



LUCINDA PEPPER

Brand Guidelines

OVERVIEW

INSPIRATION

Moodboard

Brand Thinking

VISUALS

Logo & Icons

Color Palette

Typography

Patterns

Gradients

Graphic Shapes

ACTIVATION

Social Templates

Print Materials

Website

Merch

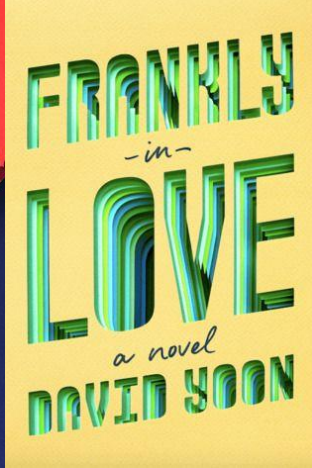
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INSPIRATION



INSPIRATION



Paper

Cut-out

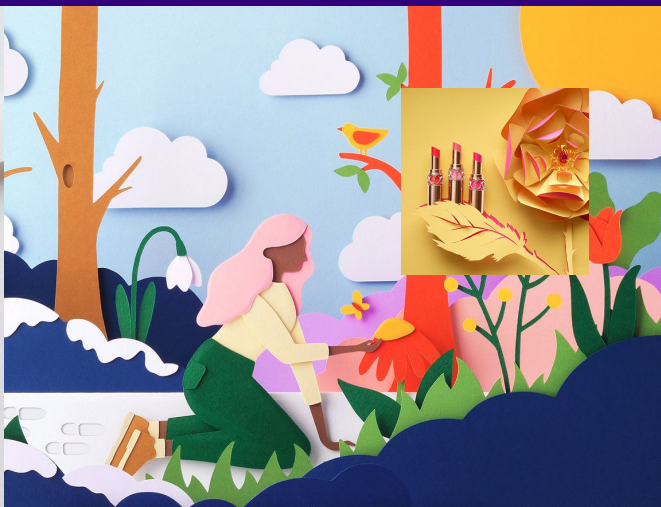
Color Block

Shadow

Waves

Layers

Movement





DIRECTION 3 | Layered Vibrancy.

This might be the most complex and intensive of all of the direction. It would be a paper, cut-out logo and art graphics- using the material of books not just as vessels for stories, but as art in itself. Funnily enough, it's a unique look for an editor to use paper as their primary graphic source.

Any good editor is good at peeling back layers to get the core of a story. Patterns made out of layers of paper waves, and words created out layered shapes.

Logo could be your name made up of wavy layers of paper.

VISUALS



LOGO & ICONS

LUCINDA
PEPPER



LUCINDA
PEPPER



LUCINDA
PEPPER

The logo features the name 'LUCINDA PEPPER' in a bold, sans-serif font. The letters are filled with a vibrant, multi-colored gradient of purple, pink, orange, and blue. The text is set against a light blue background. On either side of the text is a circular secondary icon. Each icon contains a stylized, layered design with a central white arrow pointing outwards, surrounded by purple and blue shapes that resemble a flower or a decorative element.

LUCINDA
PEPPER

LUCINDA
PEPPER

LUCINDA
PEPPER

LUCINDA
PEPPER

All Light Logo

Darker Logo

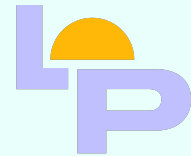
LUCINDA
PEPPER



LUCINDA
PEPPER



LUCINDA
PEPPER



LUCÍNDIA
PEPPER

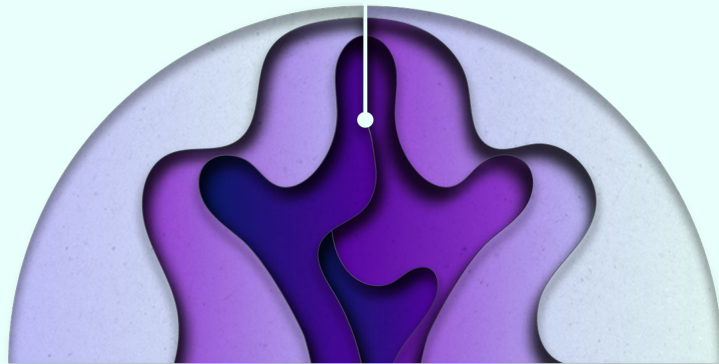


LUCÍNDIA
PEPPER

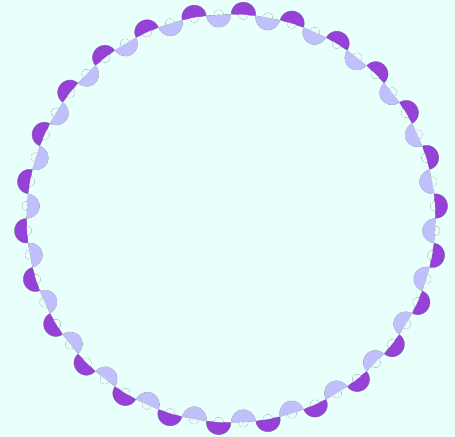
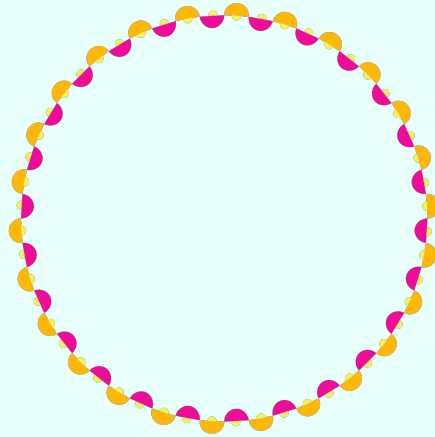
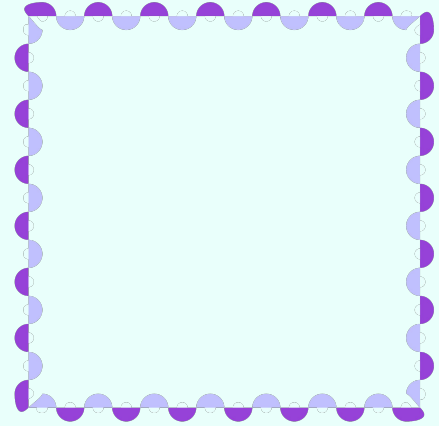
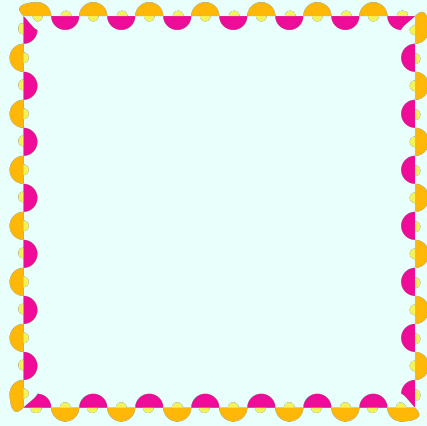


