ALICIA H⬡BBS

FINE ARTIST

v01

Style
Guide

If you are in possession of this guide, I am trusting you with my identity: my brand.

I am focused on growing my business and creating work that will brighten people's lives and homes. I want to offer up my art in a environment that is professional and fun; ultimately a space that people will be inclined to trust and enjoy. My brand identity is one way I am accomplishing this.

The following pages are full of guidelines, rules, and tips that I hope will help you communicate my values, my vision, and reinforce my brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide is here to help refine your approach.

Whether you are a new store manager, an outside designer, or one of my amazing vendors, thank you for helping me achieve my goals and pursue our mission.

Welcome.

003

What's Inside

01

About The Brand

Alicia Hobbs: Painter & Wine Enjoyer.

I started painting "professionally" in college. And by "professionally", I mean throngs of sorority girls would ask to buy my canvases off my dorm room wall. At the time I was just painting for fun. But the fact that I couldn't keep my walls covered before an Alpha Beta Chi snatched up my latest piece- was a good indicator that maybe I should do this for real.

And just like that my business was born... sort of.

It took a couple years of soul searching to finally embrace my inner artist. I did major in Art, but I couldn't quite let go of that "more realistic" Biology degree.

I may have a few B.A.'s tucked under my belt but painting is my main gig. Sometimes I still feel like that wide-eyed college freshman. But I love where this journey has taken me. The goal is to keep having fun and fill the world with a little more color, one painting at a time.

005

My Brand Personality

BEAUTY IN THE BASICS

My brand personality is fun! It's an organized mess in the best way possible. I crave lots of activity and color as an individual so my business has to match; my brand is anything but boring. It's a different look while still being friendly and recognizable. My paintings attract a certain type of consumer; someone who rejects safety but finds beauty in the basics. My paintings reflect that as I explore familiar scenes in an abstract way.

02

Voice & Style

Playful.
Optimistic.
& Fun.

My patrons are the reason I am able to paint for a living.

The way I speak to them should reflect how much I appreciate and respect them. Every element of copy should strive to ensure that every brand execution communicates this tone of voice.

In this section, you will find guidance on how to communicate in my brand voice and style.

My Writing Tone & Voice

I view all my patrons as my friends and family, even when I don't personally know them. Because of this I want to communicate in a tone that is synonymous with how I would interact with people personally.

My brand tone should always be honest, realistic, and casual. I never want to speak in a patronizing tone or in rhetoric that's too cheesy or trying too hard. Copy on the website is written in third person and social media messaging is written in first, a.k.a. me.

My tone is fun and playful. So most anything goes. Just avoid being inauthentic and you should be golden.

008

Master Style List

Headlines

- Headlines should be engaging and fun
- Use "&" instead of "and"
- Use Title Case, not sentence case
- Use periods when writing in sentences

Punctuation

- Use consistent punctuation
- Do not use spaces around the em-dash
- Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences.
- Do not hyphenate paragraphs

Correct Spelling

- Use gray, not grey

Formatting

- Capitalize the first word in a sentence

Contact Information & Times

- Phone numbers should be written with hyphens. Do use parenthesis. For example: (123) 456-7890
- Use am/pm time formatting. For example: 1:30 pm not 1:30 p.m.
- Use 24-hour instead of 24 hour
- Days should never be abbreviated. Use the full spelling: Monday – Thursday
- Only the state or province should be abbreviated in addresses:

Alicia Hobbs
1234 Main Street
Long Beach, CA 12345

03

Brand Logo

My identifier & title. My logo sets the stage to what my art has to offer.

My logos may be the first thing a potential buyer might see from me. It's job is to be friendly and interesting while still maintaining sophistication.

As such, it is vital that my logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of my brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

ALICIA H●BBS

FINE ARTIST

=

My Icon,
The Blob

Meet the blob or blobbies (plural).

The blobbies are at the center of my whole brand. They reflect my personal mission of painting with lots of color. The blob itself represents a paint swatch of sorts. It has uneven edges that pay homage to my style of loose strokes.

The blobbies are a tool placed at random throughout my whole brand. Strategically, where a little more color needs to shine through. It's a fun element that never takes itself too seriously.

012

Primary Lockup

ALICIA H**O**BBS

FINE ARTIST

The brand logo identifies *Alicia Hobbs Fine Art* as a whole. Use this logo for main purposes where real estate is predominantly horizontal.

