

CAITLYNN CAMPBELL BRAND STYLE GUIDE

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LOGO

Logos are vital in branding, functioning as a visual that instantly communicates a brand's identity and sets it apart in a competitive market. A well-designed logo becomes the face of the brand, symbolizing its values and forging an emotional connection with the audience and the brand's customers. Beyond aesthetics, a logo builds trust and ensures consistency across platforms, acting as a visual representation that leaves a lasting impression on consumers and shapes brand loyalty.



Comfort Couture Upholstery

C C Upholstery

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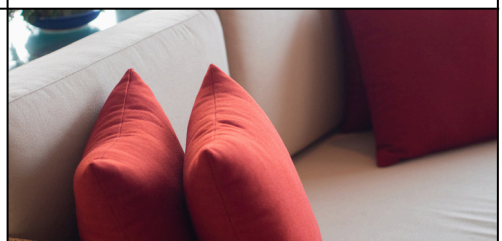


COLOR

#3091C8 Comfort #276F98

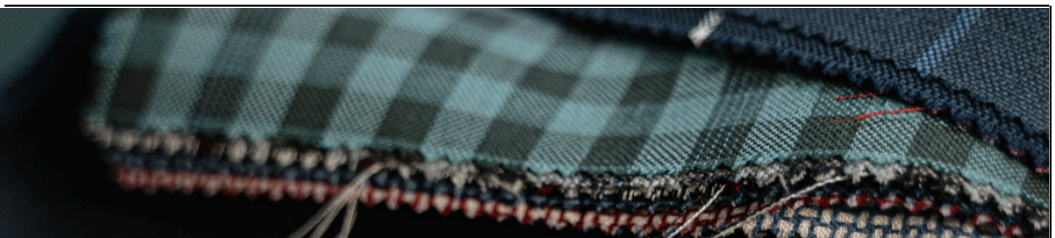
#D83434

Couture #E3E0DB

#FFFFFF 1E1E1E

Colors contribute immensely to a brand's perception. The significance of color in branding lies in its capability to stimulate emotions, convey personality, and establish a distinguishable visual identity. Consistent use of colors across branding creates recognition for users, while certain color choices can even influence consumer behavior. In essence, colors serve as a non-verbal communication mechanic that improves brand visibility, differentiation, and the impact of a brand's message.

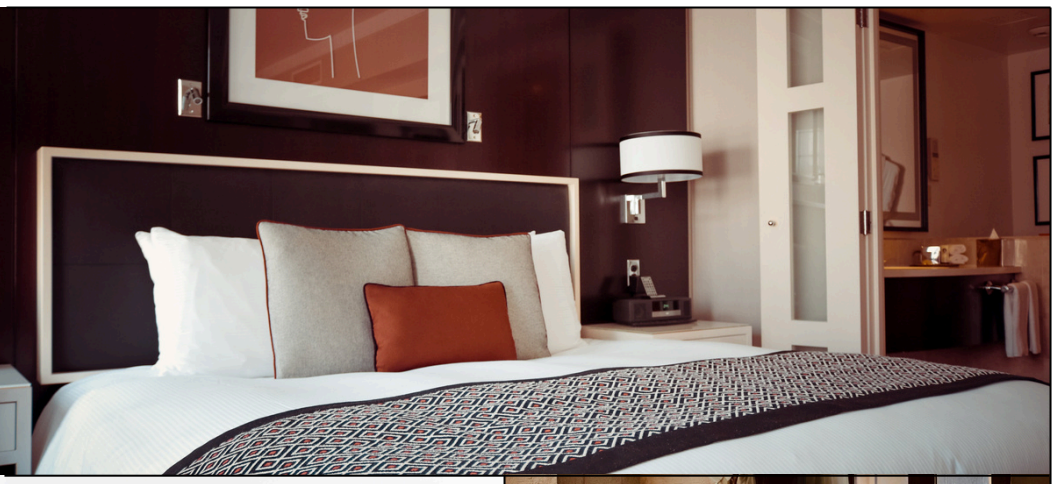
When it comes to color choices, I felt that red signified power and boldness which I understand is a defined characteristic behind Comfort Couture Upholstery, making the brand perceived as powerful. The blue as a second color choice signifies the comfort behind the brand, allowing users to feel the "homey" feel. As for the tan-beige, I wanted to establish the characteristic of elegance and couture and make it distinguishable from the comfortable and casual other colors, yet still act as a color palette.