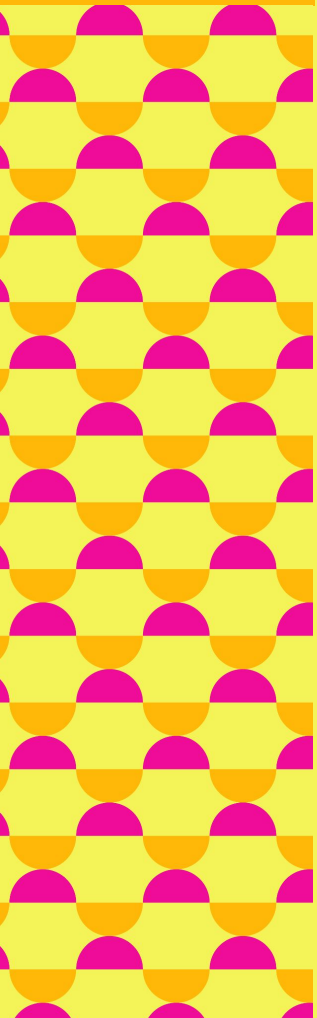


FountainHead Prism



Waves Arch





COLOR PALETTE

PURPLE

#9641D8

GOLD

#FFB808

JADE

#006D3E

YELLOW

#F4F458

MAGENTA

#BC00A6

SKY BLUE

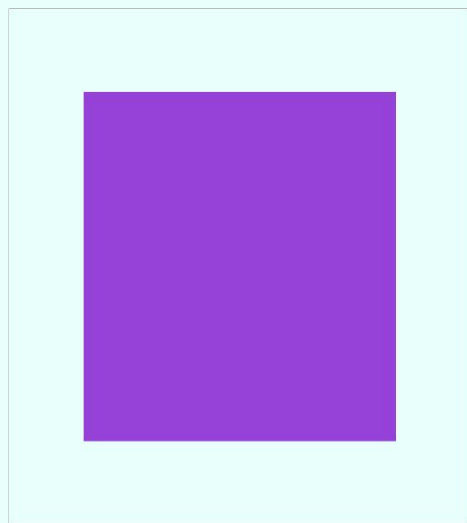
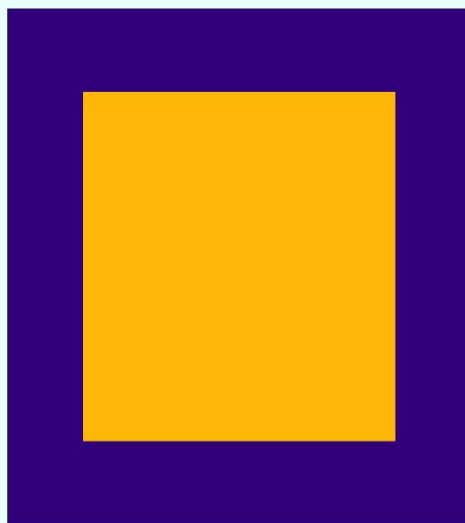
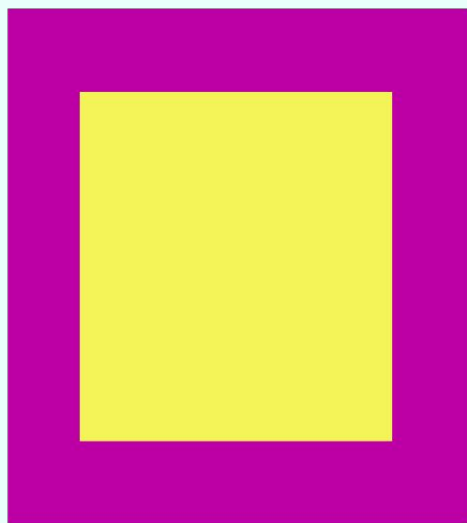
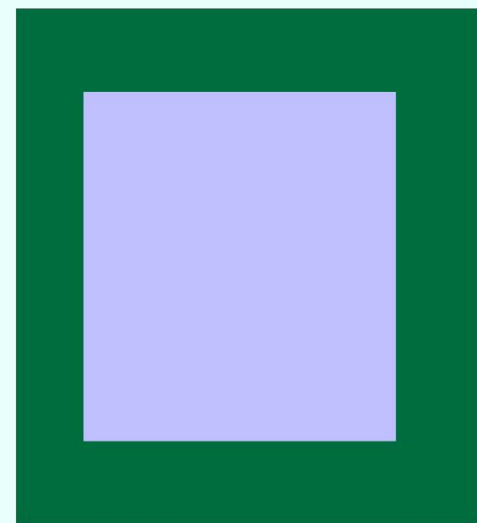
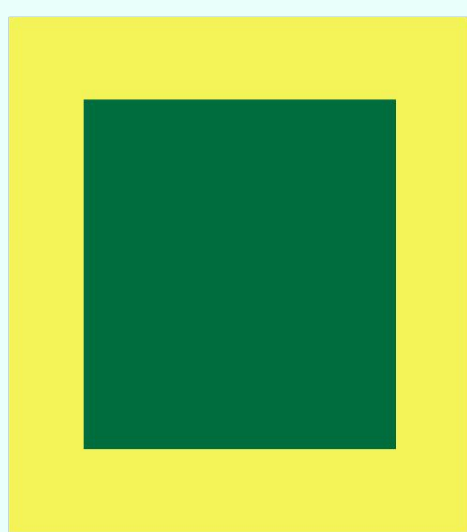
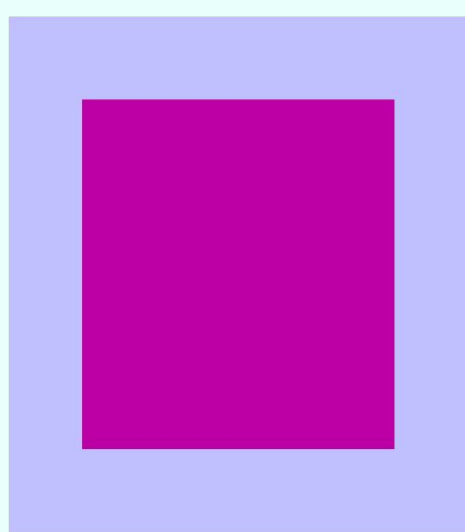
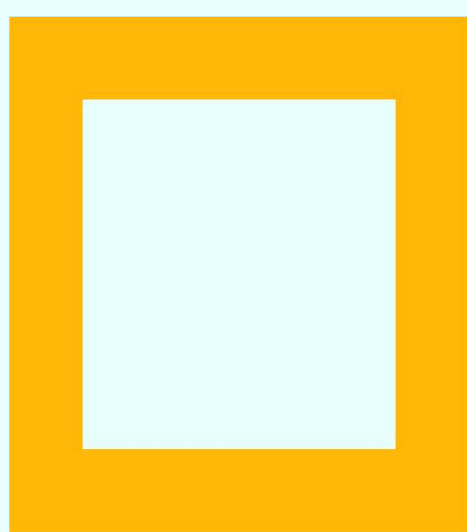
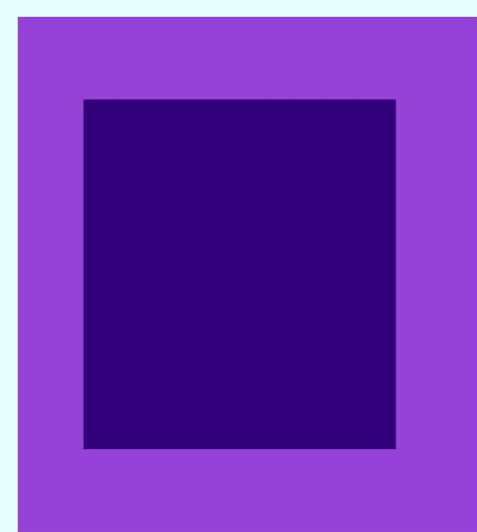
#C0C0FF

