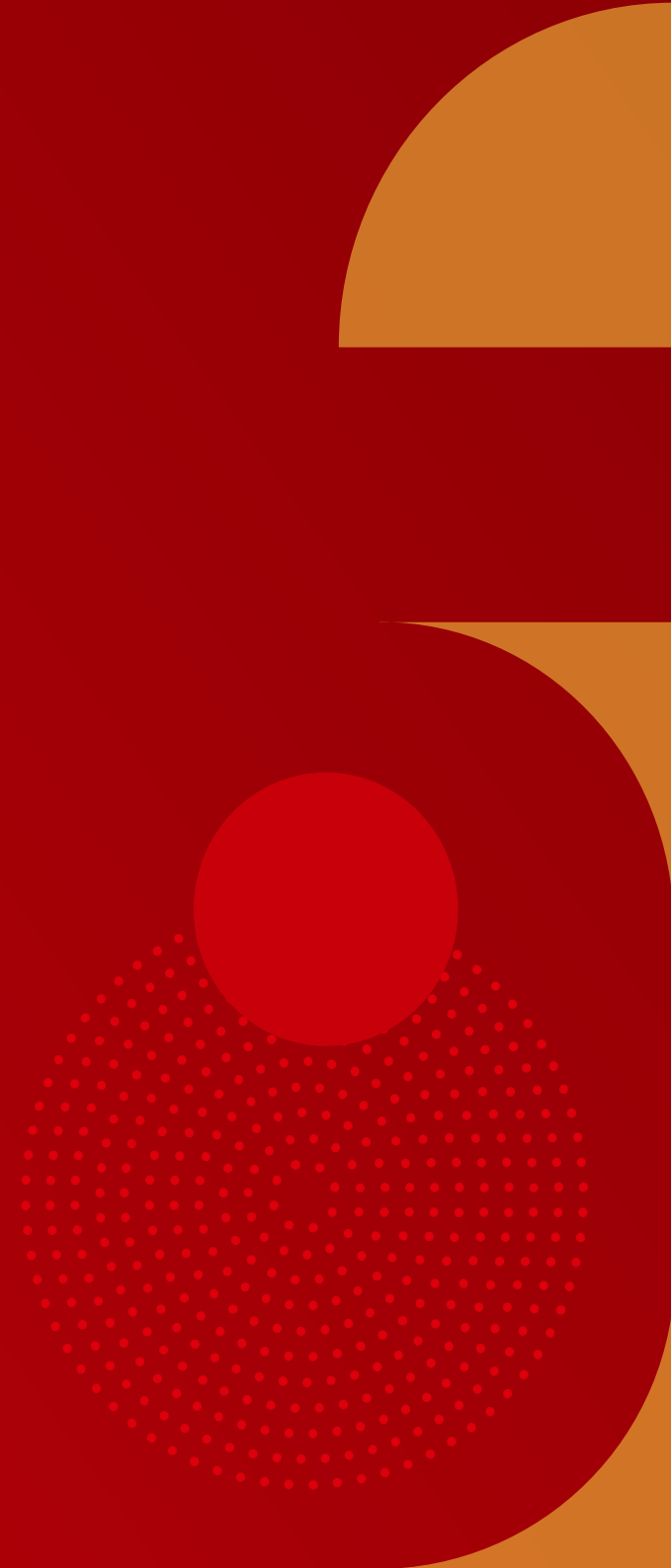


# Brand Guidelines...

D. Marie Cards

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# OVERVIEW

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

# Founders Vision

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

— Demetria M. McNeal



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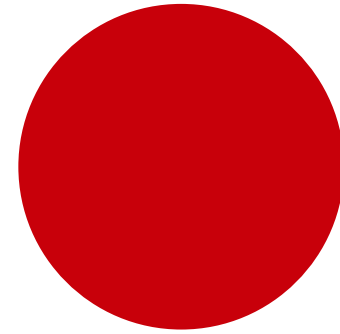
**03.** Logo & Usage

