



CEBOLA DESIGN

# BRAND GUIDELINES

DIONNE DESIGN | 2021

## COLOR PALETTE

These are your brand colors. When possible, try to use these colors or similar tones in your social media graphics and promotional materials.

The six digit number HEX code allows you to easily match the colors when using a program like Canva. The RGB and CMYK codes may be requested by a printer for printed materials..

When combining colors, choose a light and dark color to create contrast which is more impactful and improves readability.



### PURPLE

HEX: #391D4C

RGB: 57, 29, 76

CMYK: 84, 97, 38, 38



### SAGE

HEX: #808E68

RGB: 128, 142, 104

CMYK: 52, 32, 67, 8



### DARK GREEN

HEX: #2C3E37

RGB: 35, 56, 47

CMYK: 78, 54, 70, 59



### GOLD

HEX: #BF812B

RGB: 191, 129, 43

CMYK: 23, 51, 100, 5



### LAVENDER

HEX: #DCCFDE

RGB: 220, 207, 222

CMYK: 12, 17, 4, 0

## TYPOGRAPHY

The font of your logo is custom design based on the Avenir Next font.

While I have not provided you specific fonts you must use, a modern san serif font is preferable. A "san serif" font is a font without a lot of extra decoration (see example).

I am providing you with a list of recommended fonts which are readily available.

SANS SERIF

CEBOLA DESIGN

SERIF

CEBOLA DESIGN

### RECOMMENDED FONTS

Avenir or Avenir Next  
Arial  
Helvetica

### RECOMMENDED CANVA FONTS

Hammersmith One  
Aileron Regular  
Arima  
Glacial Indifference

## LOGO & VARIATIONS

You have been provided with a logo in various configurations:

**Horizontal** for business card, letterhead, etc.

**Stacked** for smaller spaces.

**Stacked inside an arch**, both filled and outlined.

And a **submark** for use as an icon, both filled and outlined.

Each logo has been provided in a variety of brand colors.

When choosing which version to use, consider the space available and the color contrast.

### HORIZONTAL



### STACKED



### STACKED ARCH



### SUB MARK



## STACKED LOGO USE EXAMPLE



## HORIZONTAL LOGO USE EXAMPLE



## PATTERN

Your brand also includes a pattern which can be used for packaging materials such as tissue paper, etc.

The pattern is seamless so it will automatically repeat if duplicated.



## SOCIAL MEDIA

To carry your branding through to your social media, I have created a few Canva templates for posts and Stories.

Not every post needs to follow this template but by mixing these in with your regular posts, it will keep your branding consistent (see example).

I have also provided you with Instagram Highlight covers which can be used on your profile. Creating highlights such as About Us, Weddings, Natural Jewelry, etc. are recommended as a quick guide for new account visitors.

### RESOURCES:

[Canva Story templates](#)

[Canva feature post templates](#)

[Canva quote post templates](#)

Instagram Story AR filters such as "arch & days"





## STOCK PHOTOGRAPHY

Do not be afraid to use high quality, on brand stock photography in your social media or on your website. Choose photos which depict the *flowers* as opposed to *arrangements* so as not to misrepresent your business and services.

I have gathered collections for you on Unsplash and Pexels. I cannot guarantee that these collections will stay up so please create an account for each and save your favorites for future use.

### RESOURCES:

[Cebola Design Colleciton on Pexels](#)



**THANK YOU FOR CHOOSING US TO DESIGN YOUR NEW BRAND!**

WE WISH YOU ALL THE BEST AND FEEL FREE TO REACH OUT TO US  
WITH ANY QUESTIONS OR REQUESTS!

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