OPAL
WHITE

#E9FFFB

MIDNIGHT
PURPLE

#33007C



TYPOGRAPHY

ABCDE
FGHIJKL
MNOPQ
RSTUV
WXYZ

Uppercase

PRIMARY
FONT

ANISETTE STD
REGULAR

Primary Font

ABCDE
FGHIJ
KLMN
OPQRS
TUVW
XYZ

Lowercase

1

2

3

4

5

6

7

8

9

ABCDEFGHI
GHIJKLMN
OPQRSTU
VWXYZ

Uppercase

Body
Font

GOTHAM
BOOK

Body Font

abcde
fghijkl
mnop
qrstuv
wxyz

Lowercase

1

2

3

4

5

6

7

8

9

YOUR HEADLINE FONT
IS ANISETTE STD REG.

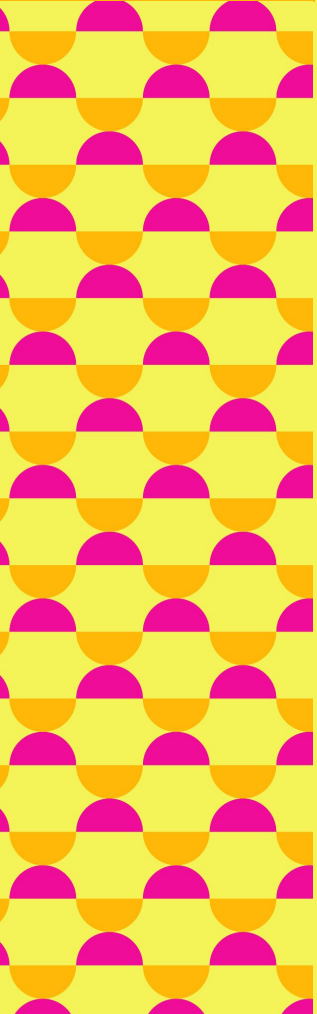
Primary Font

YOUR SUBHEAD FONT IS
ANISETTE STD LIGHT.

