



BRAND & STYLE GUIDE | 2021

BRAND INSPIRATION & MOOD



CREATIVE & INVITING

Elegant & Heartfelt

nf



BRAND DESCRIPTIVE WORDS

creative | heartfelt | elegant | inviting | cheerful

MISSION

To curate a front porch that brings joy to the homeowner.

VISION

Pampered Porches was created in order to bring friends and neighbors Pinterest worthy porches. Our team works to bring elements of design and celebration to your front doorstep, literally! Treat yourself to a seasonal refresh or surprise a friend with a front porch they will love.

CONCEPTS & INTERPRETATIONS

THE NAME

the word **“pamper”** means to indulge with every attention, comfort and kindness.

the word **“porch”** means a covered shelter often protecting the front of a home.

THE DESIGN ELEMENTS

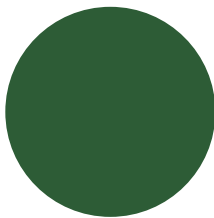


A front door symbolizes an inviting place to land.

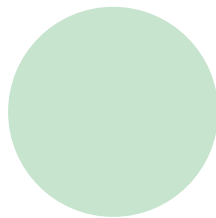


A wreath is a symbol of protection, unity and inclusion.

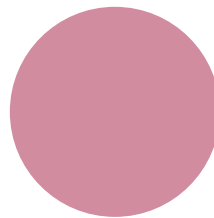
THE COLORS



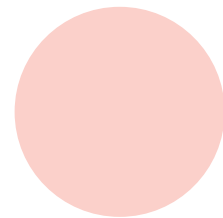
emerald
suggests
abundance
and growth



mint
suggests
joy and
tranquility



pink
suggests
femininity and
decadence



blush
suggests
kindness
and love

PRIMARY LOGO DESIGN

Aim to use this version when ever possible

Pampered Porches

SECONDARY LOGO DESIGN

This version is more suitable for a square or circle image

Pampered Porches

LOGO COLOR VARIATIONS

These versions are most suitable when less color is required

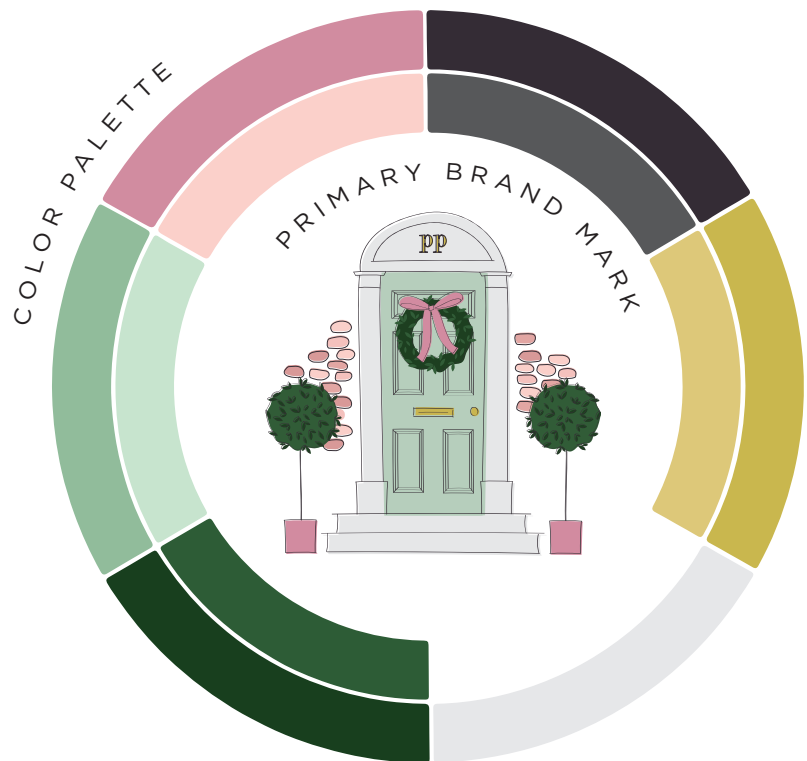
Pampered Porches

Pampered Porches

COLOR VALUES

listed in priority order

- EMERALD: #315C37
- MINT: #C7E5CE
- PINK: #D28CA1
- BLUSH: #FBD0CA
- EVERGREEN: #1D3F20
- SEAFOAM: #93BC9B
- DARK GRAY: #362E36
- LIGHT GRAY: #E6E7E8
- WHITE: #FFFFFF
- GOLDEN: #C9B64F
- BRASS: #DDCA79
- GRAY: #58595B



DESIGN MARK VARIATIONS

These variations are most suitable as secondary options or when less color is required



TYPOGRAPHY

Sticking to these 3 font options will ensure a clean and cohesive look

Modern No. 20 - Modern No. 20 With 200 Pt. Tracking

Best suited for headlines and important text.

MONTSERRAT REGULAR - MONTSERRAT MEDIUM

Best suited for paragraphs and smaller text.

Amsterdam Script

Best suited for headlines, accents and important text.

BUSINESS CARD DESIGN

2" x 3.5" double sided



YARD SIGN DESIGN

size: 18" x 24" same on both sides