This logo is a carefully created piece of locked artwork that should not be altered in any way. The tagline and wordmark should always be featured together.

013

Lockup Assembly

ALICIA H●BBS
FINE ARTIST

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

ICON HEIGHT

The height of the Blob icon lines up with the overhang and cap-height of the wordmark .

SEPARATION

Kerning between the Blob and neighboring characters equally measures the tracking between 'Alicia Hobbs' and 'Fine Art.'

Elements are separated in intervals of 9px

VERTICAL ALIGNMENT

'Fine Artist' tagline should always align to the middle of the wordmark.

Tagline is 3x smaller than wordmark.

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.75" for print applications and 130px for digital applications.

ALICIA H●BBS
FINE ARTIST

1.75" or 130px

014

Color Variations

Two-Color, Bold

ALICIA**H**BBS

FINE ARTIST

ICON: *Yellow*
WORDMARK: *Eggplant*

All colors featured in the approved palatte are permitted for use in any combination. The only rule :

> The Blob is the only element that can be a different color. And it must be the lighter of the two colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Double Color, Light

ALICIA**H**BBS

FINE ARTIST

ICON: *Watermark Off-White*
WORDMARK: *Watermark Off-White*

ALICIA**HOBBS**

FINE ARTIST

PRIMARY LOCKUP

BADGE I & II

ALICIA H O B B S

WORDMARK LOCKUP II

015

ALICIA
H**O**BBS
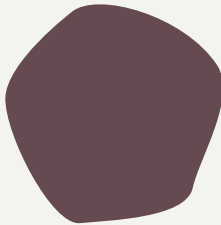FINE ARTIST
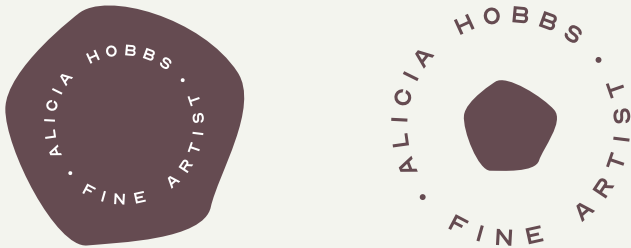
VERTICAL LOCKUP

ICON-ONLY

A Scalable
Identity System

My identity system is designed for flexibility, consistency, and brand recognition.

My designer has provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a sticker bearing the icon design should be used alongside elements that display my brand name legibly. This will help reinforce brand recognition across multiple touchpoints.

016

Vertical Lockup

ALICIA
HOBBS
FINE ARTIST

Designed specifically to be vertically efficient, the horizontal lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better. It can still be considered a primary logo.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

LOCKUP ASSEMBLY

'Hobbs' is enlarged slightly to align with 'Alicia'. 'Alicia' and 'Hobbs' are separated by the size of one tagline.

Kerning and leading for the Blob and the tagline are kept proportional to the primary logo.

ALICIA
HOBBS
FINE ARTIST

1" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1" for print applications and 100px for digital applications.

017

Badge Lockup

The badge lockup is designed for square or circular areas where symmetry is desired.

This can be used in conjunction with the primary brand simultaneously. On packaging, for example, the vertical lockup can be used for the primary identifying logo, and this lockup can be used as a closure seal/sticker.

This lockup can also be used as a graphic element by utilizing it as a watermark or decorative tool. Or as a layering opportunity with other elements. However badges should not be layered with eachother or on the primary logos.

BADGE I

Great for Social Media Avatars, Watermarks, Space Filler, and Decorative Flair.

BADGE II

Use interchangeably with Badge I and in envrionements that call for more delicate touches.

1.5" or 100px

MINIMUM SIZE

Meant for smaller sizes but text should still be legible. The minimum radius is 1.5" for print and 100px for digital

018

Icon-Only
Lockup

The Icon-Only should be used for decorative use. It should never be used in place of a Primary Logo or Badge or by itself. It is best utilized as a decorative charm that gives depth to the branding assets.

