

Debbie Squizzero  
Brand Style Guide  
March 2021



debbie Squizzero

PSYCHIC MEDIUM

HEALING PEOPLE ONE SOUL AT A TIME



C THE BIG PICTURE

**CARRIE COREN DESIGN**

graphic design

web design

branding

marketing

(401) 301-0212 [carrie@carriecoren.com](mailto:carrie@carriecoren.com)

## Primary Logo

The logo should be used against the navy background whenever possible.

- The text is a gradient pink
- The aura is multi colored
- 'Psychic Medium' is white
- The tagline is gray



### If the logo needs to be on a white or clear background:

- The text is solid pink since the light part of the gradient (left side) doesn't show up on a white or clear bkg.
- The rings inside the aura are gray
- 'Psychic Medium' will be gray
- The tagline is gray



The font used for Debbie Squizzero is **Brisely Regular**

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The font used for 'Psychic Medium' and the tagline 'Healing people one soul at a time' is **Aquatico Regular**

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## Brand Color Palette

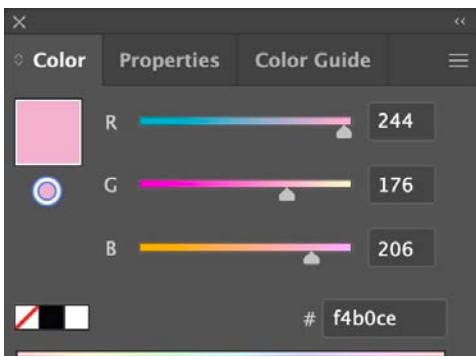
Debbie's name is filled with a gradient color; light pink to medium pink.

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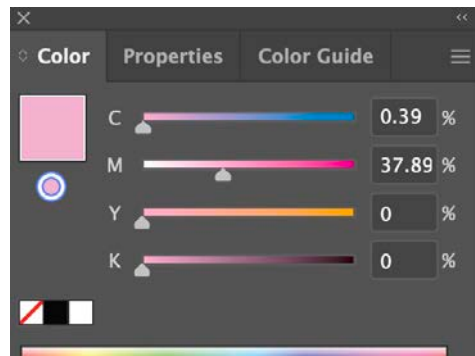


If there's a situation where the gradient cannot be used, (such as on a white/clear background) the pink from the right side gradient should be used.

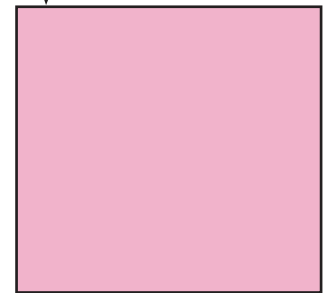
endpoint pink RGB



endpoint pink CMYK



Pantone 203



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## Brand Color Pallete

The background of the logo is navy.

HEX #0e1f3d

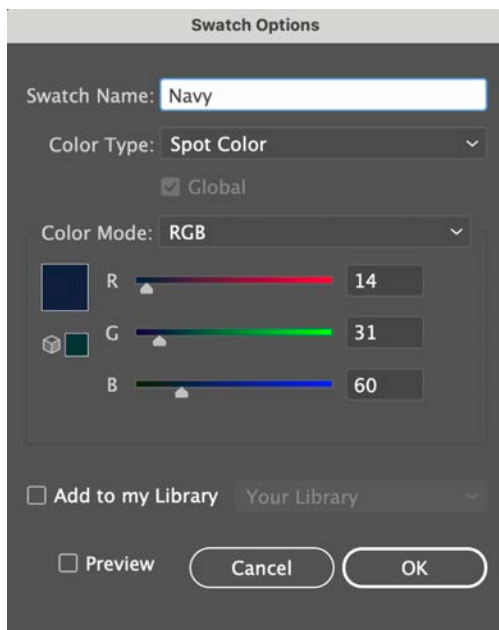
RBG R14 G31 B60

CMYK C=97 M=85 Y=45 K=54

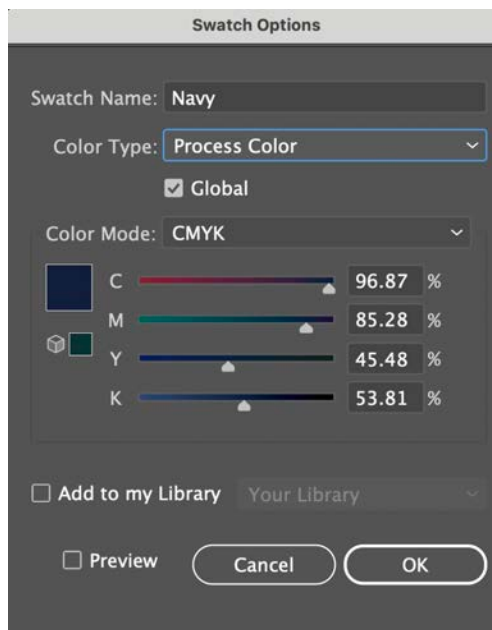
Pantone 289



Navy RGB



Navy CMYK

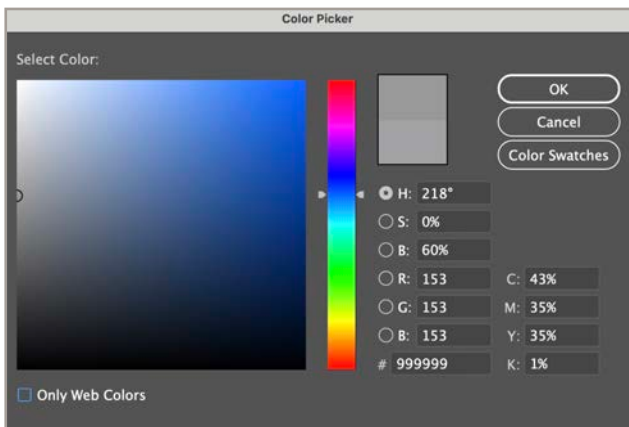


Pantone 289



The gray is used for the tagline

Gray breakdown in CMYK and RGB



Pantone 402