**04.** Fonts Pairing

**05.** Cards Gallery



01.



mission  
**Statement...**



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# Why Choose Us

Often when purchasing a greeting card, you can scan the aisle and find cards for pretty much the same life occurrences or life events. But you never find cards that cater to the hard moments in life and the difficult conversations that often happen in all of our lives (loved ones having cancer, daughter's first period, supporting an empty nester, etc.). That is what makes D. Marie Cards so different. D. Marie Cards caters to those moments and creates a space where people can further connect over the, sometimes, challenging situations of life. And sometimes with a little humor.



# IDEAL TARGET MARKET

Men and women 25-45+ (more older than not) looking for the right (often times, perfect) card to put in words something they'd like to talk about with their loved one (sister, daughter, husband, friend, etc.). They are not looking for the typical greeting card, because why they're buying the card is not for a typical life occurrence or celebration. What they're looking for is a card that will speak to the certain touchy subject on the table between them and their loved ones.



# Tone of Voice



Grace



Compassion



Authentic



Sincere



Relateable



Approachable



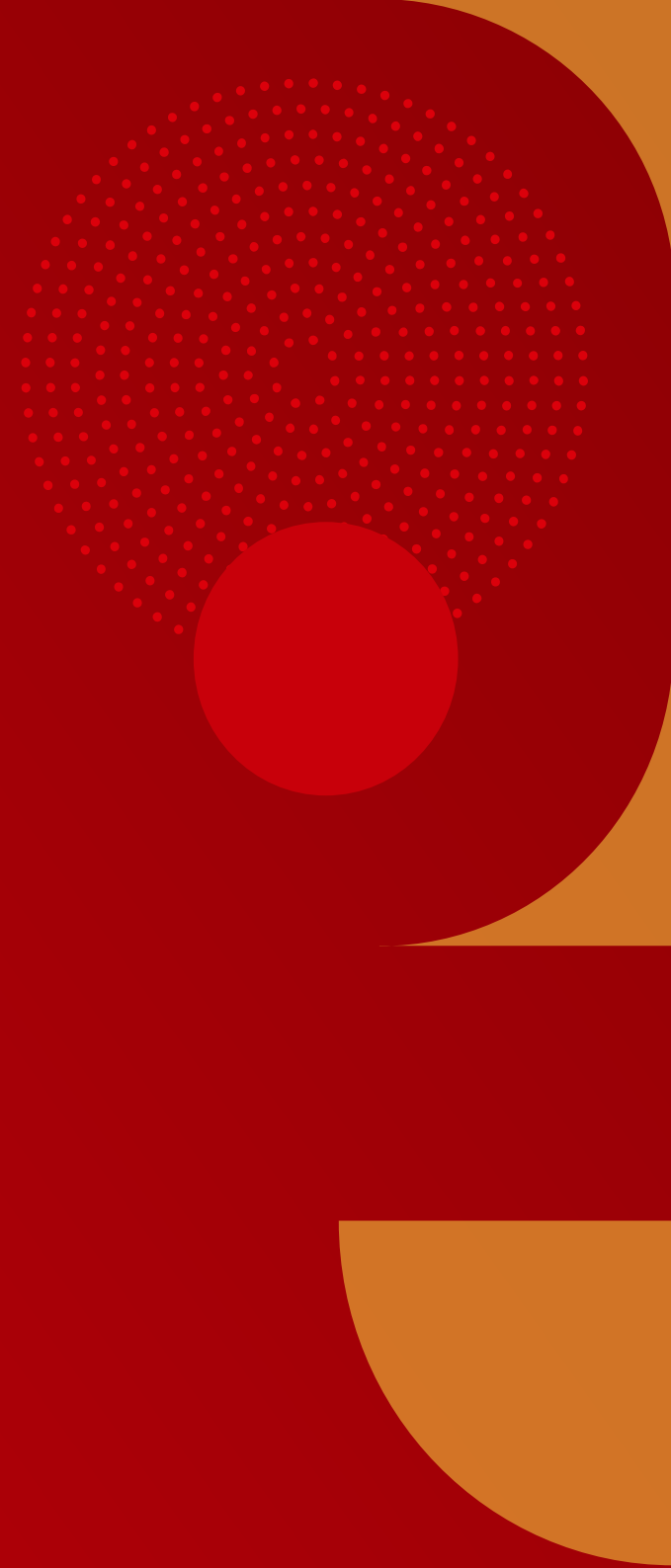
Empathetic



Inviting

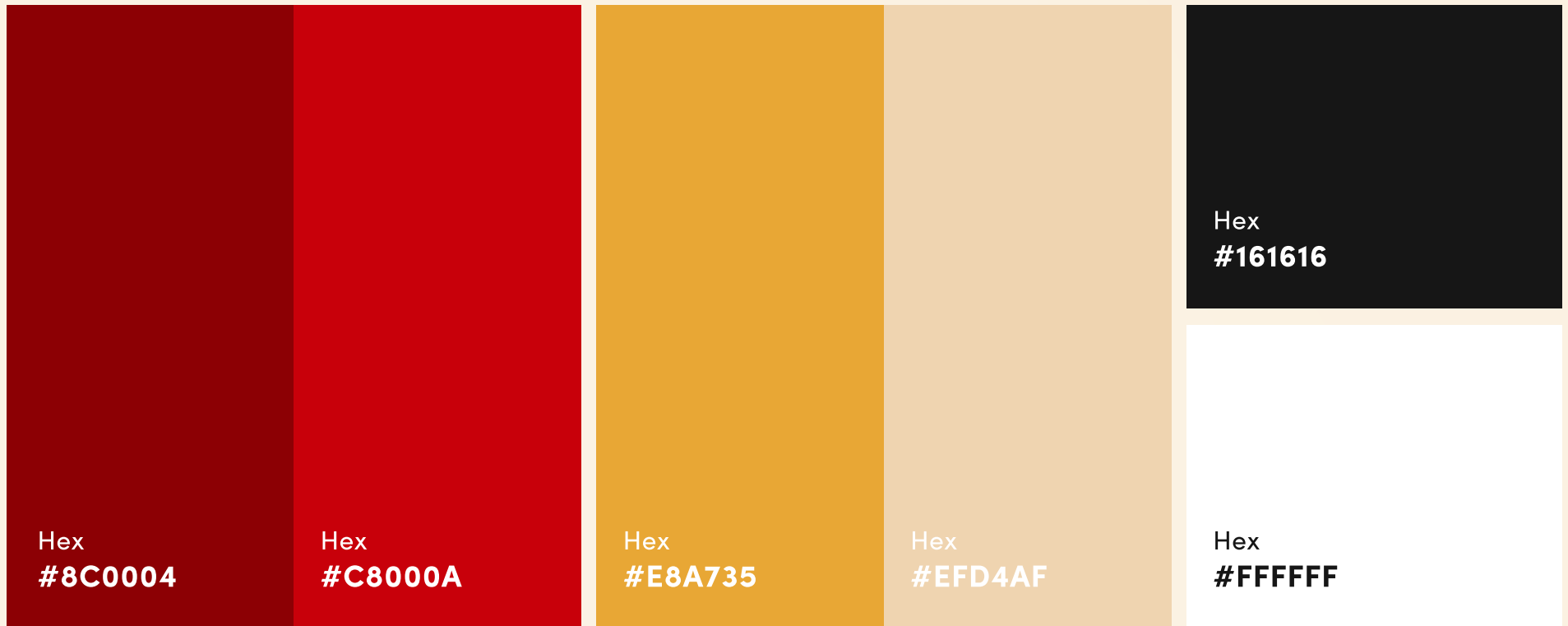
02.