The Icon-Only is utilized in brand patterns and can be repeated to make points of interest. It can also be transformed to be reflected or rotated.
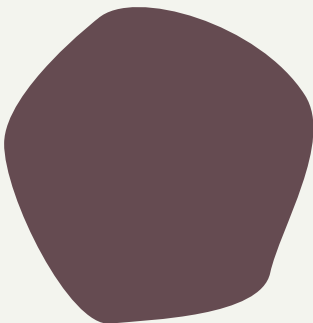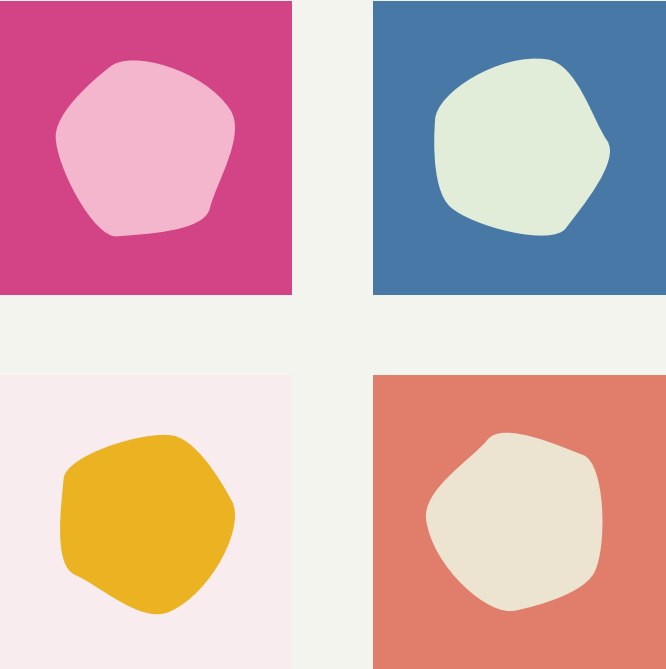
BLOB ICON-ONLY

The Blob Icon - Only should be used in patterns, decoration, and watermarks.
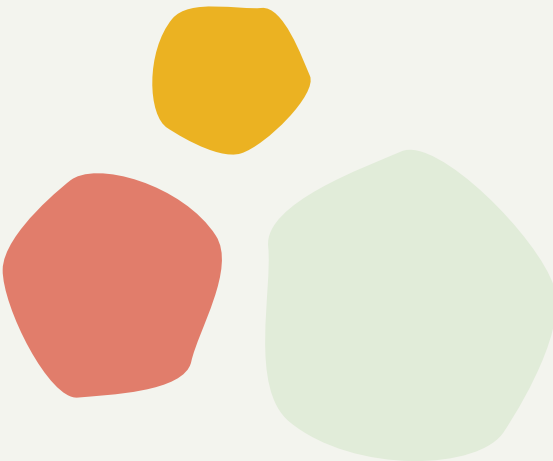
PATTERNS

The Blob Icon can be repeated and it's shape can be rotated.

SPECIAL COLOR USAGE

The icon can accommodate any acceptable combination of our colors.

.125" or 10px

MINIMUM SIZE

Meant for very small sizes. The minimum height is .125" for print and 10px for digital applications.

019

Wordmark Lockup

ALICIA H O B B S

ALICIA H O B B S | *2" or 150px*

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is 2" for print and 150px for digital applications.

This logo is designed for repetition and special enviornments that need diversity from the primary logos. Should be used sparingly and in opportunities to make a design more dynamic.

Visualized Clear Space

Clear Space

020

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the blob or 'O' (used in the logo in question) on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

021

Background Control

Contrast is the name of the game when considering placing the primary logo on any background.

My logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.

022

Placement of the logo on canvas is vital to a consistent visual style.

