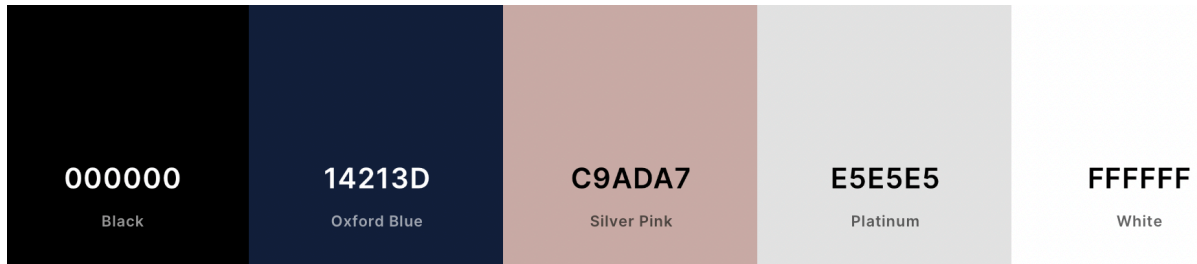


Brand Guidelines for Meghan Newberry Photography

Brand Colors

Primary Colors



Additional Colors

+100%	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+87.5%	DFDFDF	D7DF2	F8F54	FCFCFC	FFFFFF
+75%	BFBFBF	AEBFE5	F1EAE9	F9F9F9	FFFFFF
+62.5%	9F9F9F	86A0D8	EBE0DE	F5F5F5	FFFFFF
+50%	808080	5D80CB	E4D6D3	F2F2F2	FFFFFF
+37.5%	606060	3B62B7	DDCCC8	EFEFEF	FFFFFF
+25%	404040	2E4D8E	D6C1BD	ECECEC	FFFFFF
+12.5%	202020	213766	D0B7B2	E9E9E9	FFFFFF
0%	000000	14213D	C9ADA7	E5E5E5	FFFFFF
-12.5%	000000	111D36	B7928A	C9C9C9	DFDFDF
-25%	000000	0F192E	A6788E	ACACAC	BFBFBF
-37.5%	000000	0C1527	8E6157	8F8F8F	9F9F9F
-50%	000000	0A111F	724E46	737373	808080
-62.5%	000000	070C17	553A34	565656	606060
-75%	000000	05080F	392723	393939	404040
-87.5%	000000	020408	1C1311	1D1D1D	202020
-100%	000000	000000	000000	000000	000000

Logo

Primary Logo



Heptagon shape in the pink color (**#C9ADA7**) with MIN text in white color (**#FFFFFF**) and in font **Josefin Sans** with translucent background.

To be used on website, social media posts (in bottom, right corner), or additional branding

[Link for download](#)

Additional Logo



Same logo (above) with navy blue color (**#14213D**) used as profile image, social share image, or additional branding

[Link for download](#)

Profile Image



Image courtesy of Megan Steele. Heartbeat Branding Co. To be used for social media profile image (if changed ensure that it is the same on Facebook, Instagram, etc).

[Link for download](#)

Website

Fonts

Header (font, font size, color)

Button: Kepler, 26px, #14213D

- Button Color (regular): #FFFFFF
- Button Color (hover): #E8E6E6 (font color: #000000)

Footer (font, font size, color)

DIN Next Light, 14px, #000000

Welcome Page (font, font size, color)

- **Main Title:** The Secret, 55px, #14213D
 - ... Character Spacing: 0.05
 - ... Line Spacing: Automatic
- **Main Subtitle:** Kepler, 18px, #14213D
 - ... Character Spacing: 0.1
 - ... Line Spacing: Automatic
- **"About Me" Subtitle:** The Secret, 45px, #14213D
 - ... Character Spacing: 0.05
 - ... Line Spacing: Automatic
- **Paragraph:** Kepler, 16px, #14213D
 - ... Character Spacing: 0.1
 - ... Line Spacing: 2
- **Photo Descriptions:** Kepler, 15px, #14213D
 - ... Character Spacing: 0
 - ... Line Spacing: Automatic
- **Button:** Kepler, 18px, #FFFFFF
 - ... Button Color (regular): #14213D
 - ... Button Color (hover): #C9ADA7 (font color: #14213D)
- **"Sticky Note" Paragraph:** Kepler, 15px, #14213D
 - ... Character Spacing: 0.1
 - ... Line Spacing: 2

Portfolio Page (font, font size, color)

- **Title:** The Secret, 22px, #FFFFFF
- **Button:** Kepler, 20px, #FFFFFF
 - ... Button Color (regular): #C9ADA7
 - ... Button Color (hover): #E8E6E6 (font color: #000000)
- **Paragraph:** Kepler, 17px, #FFFFFF

Portfolio Pages (font, font size, color)

Title: The Secret, 40px, #14213D

- **MNP Bucket Page Paragraph:** Kepler, 17px, #14213D
- **Button:** Kepler, 18px, #FFFFFF
 - ... Button Color (regular): #14213D
 - ... Button Color (hover): #C9ADA7 (font color: #000000)

Details Page (font, font size, color)

- **Title:** The Secret, 40px, #14213D
- **Box Title:** The Secret, 22px, #14213D
- **Paragraph:** Kepler, 17px, #14213D
 - ... Character Spacing: 0
 - ... Line Spacing: 1.5
- **Button:** Kepler, 20px, #FFFFFF
 - ... Button Color (regular): #C9ADA7
 - ... Button Color (hover): #E8E6E6 (font color: #000000)

Let's Chat Page (font, font size, color)

- **Title:** The Secret, 40px, #14213D
- **Box Text:** Kepler, 16px, #14213D
- **Submission Text:** Kepler, 17px, #C9ADA7

- **Submission Button:** Kepler, 20px, #FFFFFF
 - ... Button Color (regular): #C9ADA7
 - ... Button Color (hover): #E8E6E6 (font color: #000000)
- **Reviews Paragraph:** Kepler, various sizes, #14213D
 - ... **Quotes:** The Secret, 17px, #14213D
 - ... **Name Text:** The Secret, 17px, #14213D

SEO

Primary Keywords

- "wedding photographer"
- "Wilmington Delaware photography"
- "lifestyle photographer"
- "baby photographer"
- "family photographers near me"

Additional Keywords: [Link to document](#)