Brand  
Colours...



# Color Palette

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# Shades & Tints



#E8A735

#EBB352

#ECBE72

#EEC991

#EFD4B0



#8C0004

#9B0006

#AA0007

#B90009

#C8000A



# Use Of Gradients

Often when purchasing a greeting card, you can scan the isle and find cards for pretty much the same life occurrences or life events. But you never find cards that cater to the hard moments in life

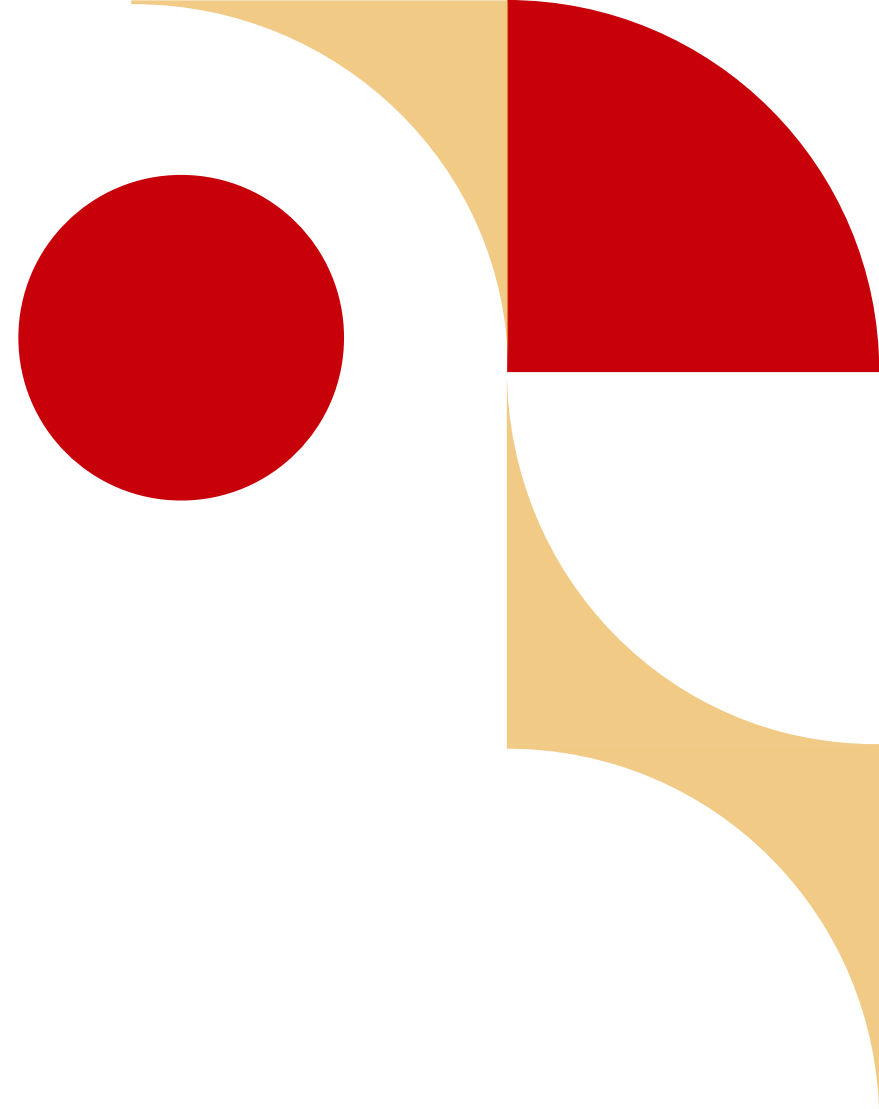


Hex  
**#8C0004** + Hex  
**#C8000A**



Hex  
**#E8A735** + Hex  
**#EFD4B0**

03.



Logo  
& Usage...