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.
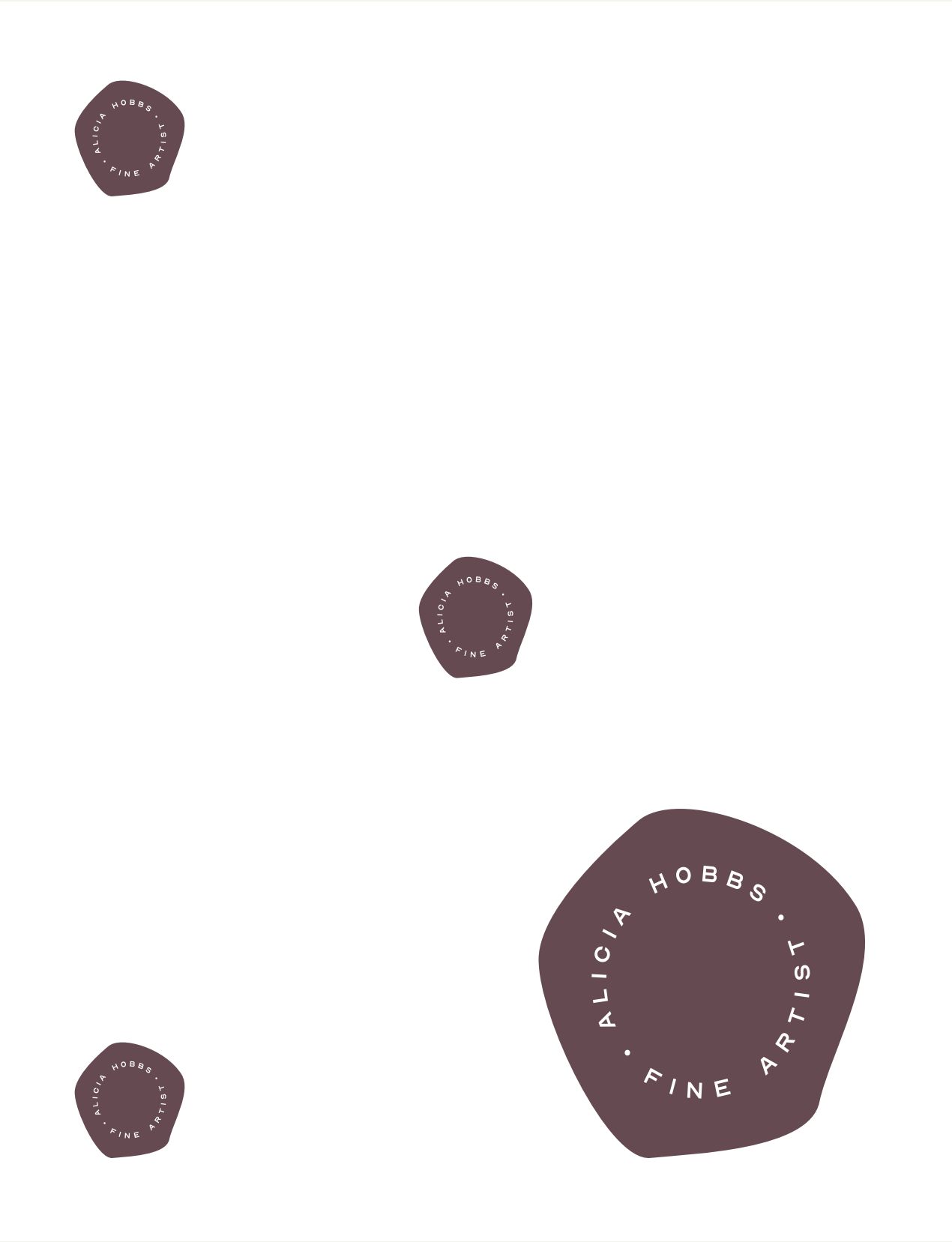
023

On The Page

Typically my main logos should be placed centered due to the centering of 'fine art'. However, feel free to place the blobs and badges wherever it looks best. The brand overall has a collage type aesthetic so patchwork quality is encouraged.

Placement

Preferred

Align the primary logos to the document center whether it's on the top or bottom.

Alternate Options

Badges and blobbies can be used wherever it is visually needed.

024

On The Web

On the website, the primary horizontal logo will be placed in the top, center of the homepage. Gratuitous use of the badges, blobs, and patterns are authorized to give a colorful, collage feel.

FAVICON

Our favicon—a 32px x 32px icon that is displayed in the browser next to the url—it should be the blob, icon-only lockup and the color should match the current theme of the website.