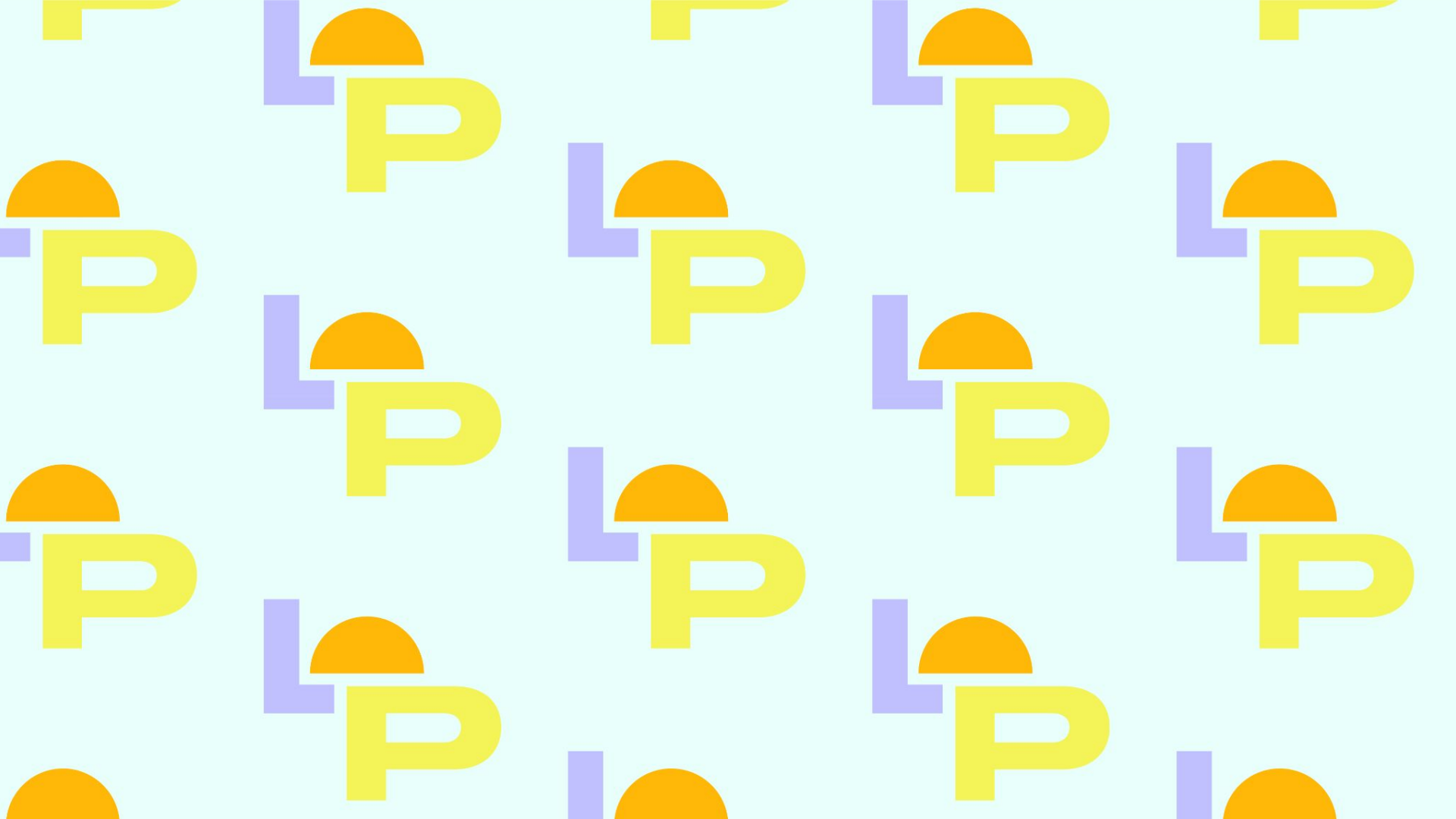
Secondary Font

Your body font is Gotham Book.
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod.