# LOGO ICON

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Globe

+



Bird

=



Logo

# Grid Structure

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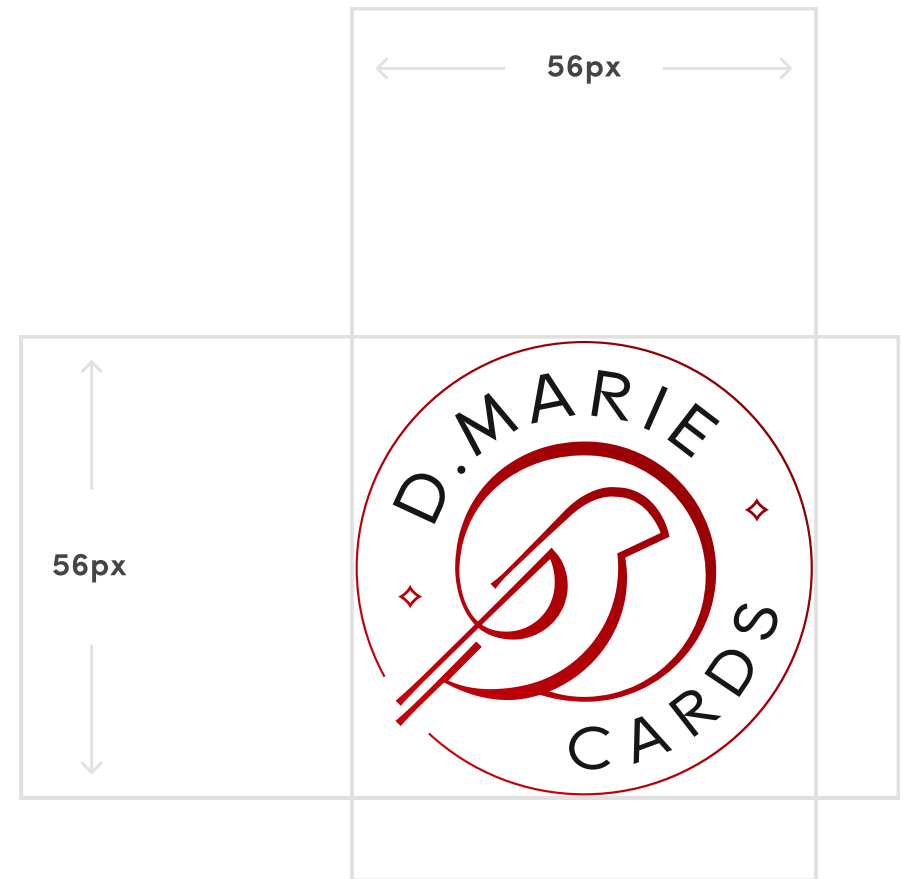
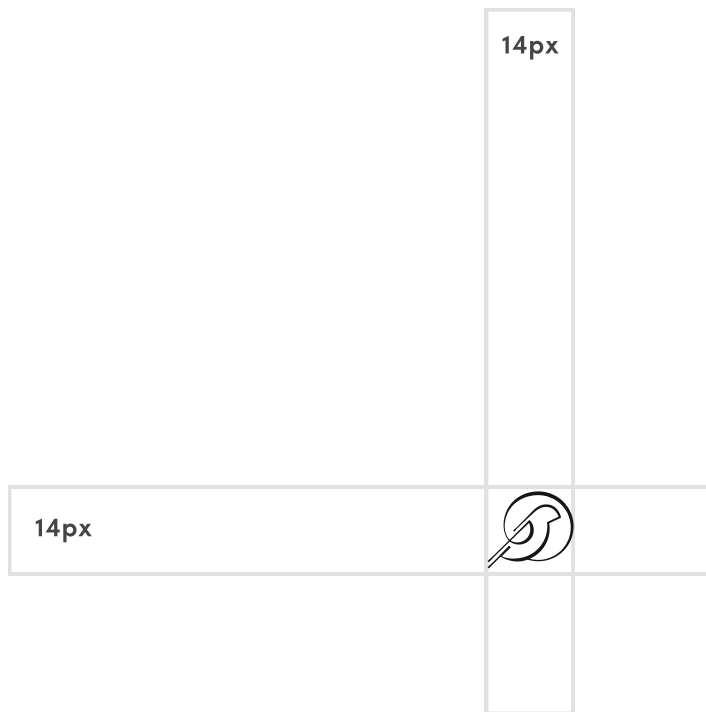
# WHITE SPACE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s