Placement

ALICIAHOBB

FINE ARTIST

025
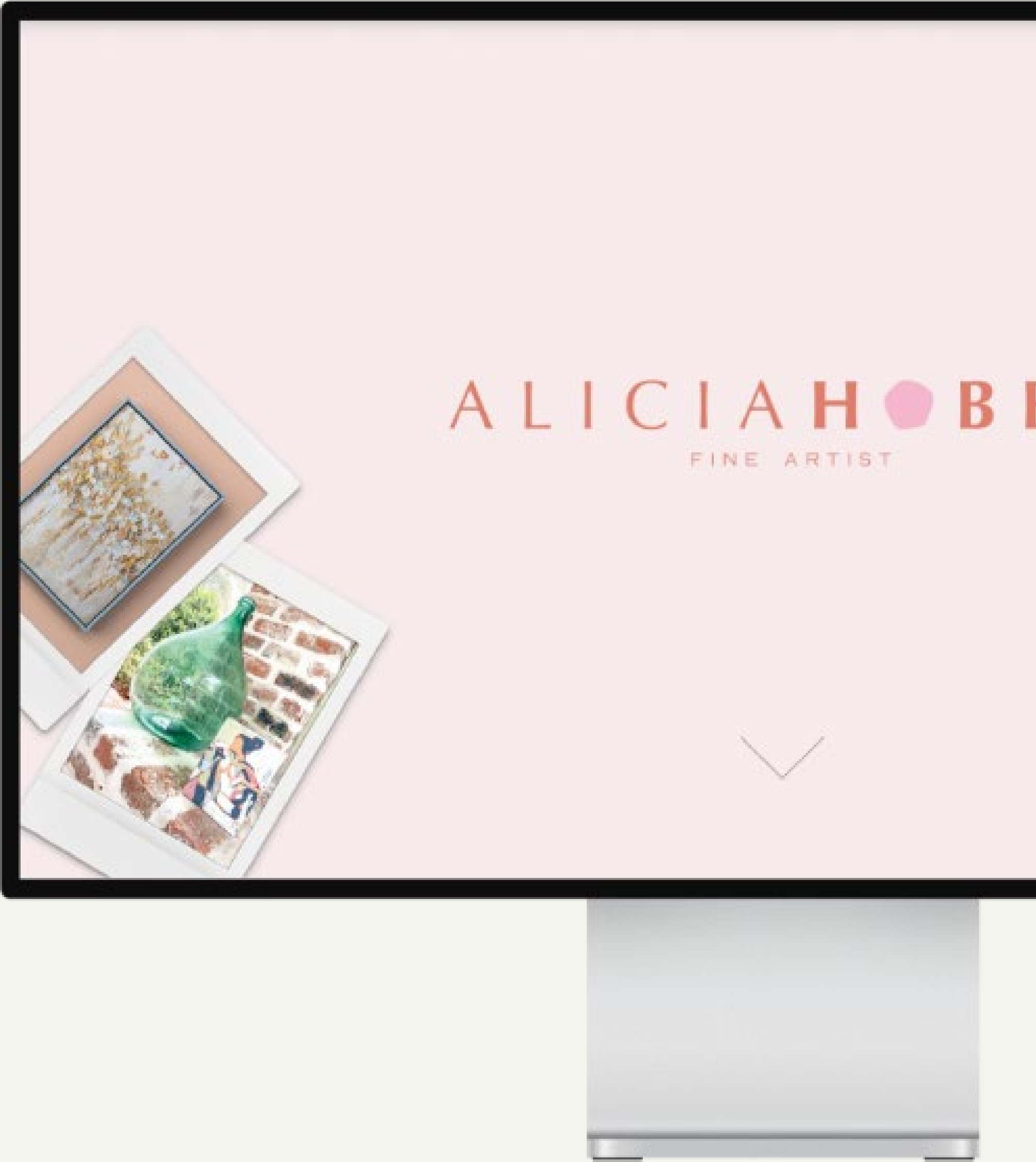
On Social Media

When used as social media avatars, the badge logo should be used with the right amount of clear space on all sides and appropriate color contrast.

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.

Placement
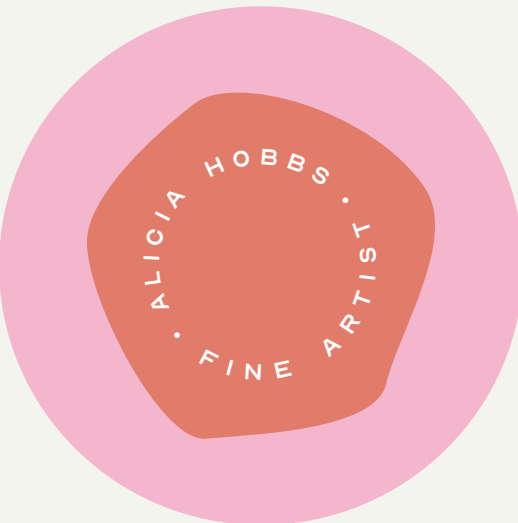
ICON AVATARS

Preferred avatars for use on all platforms. All approved color combinations may be used.

04 # Brand Colors

Color is at the center of everything I do.