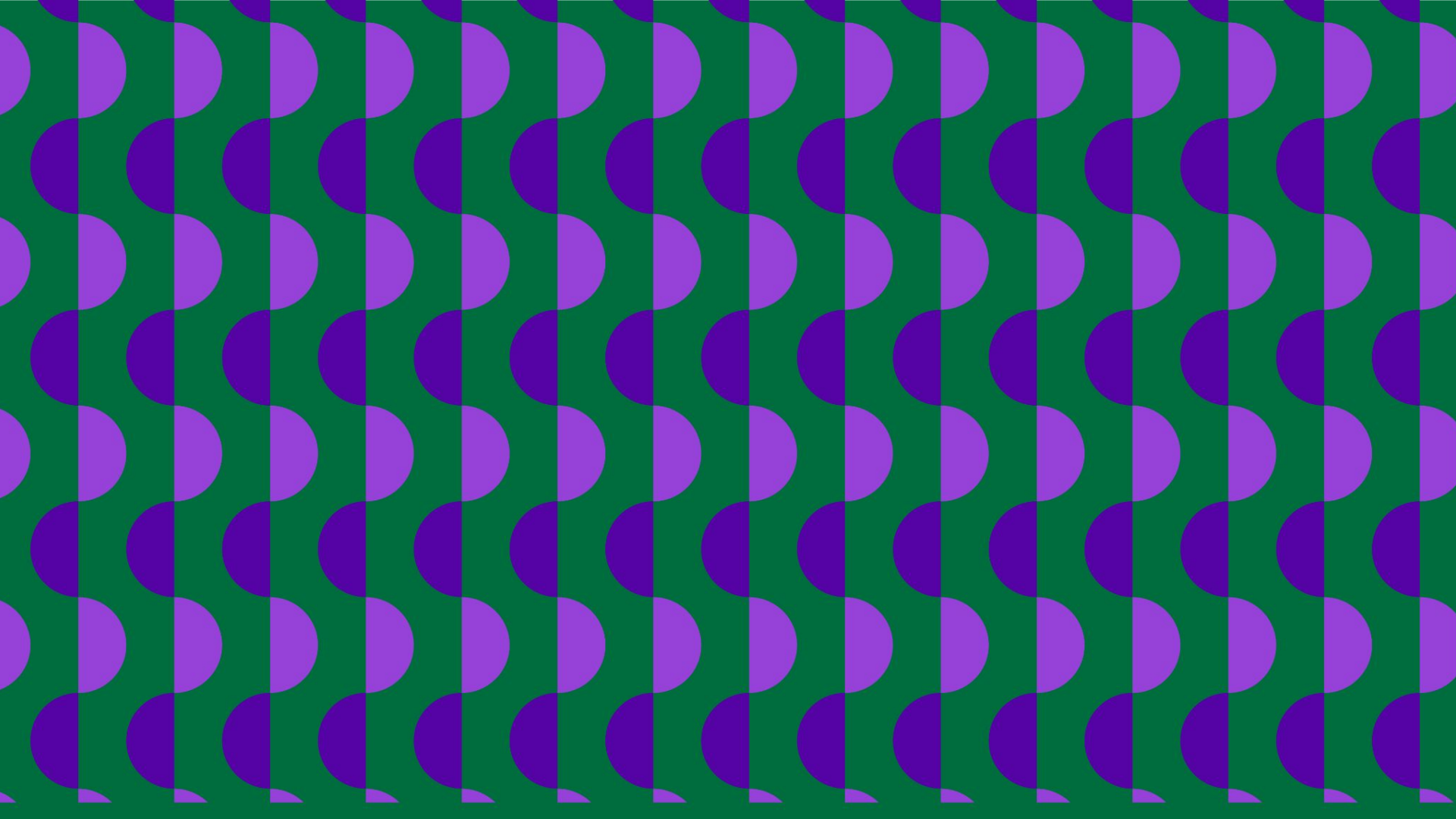
Body Font

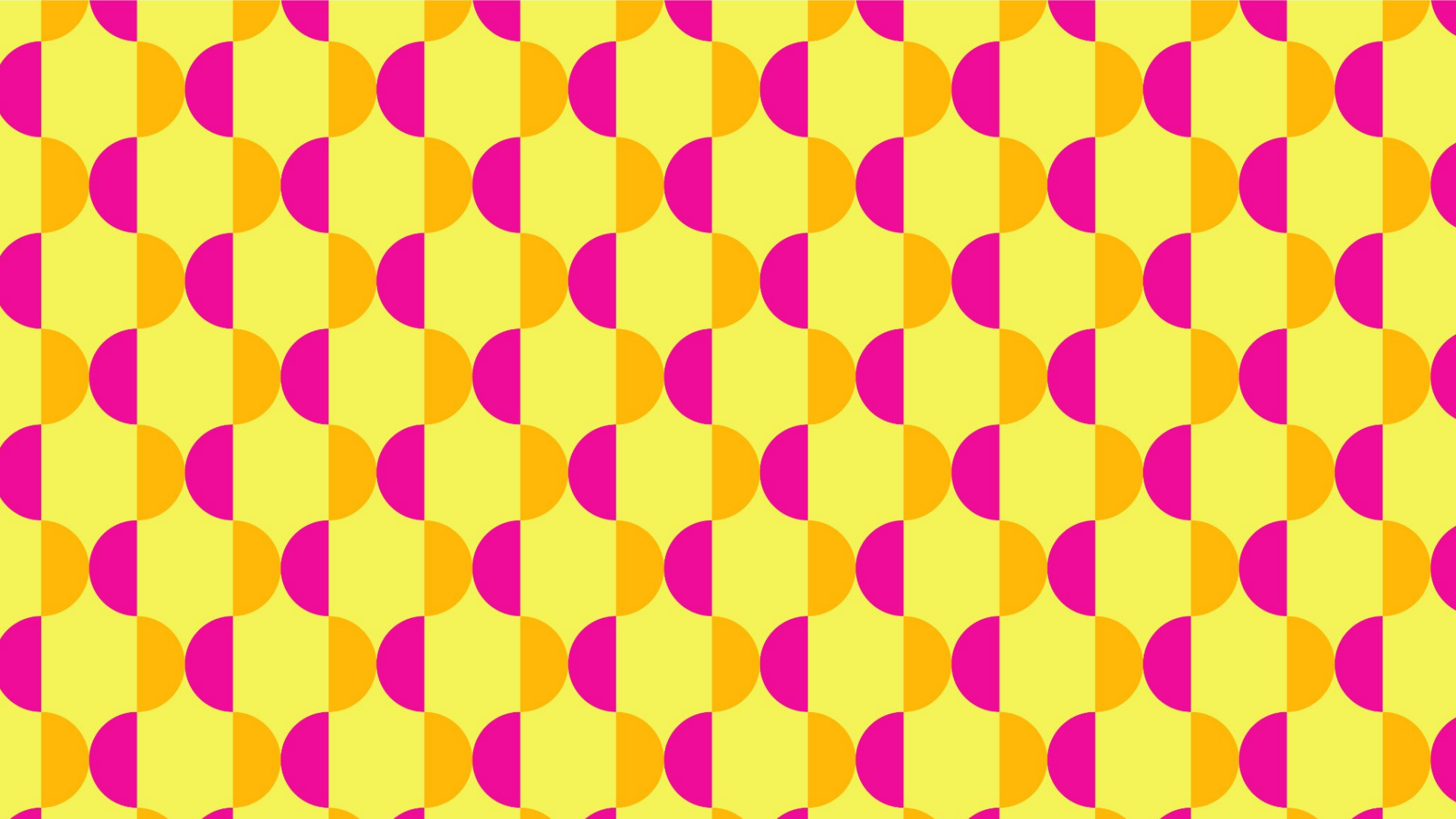


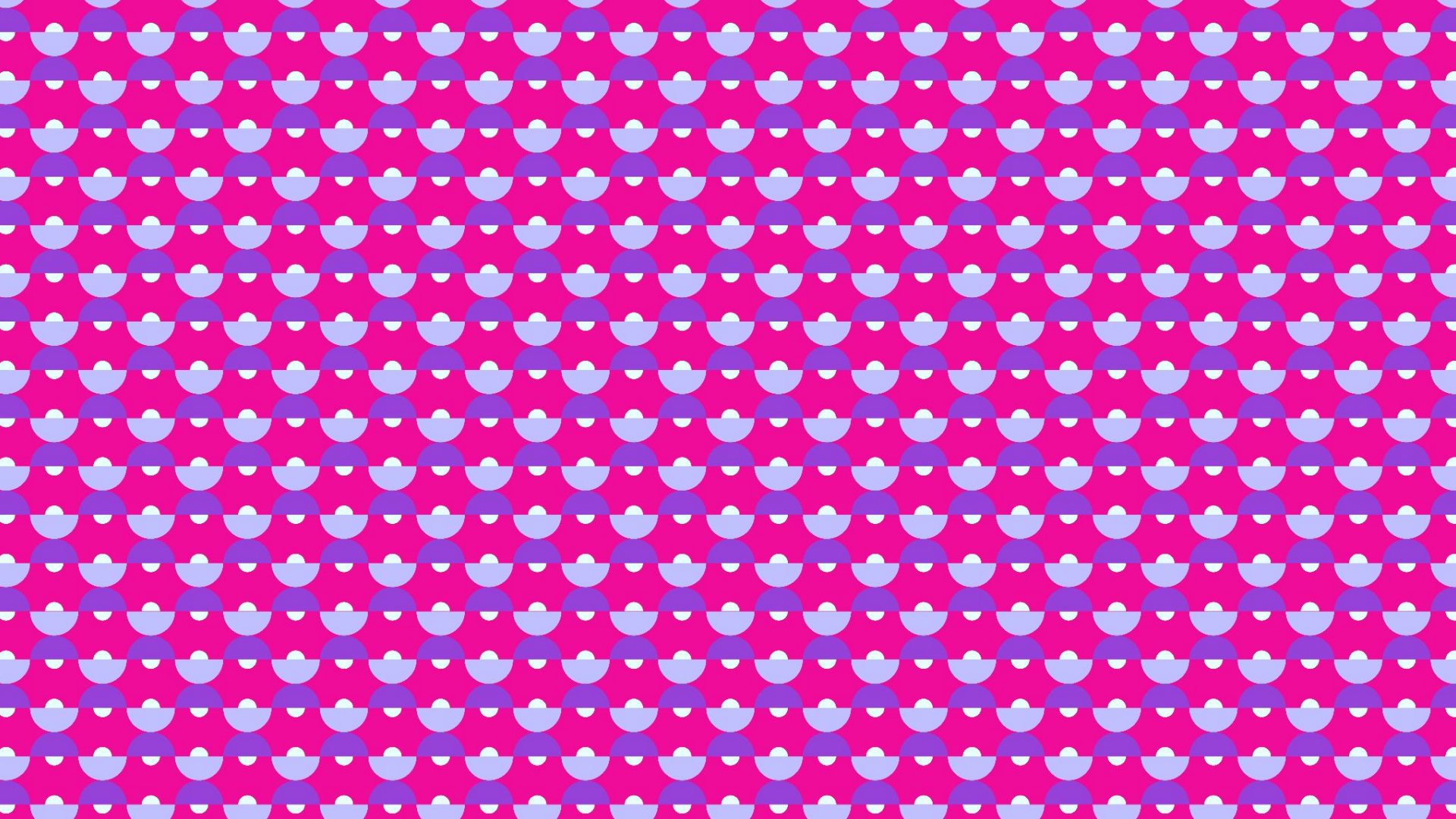