FONTS

Istok Web	Crafty Girls
1234567890	1234567890
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 influences how a brand communicates visually. The significance of typography lies in its ability to convey the brand's personality while creating a unique visual identity. These font options contribute to brand recognition and consistency among various platforms that showcase and display the brand products, all the while reinforcing the overall brand image. Typography serves as a mechanic for shaping the perception of a brand and is a key component of effective branding methods.







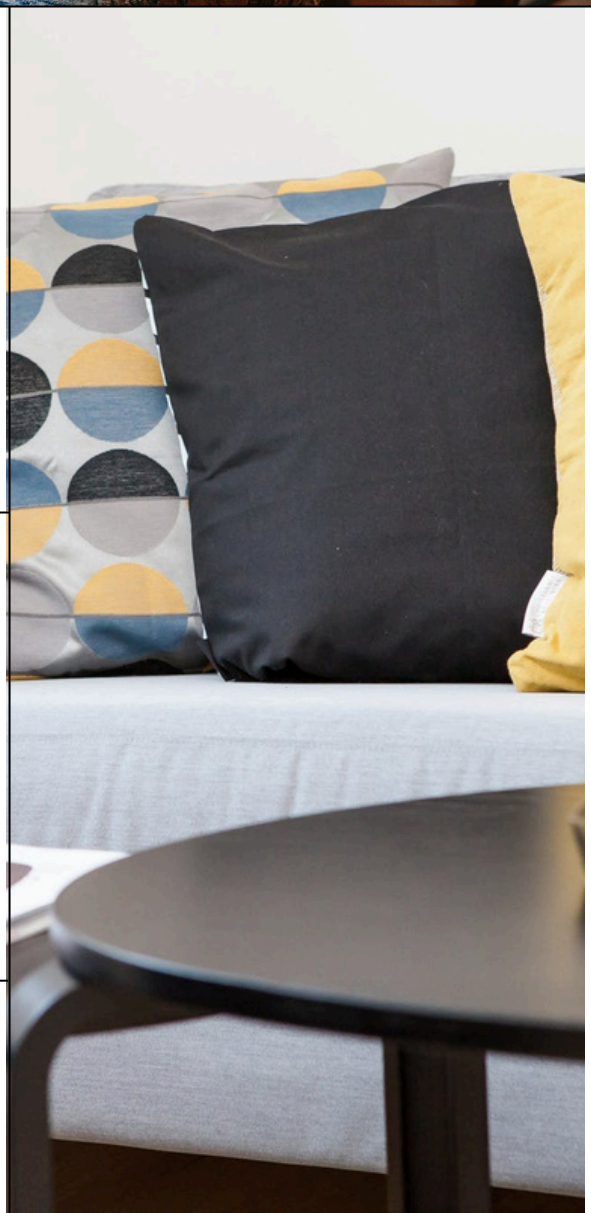


MISSION

Don’t replace. Reupholster.



“Elevating spaces with tailored expertise, our Comfort Couture Upholstery is dedicated to bringing your vision to life, ensuring adaptability and a personalized experience, committed to exceeding your unique requirements. With unwavering passion and unmatched expertise, we transform outdated furniture to fulfill your goals.”



A mission statement defines a company's purpose, values, and goals. While instilling trust and establishing a meaningful connection for its customers and users, this statement shapes the brand's identity by influencing how it is perceived by customers and stakeholders and maintaining a consistent narrative.

CONTACT



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