

E|H Erika Harvey

BRAND STYLE GUIDE

LOGO



Primary Logo



Secondary Logo



Watermark

COLOR PALETTE



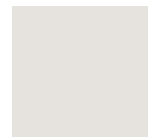
Erika Teal
#014b54



Erika Aqua
#7ea4a4



Erika Charcoal
#454546



Erika Gray
#e6e1de

TYPOGRAPHY

Headings:

Aa

Montserrat Bold

Aa

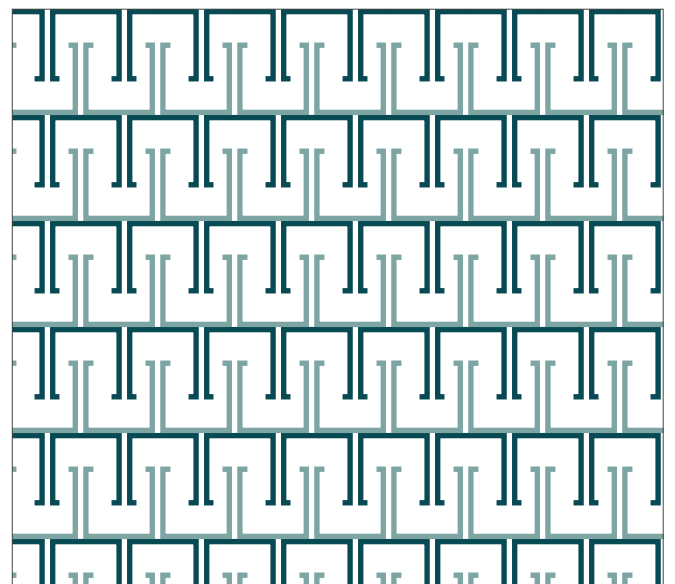
Montserrat Semi-Bold

Body Text:

Aa

Open Sans Regular

BRAND PATTERN



Written Explanation

Each element of the brand identity works together to create a cohesive and professional image. The typography balances modern simplicity (Montserrat) with easy readability (Open Sans), making my brand both approachable and polished. The color palette reinforces this tone with deep teal that conveys trust and sophistication, while the soft gray and charcoal maintain a clean, minimal foundation. The muted aqua adds subtle energy without overwhelming the design.

The pattern represents the brand by extending the clean, geometric line style of the "EH" logo into a repeating design. The structured layout and consistent spacing reflect a sense of order and professionalism, while the use of the same teal and aqua keeps everything visually cohesive. The repetition adds rhythm and makes the design more versatile, allowing the brand to go beyond just a logo and feel consistent across different materials.

A brand style guide plays a crucial role by establishing rules and standards for how these elements are used. Its purpose is to ensure consistency, strengthen brand recognition, and provide clear direction for anyone creating materials for the brand. Without a style guide, the brand could appear inconsistent and lose its visual identity.