PATTERNS

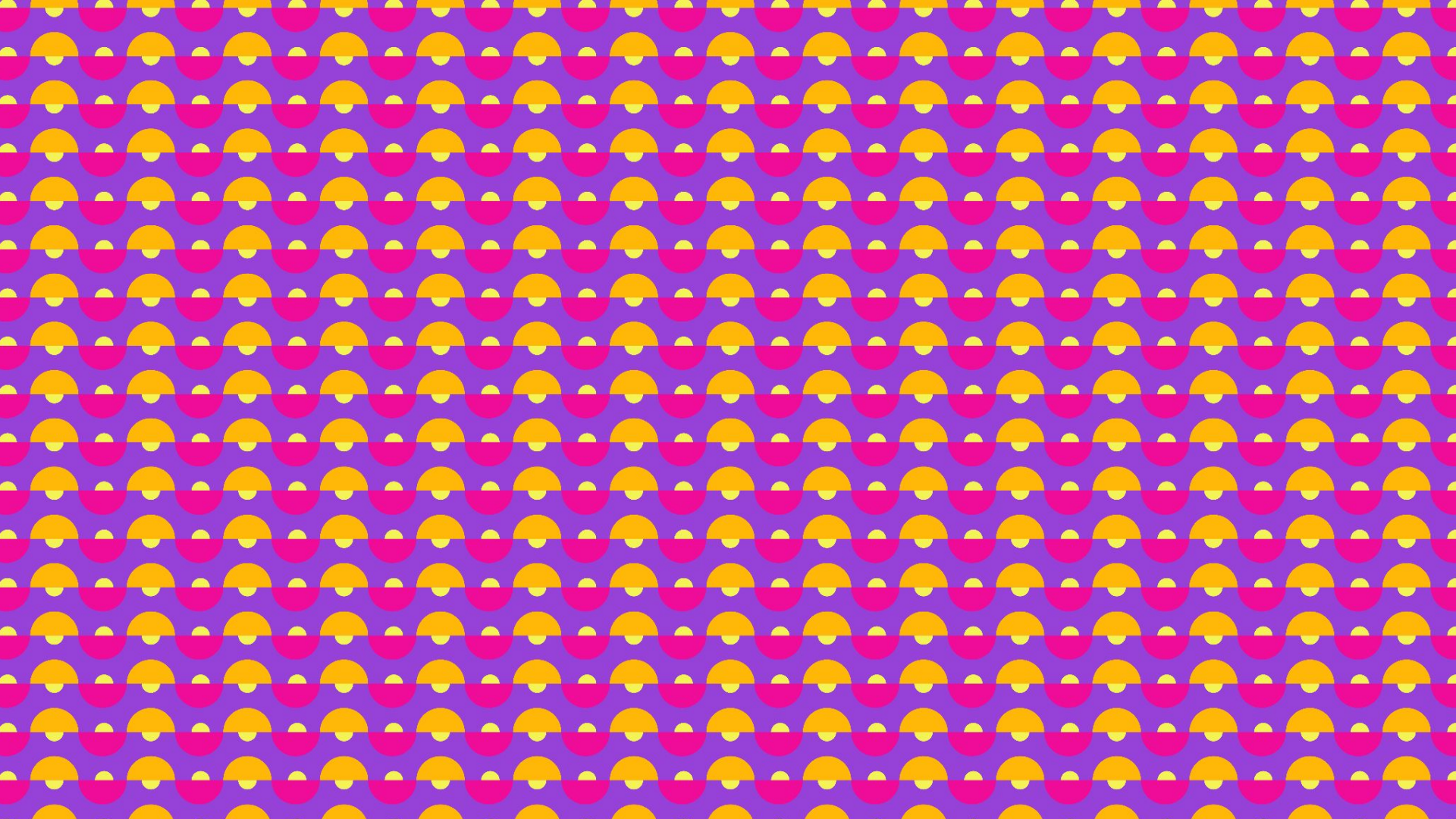


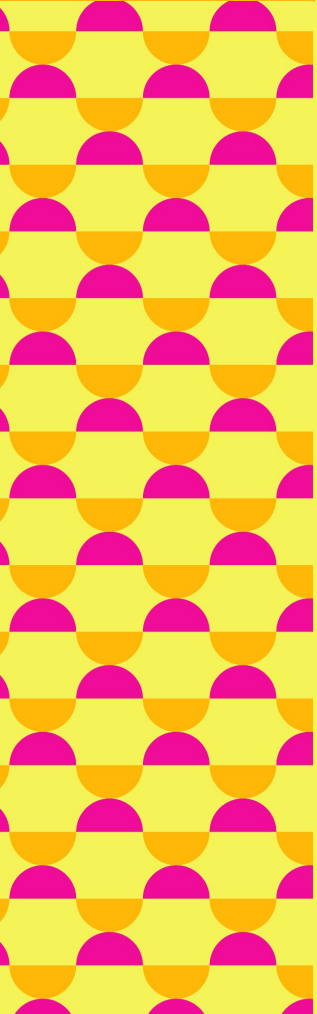