# Minimum Size

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# Logo Colors

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,



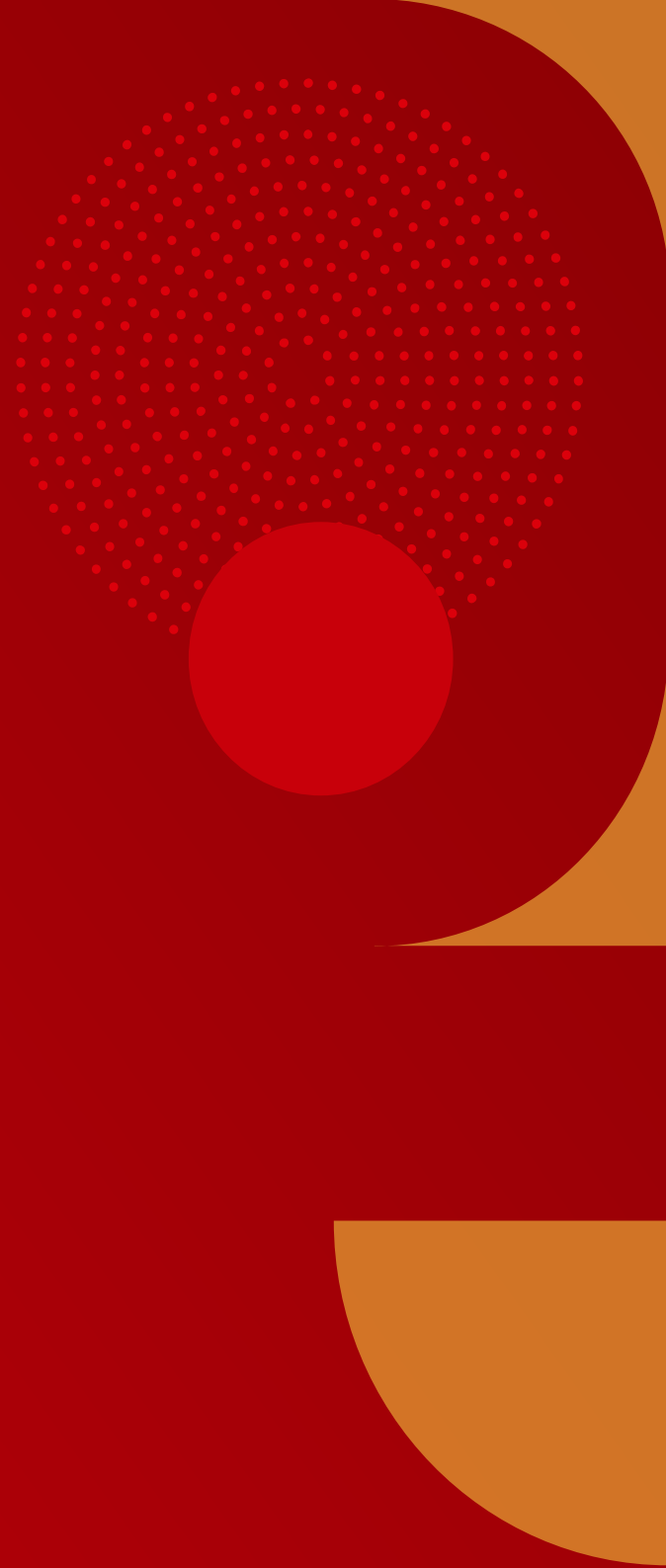
# Negative Space Logo





04.