The colors chosen for my brand were selected with care. They match the palatte I traditionally use in my pieces. The colors of my brand will change with the natural path my art takes.

It is the most important part of my brand and should be treated as such. Colors should be chosen to reflect the aesthetic of the most recent collections.

Color Palette

My brand should always try to utilize one of the colors on these pages. As an artist, I never want to place restrictions on color. However, for best practice use these pre-chosen colors or choose hues that compliment the existing palatte of my latest collections.
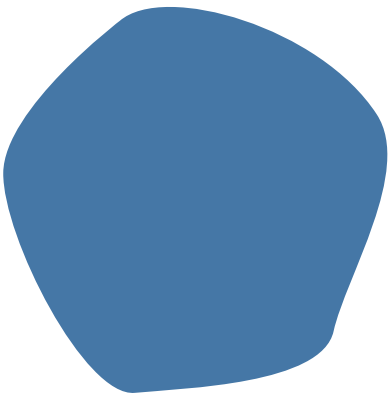
BOLD PALETTE

These colors are the primary palette and can be used in any number of combinations.
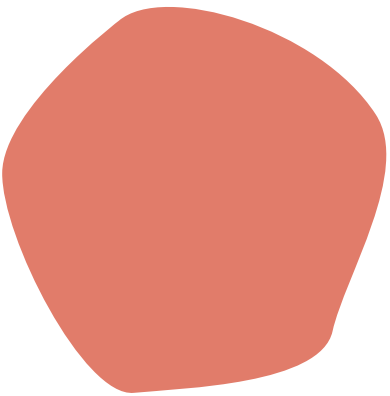
Bold Palette
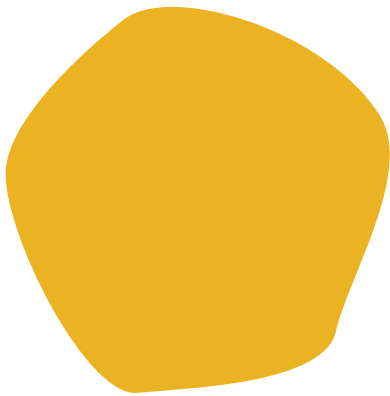
Main Squeeze
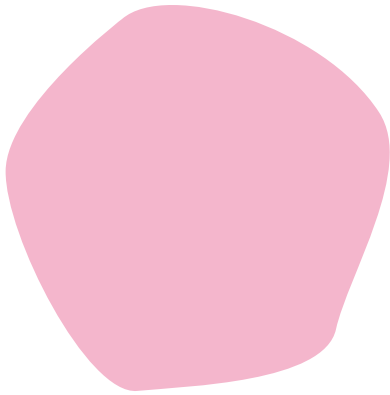
CMYK: *8, 31, 98, 0*
RGB: *234, 177, 36*
HEX: *#EAB124*

Caribbean Affair

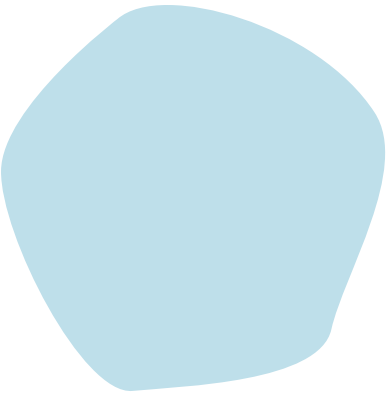CMYK: *77, 49, 16, 1*
RGB: *71, 119, 165*
HEX: *#4777A5*

Orange You Glad

CMYK: *9, 62, 56, 0*
RGB: *224, 125, 107*
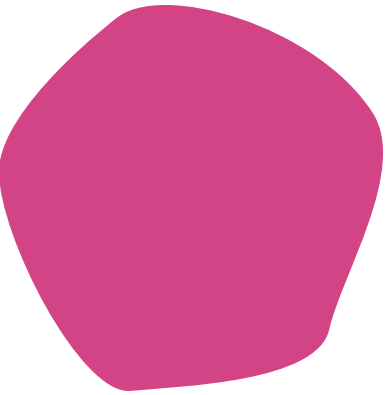HEX: *#E17D6B*

Forget Me Knot

CMYK: *1, 35, 4, 0*
RGB: *244, 182, 202*
HEX: *#F4B6CA*

Aquaholic

CMYK: *24, 3, 6, 0*
RGB: *190, 222, 232*
HEX: *#BEDEE8*

On Wednesdays...

