



BRAND STYLE GUIDE



McKensey R. Domas
Founder and Creative Director

Our Story

Founder and Creative Director, McKensey R. Domas, has a heart for small business, nonprofits, artists and makers, movers and shakers.

As a small business owner and artist herself, she knows what it's like to wear all the hats in a business. Serving nonprofits over the years, she discovered how businesses like these can benefit from her skills and coaching.



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Mission

At MK Creative, we strive to provide approachable marketing solutions curated for you and your business.

We come alongside you to help build your brand, grow your business, and reclaim time to focus on your clients and do what you do best.

Values

- ◆ **Creativity**
- ◆ **Approachability**
- ◆ **Professionalism**
- ◆ **Purpose-Driven**
- ◆ **Integrity**
- ◆ **Respect**



Logo Variations



Full Color



B&W Inverse



B&W



Logo Variations



Full Color



Black



Seashell

Logo Specifications

Clear Space Requirements

If using the logo with something else (other logos, trademarks, copy, illustrations, graphic elements, or photography), give it some room to breathe.

Clear space requirements must be observed.

If the ad size requires a smaller format, the logo mark should be used instead.

Minimum Size Requirements

The height of the logo should never appear smaller than 2”.

Logo Don'ts

No drop shadows, warping, skewing.
No alterations of color or typography outside the approved variations.

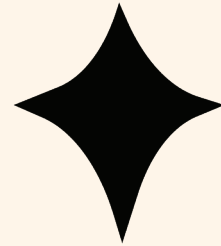


Secondary Graphics

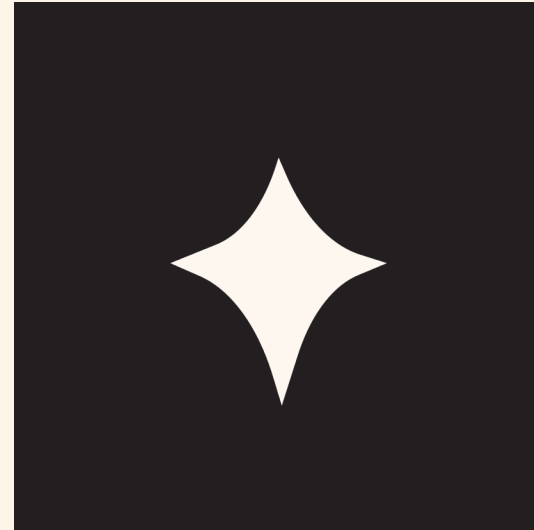
Sparkle: the spark of creativity



Full Color



Black



Seashell

Secondary Graphics

Plants: symbol of growth



Full Color



Black



Seashell



Color Palette

Adobe Brick

HEX: #B55840
RGB: 181, 88, 64
CMYK: 0, 51, 65, 29
PMS: 7592 C

Adobe Brick conveys warmth, energy, creativity and passion.

Shadow Gray conveys reliability, calm, and transition.

Seashell

HEX: #FFF5EC
RGB: 255, 245, 236
CMYK: 0, 4, 8, 0
PMS: 9244 C

Seashell conveys comfort, calm, and dependability.

Artichoke conveys the trust of blue blended with the growth of green.

Artichoke

HEX: #8B9684
RGB: 139, 150, 132
CMYK: 7, 0, 12, 41
PMS: 8340 C

Shadow Gray

HEX: #404040
RGB: 64, 64, 64
CMYK: 0, 0, 0, 75
PMS: 10398 C



Typography

*Above the
Beyond*

Display Font for bold headlines. Not to be used for numbers. Never to be used in all caps.

*abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
!@#\$%^&*()*

Typography

Helvetica

Font for all body copy.
Approved variations:
ALL CAPS
Regular
Bold
Italics

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

123456789

!@#\$%^&*()

Typography

Typography structure as follows:

*Above the
Beyond*

Helvetica Bold
Helvetica

Above the Beyond

Lorem ipsum dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



In Use

Business Card



Front



Back

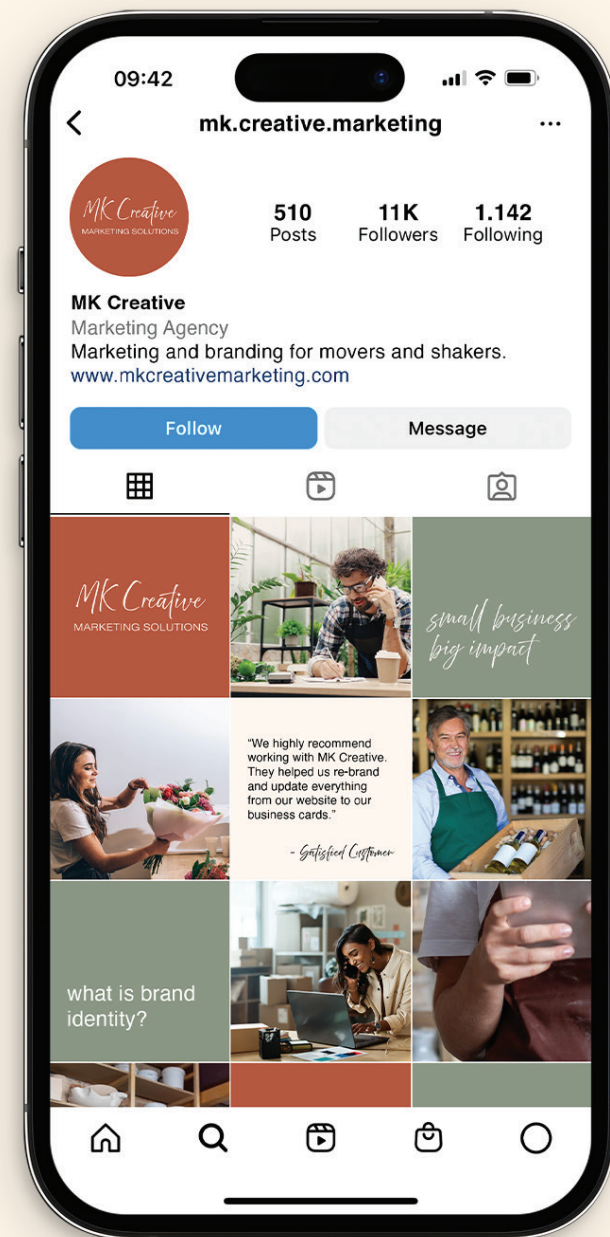
In Use

Social Media

Social Handles: @mk.creative.marketing

