Simply Beautiful

Branding & Visual Style Guide

Brand

Our Story

We are two wedding planners and event stylists who have been besties for almost 20 years. We bonded instantly over our collective passion for design, events and all things style. We've celebrated each other's triumphs, consoled each other's heartaches and been there for each other through all of life's biggest milestones.

Together, we create simply beautiful events that are unique, inspired and designed especially to help your personal style shine through and your personality take centre stage. For us, it's all about creating events that people are talking about for years to come.

We look forward to working with you to create simply beautiful memories.

Our Values

Honesty   We believe being transparent is the best way to help our customers. This mean never being afraid to tell the truth.

Reliable   We pride ourselves on the ability to deliver the result and go above and beyond for our clients.

Creativity   We are passionate about understanding our clients and craft their special event by infusing their personality and desires.

Brand

Our Voice

Enthusiastic

Do: Share the joy, romance and excitment of these special events.

Don't: Be overbearing or overwhelming.

Friendly

Do: Have a welcoming approach, and make them feel like they can speak their minds.

Don't: Have a negative attitude and brusque.

Professional

Do: Project a sense of confidence, and reliability by keeping it simple for the client.

Don't: Be arrogant or come off corporate.

Our Tone

Using the 4 dimensions of tone chart on the right to guide use through using the differents tones of our voice.

Funny or serious tone depends on the context of the situation. When it comes to getting stuff done, always use a serious tone. Otherwise, be funny.

Always keep it casual, as we take a welcoming and friendly approach,

Keep it respectful, we're professional, and understand the importance of our clietns.

Be enthusiastic, the events we create are always a special moment for someone, let our tone reflect those moments.

Funny	Neutral	Serious
Casual	Neutral	Formal
Irreverent	Neutral	Respectful
Enthusiastic	Neutral	Matter of Fact

Our Brand Design Philosophy

Simple

Simply Beautiful believe that less is more. and that is translated into our brand design. It's about taking the minimalist approach, and keeping it simple.

Classic

Whilst our events and approach are modern, the feel of our brand is classic, evoking a sense of timelessness. This represent our ability to keep it professional.

Sophisticated

Sophisticated is about the 'beautiful' in Simply Beautiful. Keep it simple so that the unique touch can shine through, is what make the brand sophisticated.

Logos

Primary & Monohrome Logos

The primary logo consist of the icon and wordmark. The logo should always be displayed with icon on the left, and wordmark to the right of the icon.

The primary logo shoud only be used on a white background.

For any other backgrounds, use the appropiate monochrome logo.

Icons & Wordmark

Icon can be displayed on its own.

Use primary icon on white background, and black icon for any other backgrounds.

Wordmark can exist by itself, but only on a white background.

For other backgrounds, do not use wordmark. Instead, use the appropiate full monochrome logo options.

Primary Logo

Monochrome Logo Options

Black Logo for lighter background

White Logo for darker background

Icons

Wordmark

Logos

Clear Zone

The clear zone is an area surrounding the logo that should be clear for the logo to breathe and be legible.

No typography, imagery or other visual iinformation should appear within this zone.

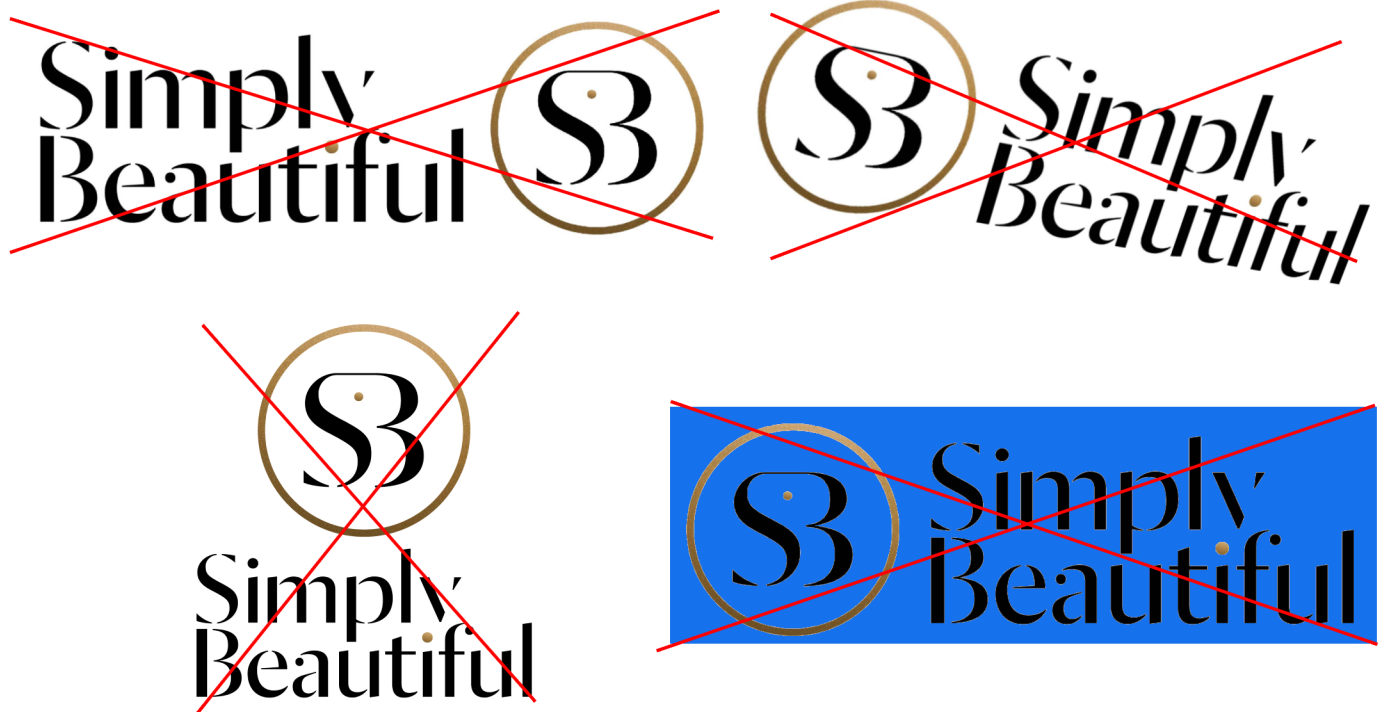The clear zone around the logotype is equal to the width of the 'U' in 'Beautiful'.