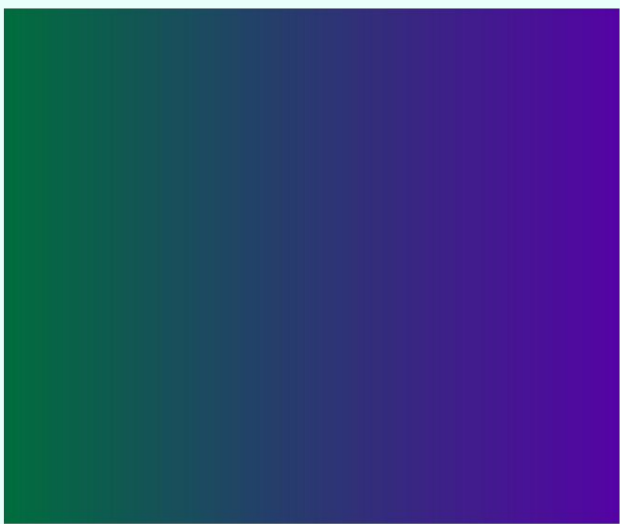
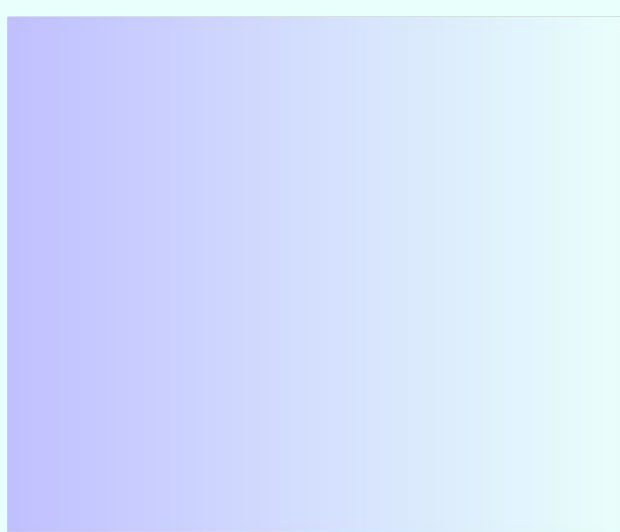
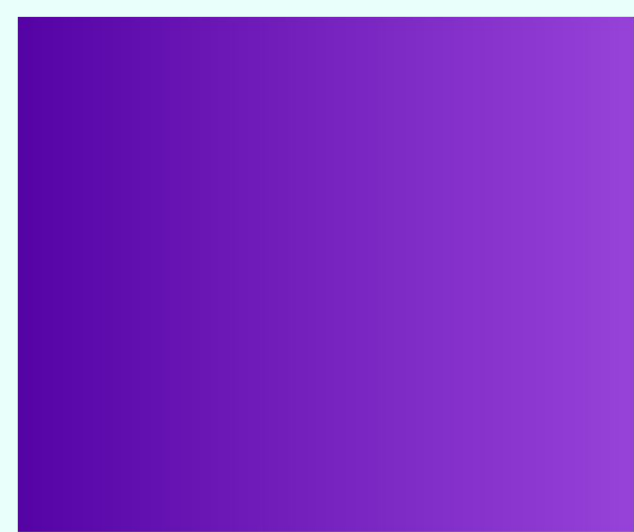