# Fonts Pairing...



# Rany

Heading

# Ad

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Light

Regular

**Medium**

**Bold**

# Sofia Pro

Body Text

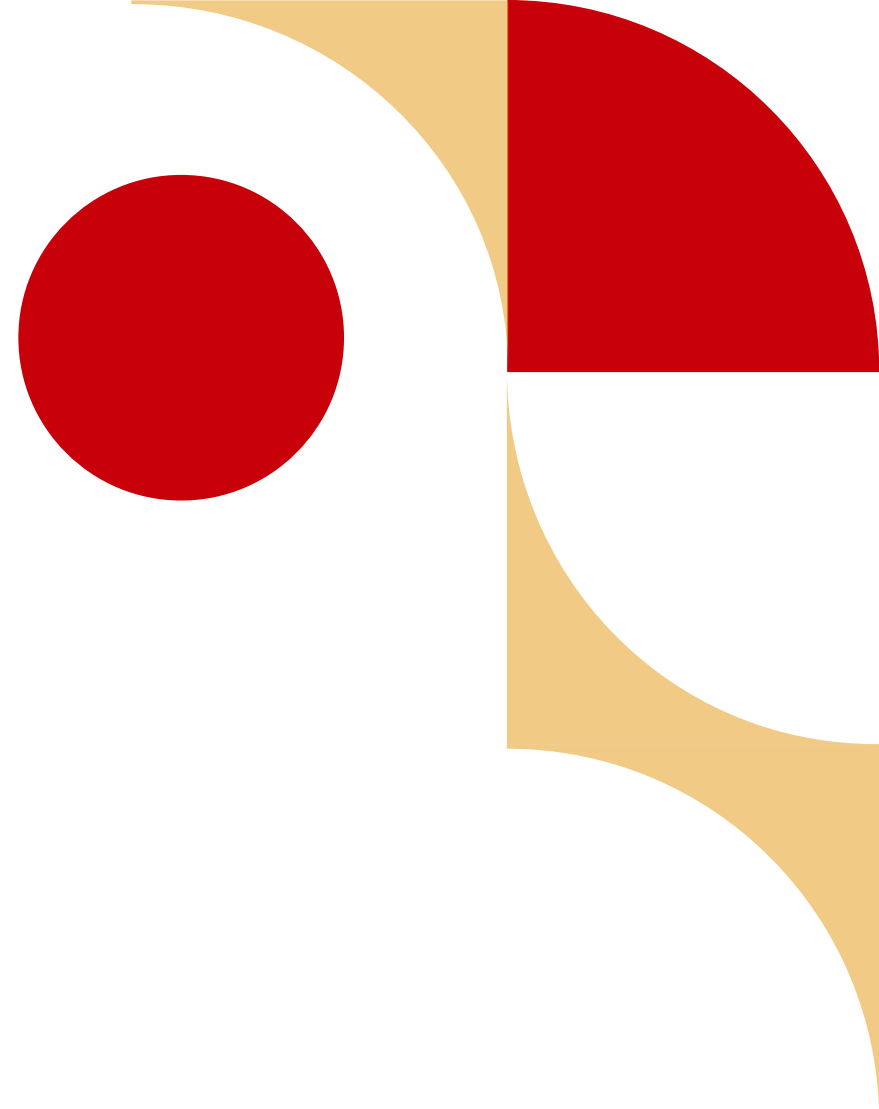
Aa

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Light  
Regular  
Medium  
Semi bold  
Bold  
Black



05.



Cards  
**Gallery...**









# Get In Touch...



Lorem Ipsum is simply dummy text of the printing and typesetting industry.



**123-321-1234**



**info@d.mariecards.com**



**www.dmariecards.com**