CMYK: *14, 88, 17, 0*
RGB: *211, 68, 133*
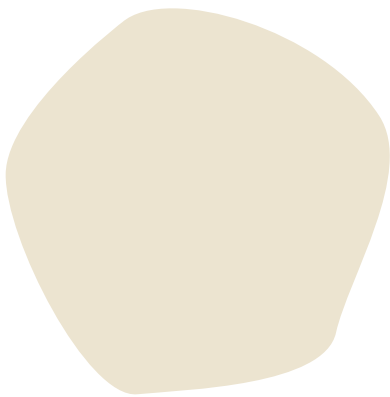HEX: *#D34485*

Color Palette cont.

028

LIGHT PALETTE

These colors should be reserved for subtle accents like watermarks. Main branding elements that stand alone should not be set in light palette colors.

Using White & Black

True black and white can be used when necessary.

However if possible, avoid true black white in favor of the plum and ivory.

Light Palette

Sand Dune

CMYK: *7, 8, 18, 0*
RGB: *235, 227, 207*
HEX: *#EBE3CF*
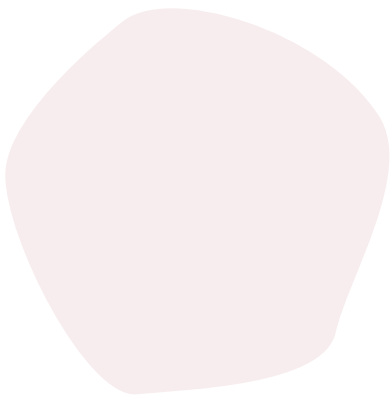
No Way Rose

CMYK: *2, 7, 3, 0*
RGB: *246, 235, 236*
HEX: *#F6EBEC*

Mint to Be

CMYK: *11, 1, 16, 0*
RGB: *226, 237, 218*
HEX: *#E2EDDA*

Basics

Ivory

CMYK: *4, 3, 6, 0*
RGB: *242, 240, 235*
HEX: *#F2F0EB*
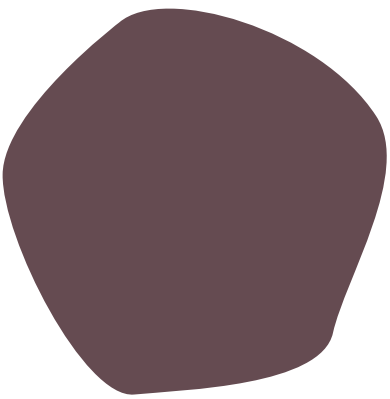
No Plum Intended

