

logos

01

LOGO MARK	05
LOGO VARIATIONS	06

PERSONA

Timeless, creative, and authentic

logo mark

The logo mark for MH Photo reflects the timeless yet creative approach that Madeline takes towards her photography. The combination of a whimsical scalloped border and a custom serif monogram make a lasting impression that communicates authenticity.



logo variations

Utilizing the color palette (see page 12), the logo mark can be displayed in a variety of combinations to apply to different mediums and backgrounds.



typography

02

PRIMARY TYPEFACE	08
SECONDARY TYPEFACE	09
TERTIARY TYPEFACE	10

PERSONA

Timeless, creative, and authentic

typography

A strong and classic serif font to present photographer name to the viewer.

PRIMARY FONT

Lora Normal

Aa

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

typography

A variation of the primary font. Intended use is for titles on website and stationery.

SECONDARY FONT

Lora Italic

Aa

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

typography

A simple complimentary sans serif font to be used as copy font and subheadlines on website and stationery.

TERTIARY FONT

Figtree Normal

Aa

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

color palette

03

BRAND COLORS

12

PERSONA

Timeless, creative, and authentic

colors

The combination of fern and mist delivers an airy and bright feeling and breathes life into the brand of MH Photo. These colors should be displayed in tandem with crisp white.

C: 57 M: 34 Y: 56 K: 8

#758875

R: 117 G: 136 B: 117



C: 4 M: 1 Y: 0 K: 0

#F3F7FC

R: 242 G: 247 B: 253



website

04

MOBILE VIEW 14

DESKTOP VIEW 15

PERSONA

Timeless, creative, and authentic

mobile

The combination of fern and mist delivers an airy and bright feeling and breathes life into the brand of MH Photo. These colors should be displayed in tandem with crisp white.

CAPTURING
YOUR
heirloom
MOMENT



desktop

The combination of fern and mist delivers an airy and bright feeling and breathes life into the brand of MH Photo. These colors should be displayed in tandem with crisp white.