Logo Misuse

Examples of logo misuse:

• Don't stack icon & wordmark on top of each other vertically.

• Don't use wordmark before the icon (i.e. wordmark is to the right of the icon)

• Don't rotate, or distort the logo.

• Don't use primary logo on a background that isn't white.

Clear Zone

Logo Misuse

Typography

Primary Font

Raleway is the primary typeface, chosen to reflect the simplicity of Simply Beautiful.

For body or paragraph text - use Raleway Regular or Medium.

For headlings or titles - use Raleway Bold, Semi Bold or Extra Bold. Do not use Raleway Black.

Secondary Font

Sophistica is the secondary typeface, chosen to reflect uniquness of Simply beautiful.

The use of this font should be restricted to titles or heading.

When used together, Raleway & Sophistica help communicate Simply beautiful's core principles.

Substitute Font

In cases where Sophistica or Raleway is not available, use **Arial Regular** as a substitute.

Primary Font

Raleway Extra Bold
Raleway Bold
Raleway Semi Bold

Raleway Medium
Raleway Regular

Raleway Light
Raleway Extra Light
Raleway Thin

Secondary Font

Sophistica

Hierarchy Example

Title

Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu sem finibus, gravida elit ac, pellentesque dolor. Praesent eros tellus, dignissim eget libero et, pharetra facilisis urna. Donec ac nisi neque. Aliquam nibh ipsum, faucibus a euismod ut, pulvinar sit amet risus. Donec ut nibh mi. Duis vitae blandit orci. In interdum ligula vel porttitor consectetur. Ut vulputate

Title is Sophistica & always center align.

Heading is Raleway Bold.

Body or paragraph text is Raleway Regular.

Colours

Core Colours

The core colours is the primary palette of Simply Beautiful, and should be used throughout all content.
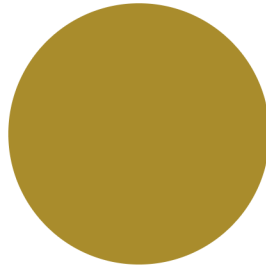
Use the SB Gold sparingly, and to emphasise or highlight key content.

By using these colours consistently and appropriately, they help reinforce the SImply Beautiful Brand.
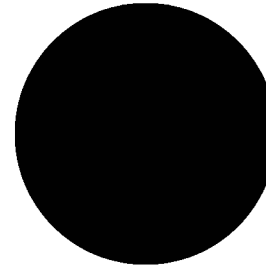
Extended Colours

The extended colours present a palette of key colours that can be used to compliment the Simply Beautiful brand.
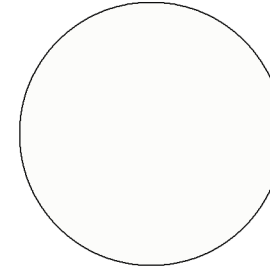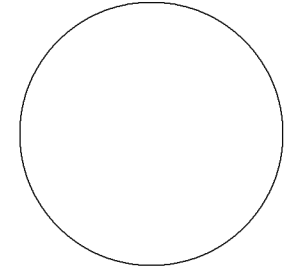
Core Colours

Hex: **#A98C2C**
RGB: **(169, 140, 44)**
CMYK: **0 11 49 33**

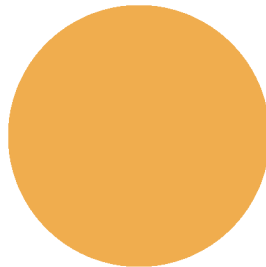Hex: **#1C1C1C**
RGB: **(28, 28, 28)**
CMYK: **0 0 0 89.02**

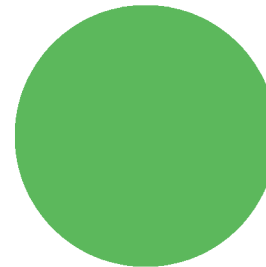Hex: **#FCFCFA**
RGB: **(252 252 250)**
CMYK: **0 0 0 89.02**

Hex: **#FFFFFF**
RGB: **(255, 255, 255)**
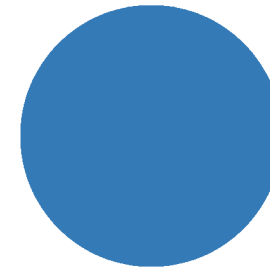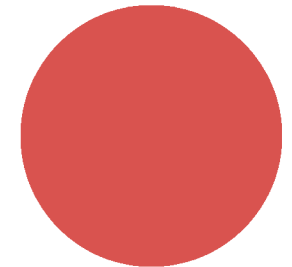CMYK: **0 0 0 0**

Extended Colours

Hex: **#F0AD4E**
RGB: **(240, 173, 78)**
CMYK: **0 26.27 65.53 5.88**

Hex: **#5CB85C**
RGB: **(92, 184, 92)**
CMYK: **36.08 0 36.08 27.84**

Hex: **#337AB7**
RGB: **(51, 122, 183)**
CMYK: **51.76 23.92 0 28.24**

Hex: **#D9534F**
RGB: **(217, 83, 79)**
CMYK: **0 52.55 54.12 14.9**