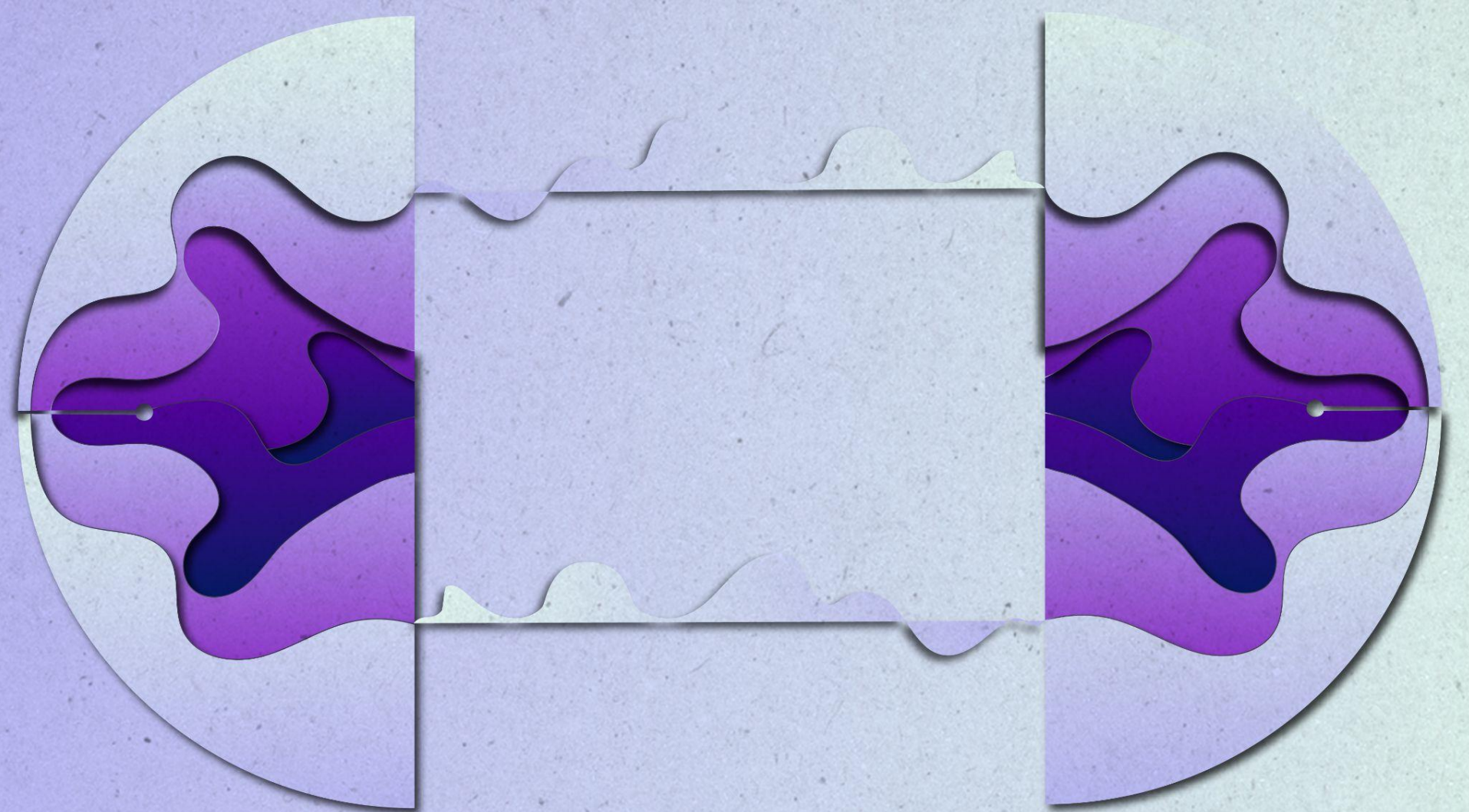






GRADIENTS & GRAPHICS





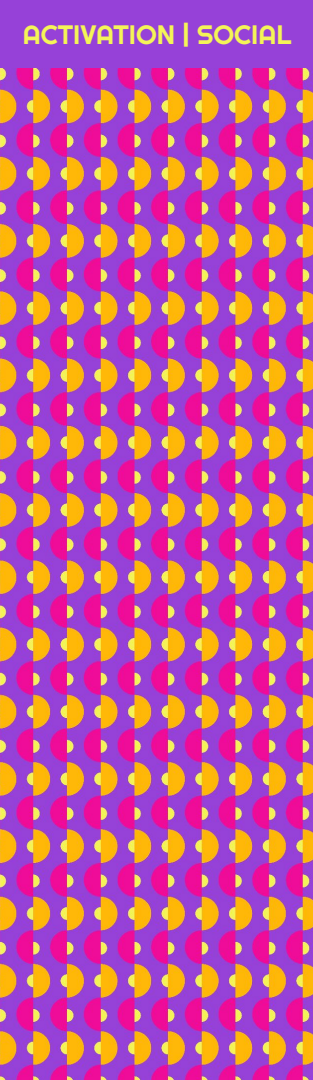






ACTIVATIONS



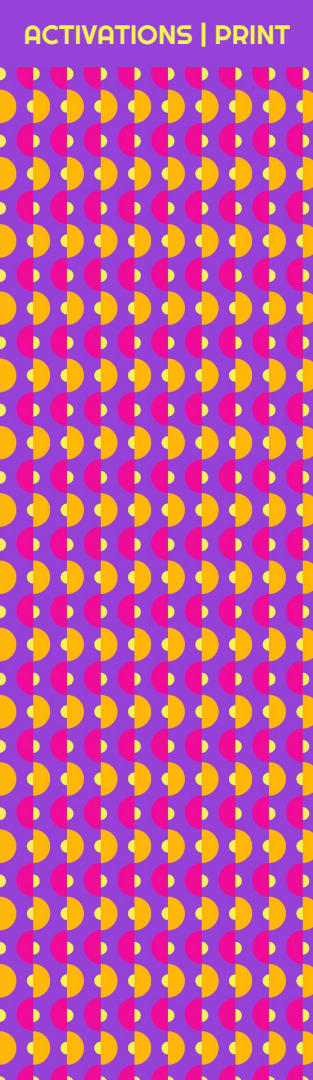


SOCIAL TEMPLATES



Profile Picture

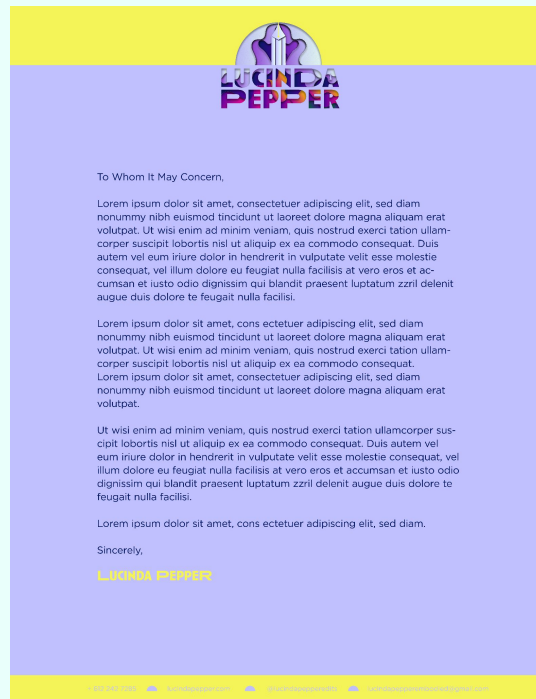




PRINT MATERIALS



Business Card



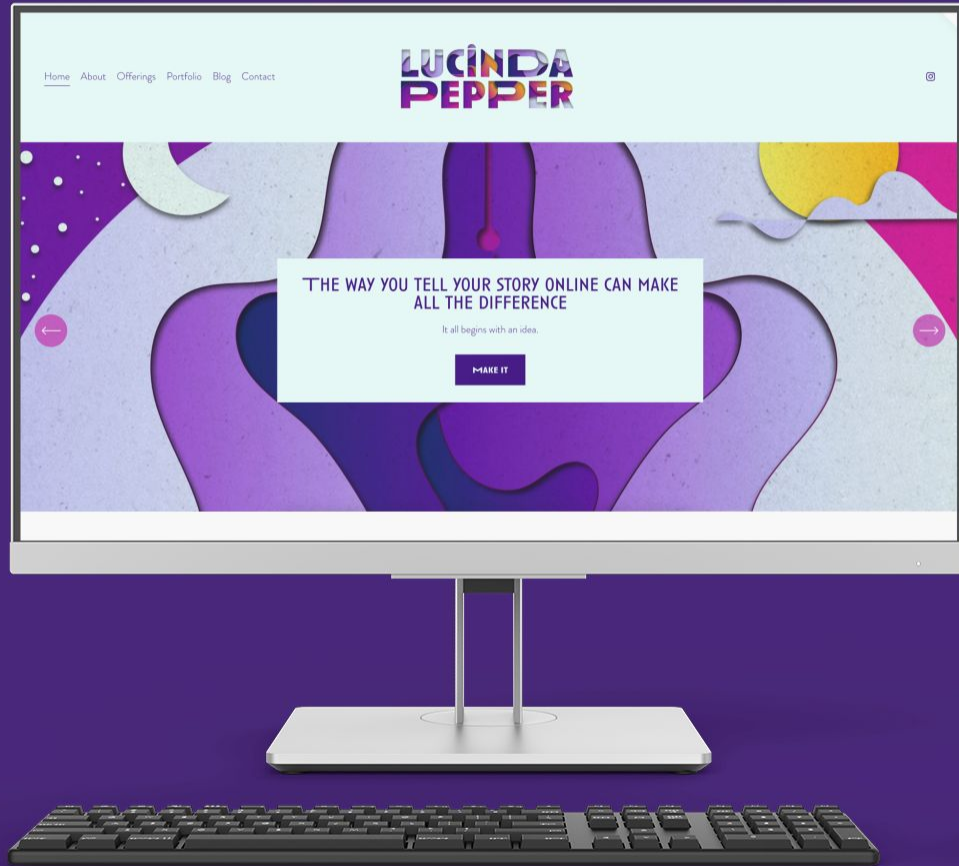
Letterhead

WEBSITE & MERCH

THE WAY YOU TELL YOUR STORY ONLINE CAN MAKE
ALL THE DIFFERENCE

It all begins with an idea.

MAKE IT





THE WAY YOU TELL YOUR STORY ONLINE CAN MAKE
ALL THE DIFFERENCE

It all begins with an idea.

[MAKE IT](#)

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FIN.

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