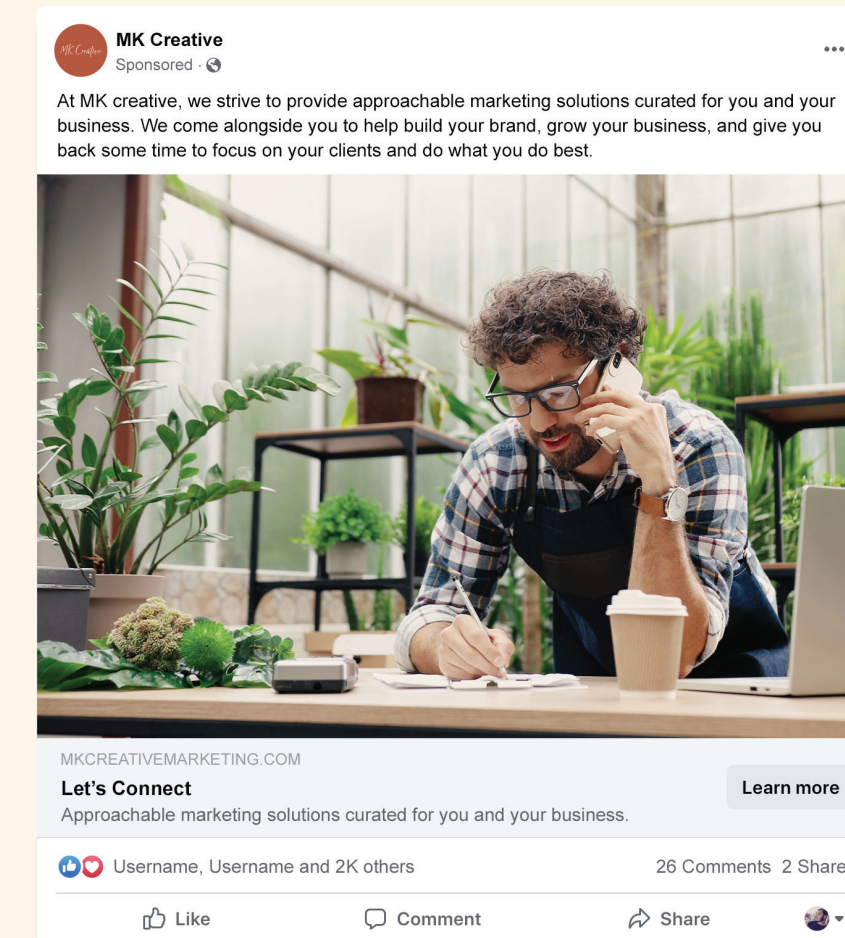
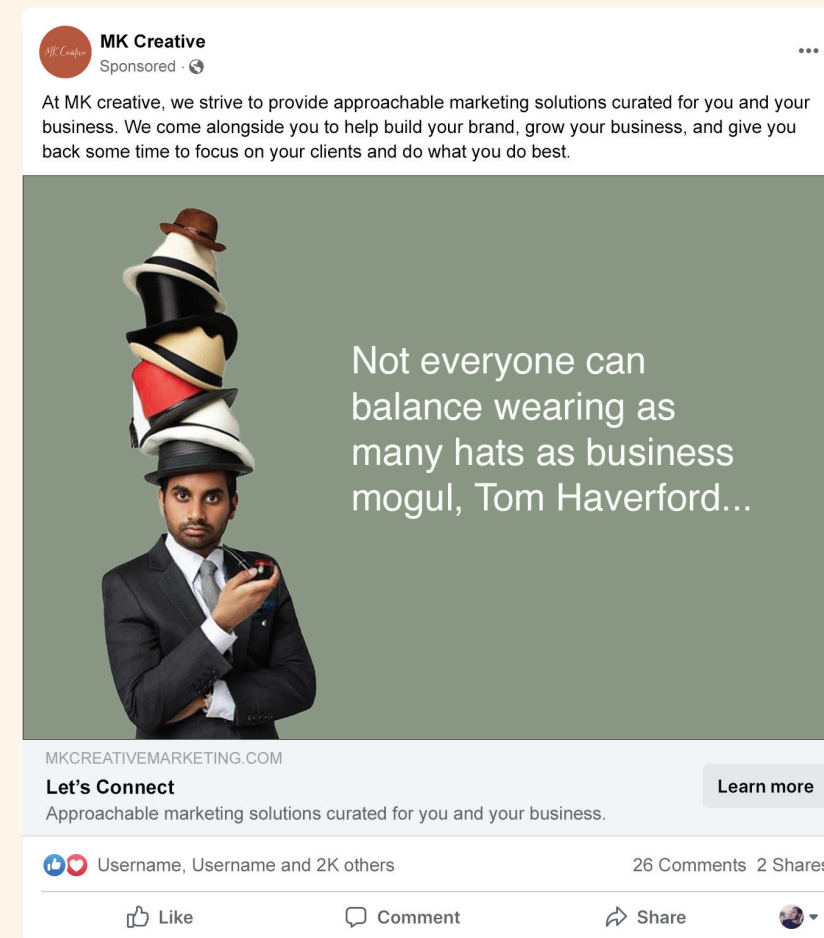
Bio: Marketing and branding for movers and shakers.

Profile Image



In Use

Facebook Ad Samples



In Use

Website



Let's Connect

Email

letsconnect@mkcreativemarketing.com

Website

mkcreativemarketing.com

Facebook

[@mk.creative.marketing](https://www.facebook.com/mk.creative.marketing)

Instagram

[@mk.creative.marketing](https://www.instagram.com/mk.creative.marketing)





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Curated by McKensey R. Domas