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Grace Hardin
Brand Style Guide

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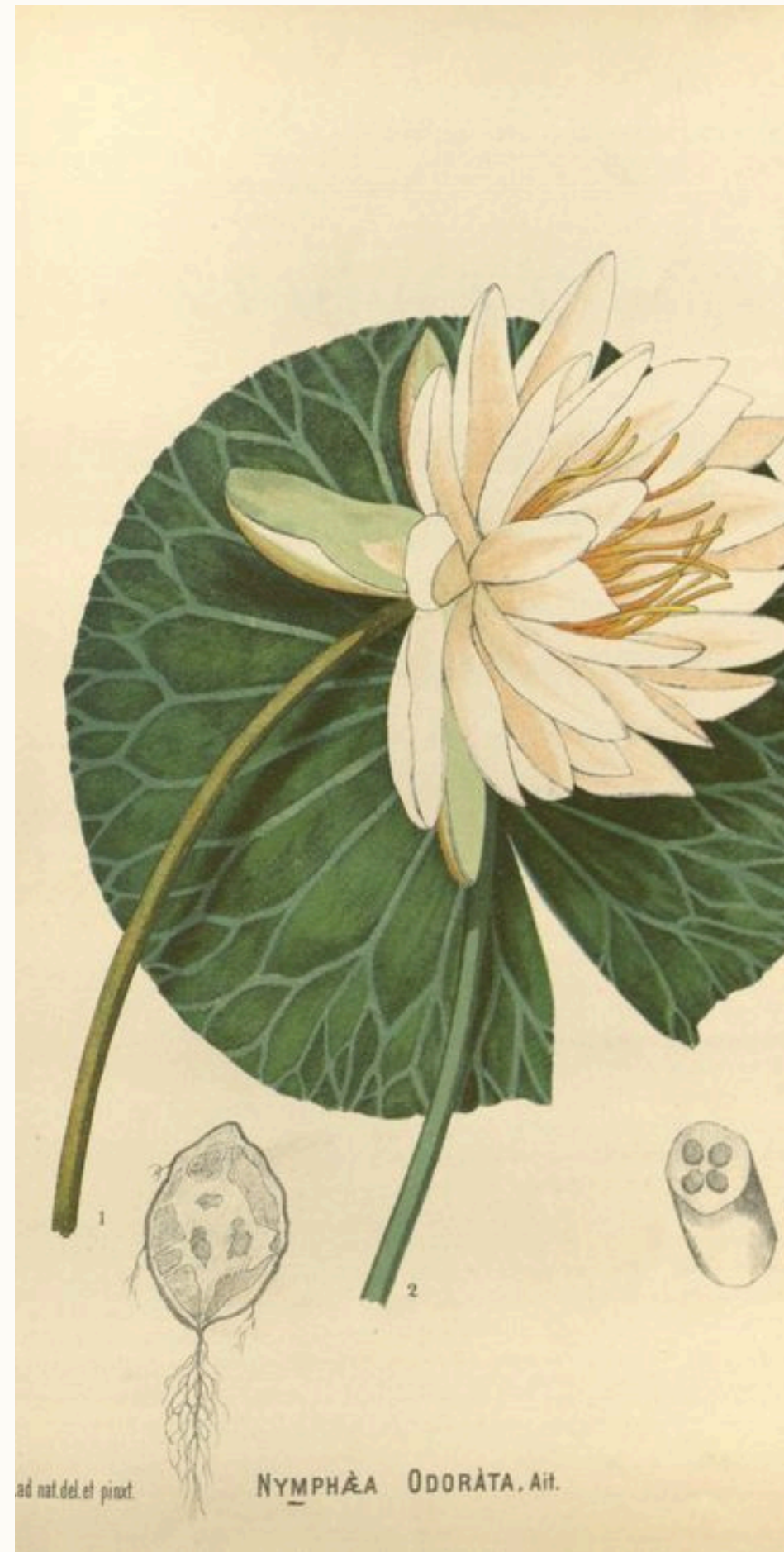
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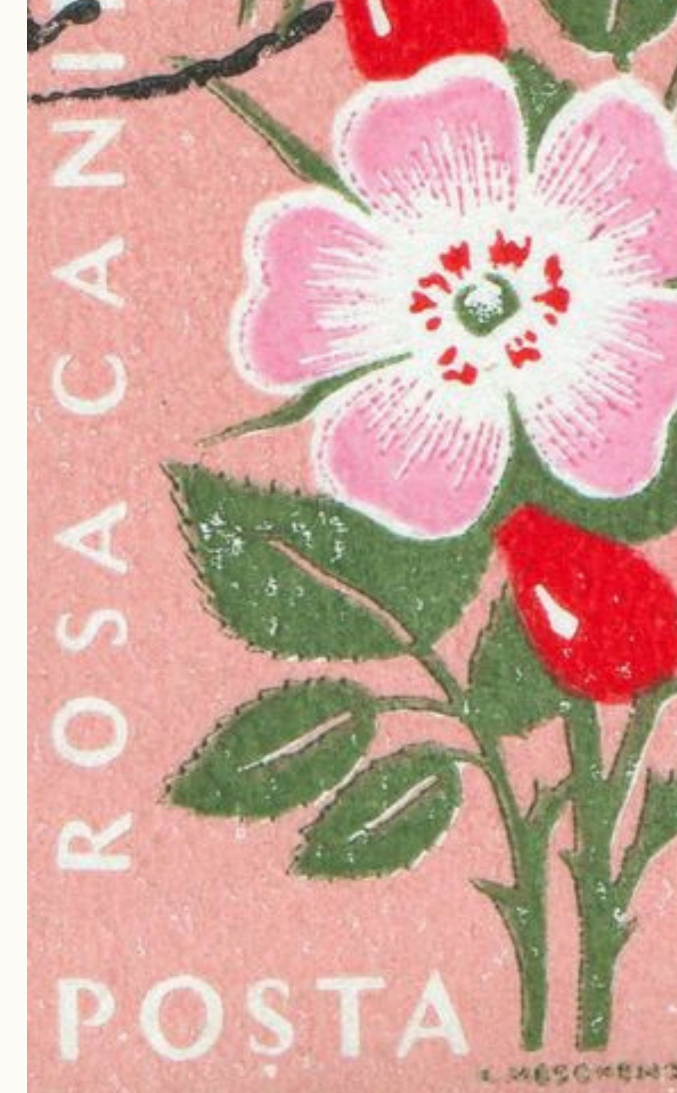
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Dear Reader,

