is lighter but still heavy enough to be used for subheadings in print and digitally. If necessary, h2-h3 tags can also be bolded.

Font size: 18pt or larger

Color options: Sylogist Slate (#00345b) or **Serenic Cobalt (#005696)** for H2-H3 tags, black (#000000) for all others

Body copy, regular text, p tags

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz

123456789?!"#\$%&()[]= ©™

Arial can be used for any size font, including body copy in both print and digital assets.

Font size: 12-16pt

Color options: Black (#000000)



Michelle Plyem Kocin

Web Design: Text Guidelines

Default CSS properties for text:
Background-color: #ffffff
Color: #000000
Font-Family: Arial, Helvetica, sans-serif

Headline Tags

H1 Tags- Headline

Color: #3e534c
Font-size: 30pt
Font-weight: bold

H2 Tags- Headline 2

Color: #3e534c
Font-size: 26pt
Font-weight: bold

H3 Tags- Headline 3

Color: #000000
Font-size: 24pt
Font-weight: normal

H4 Tags- Headline 4

Color: #000000
Font-size: 22pt
Font-weight: normal

H5 Tags- Headline 5

Color: #000000
Font-size: 20pt
Font-weight: normal

H6 Tags- Headline 6

Color: #000000
Font-size: 18pt
Font-weight: normal

Other text types

P Tags- Regular Paragraph

Color: #000000
Font-size: 14pt
Font-weight: normal

a Tags- Hyperlinks

Color: #00a9cc
Font-size: 18pt
Font-weight: normal

a Tags- Links: HOVER

Color: #24aca3
Font-size: 18pt
Font-weight: bold

Please note: These are guidelines, not the only options. Digital content should prioritize responsive design, so font sizes, weights and colors may deviate from these guidelines.



Michelle Plyem Kocin

Imagery- People & Mission Focused

When possible, real photos should be used. If stock images are required, photos should include people interacting, happy people, and other positive images.



Iconography

In addition to logos and favicons, Michelle's branded content should display icons that reflect her overall brand look which is organic and playful. All icons and graphics should primarily use colors from her color palette.