Welcome to my Brand Style Guide - a place that blends my love for art history, feminine iconography, and art deco design. My attraction toward these aesthetics come from a long-held interest in antique collecting. I simply adore old things: silver spoons, mother of pearl binoculars, stained floral stationary. These items make me feel connected to the journeys of humans from the past. People's belongings are an extension of their personhood. I find it beautiful how antiques live beyond their owner, but hold within them tender stories and a strong spirit.



Brand Identity

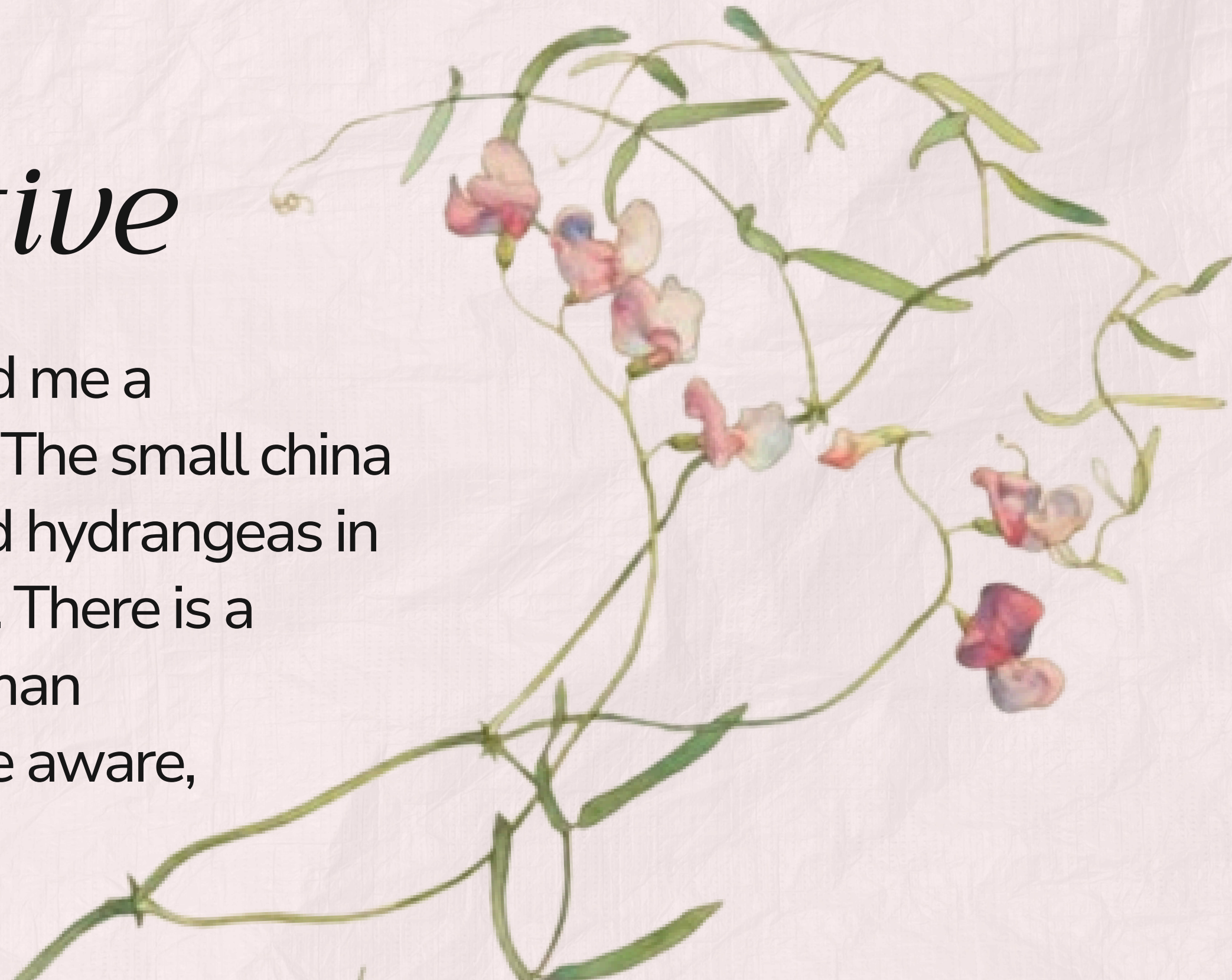
*A collection of things I find
most beautiful*

*Inspired by vintage art &
nature motifs*

Mimesis: a word deriving from the ancient philosophies of Plato & Aristotle; a Greek word that directly translates to imitate; to describe the idea that art imitates life.

Voice & Perspective

My studies in Art History have afforded me a perspective of art within the everyday. The small china teacup beside my bed is art. The wilted hydrangeas in clouded water on my countertop is art. There is a remarkable beauty, character, and human spirit in these things. Once you become aware, its ubiquity is difficult to overlook.



Color Palette

*Inspired by delicate florals
and natural hues*



Silk
Ivory
#FAF7EE

Lilac
Petal
#FDE8E9

Pale
Moss
#E0E7CE

Warm
Violet
#844060

Deep
Sapphire
#001C58

Typography

Trirong

abcdefghijklm

nopqrstuvwxyz

123456789 # \$ % & *

Source San Pro

abcdefghijklm

nopqrstuvwxyz

123456789 # \$ % & *

Nunito Sans

abcdefghijklmno

pqrstuvwxyz

123456789 # % & *

HEADER

Trirong is a serif font that features a tall structure with elegant thin and thick lines. The Trirong typeface introduces a more formal, decorative touch while still pairing well with simplistic, modern fonts. It exemplifies sophistication and elegance.

SUB TITLE

This typeface is incredibly clean and lightweight, with elegant thin lines and satisfying curves in its italicized form. The italics bring a bit more femininity and fanciness to the san serif text, which pairs nicely with the decorative header.

PARAGRAPH

This typeface emulates sleekness and reads as professional and lightweight. The balanced feel of the typeface makes it clear and legible. Its rudimentary lines and satisfying curves feels most appropriate for the body text.



Logo

Primary Logo

A modern and sophisticated lettering logo design, featuring a curvy lowercase 'g' attached to a traditional serif style 'H' by its tale. Intended for use both digitally and printed.

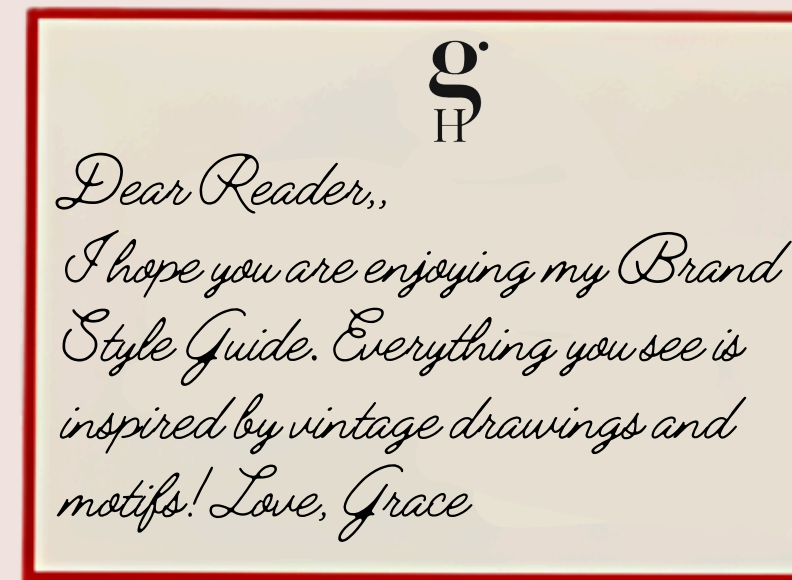


Secondary Logos

The Secondary logos are variations in color, which follow the brand's palette. The options include a thin oval trim, a colored oval background, or variations in the logo's principal color.



Mockups



Thank you for joining me

May we all practice seeing art & beauty in the everyday

With love, Grace