CMYK: *53, 66, 53, 32*
RGB: *102, 76, 82*
HEX: *#664C52*

029

Alternate Colors

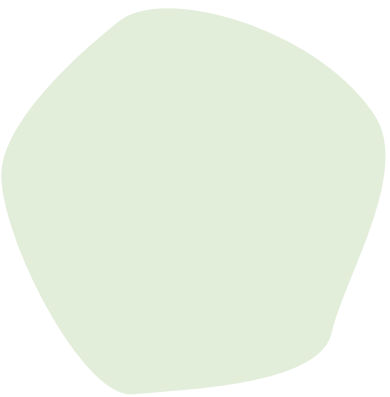Depending on what you are designing for, colors may need to be selected apart from the main color palette. If you need new colors, take inspiration from the most recent collections and sample those hues. This will keep everything cohesive and let the paintings exist in a space that compliments them directly. However, I may use unique colors in my paintings that might not be best suited from a branding perspective. Use your best judgement when it comes to these hues.
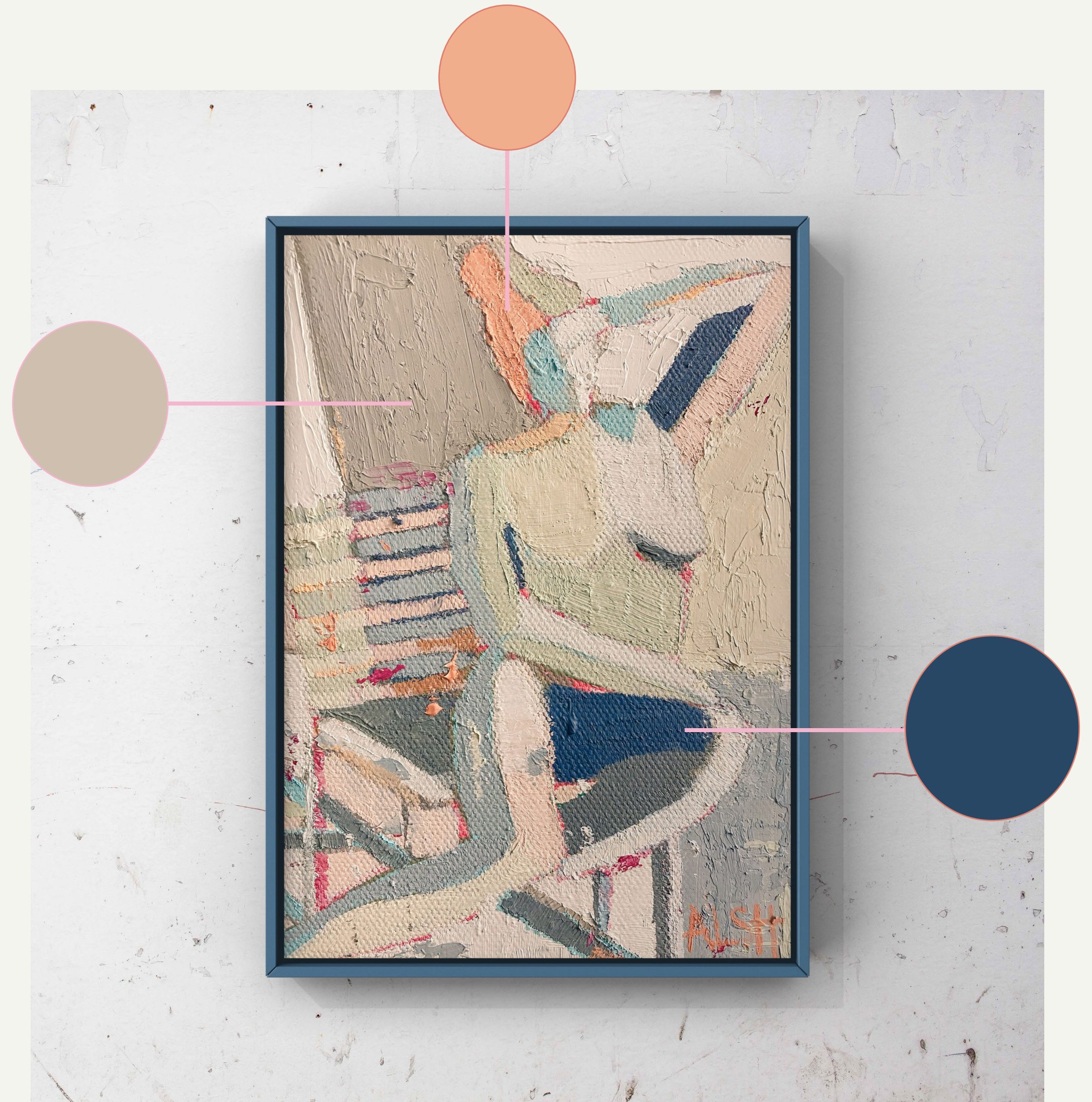
05 # Typography

A painting is worth a thousand words.

Multiple type styles are very present in my brand. I wanted type that was fun but timeless. I wanted to avoid current type trends and opt for something that would be cute and sophisticated for years to come.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

A

Optima

The typeface we chose for all brand executions.

Optima is a humanist sans-serif typeface. It features slight expansion at the terminals that make it glyph-like.

It has all the perks of a modern sans-serif while having the elegance of a classic serif typeface.

Optima Regular   aåbcçd∂eéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚ϖ®†≈◊™£¢∞§•ªº

032

Hierarchy & Weight

Optima is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Optima Italic   *aåbcçd∂eéfƒghiîjklmµnñoøpqœrstuüvwxyz*
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚ϖ®†≈◊ ™ £¢∞§•ªº

Optima Bold   **aåbcçd∂eéfƒghiîjklmµnñoøpqœrstuüvwxyz**
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚ϖ®†≈◊™£¢∞§•ªº

Optima Bold Italic   ***aåbcçd∂eéfƒghiîjklmµnñoøpqœrstuüvwxyz***
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚ϖ®†≈◊ ™ £¢∞§•ªº

Weights

Heading One

Type Heirarchy

The heading structure on this page is in direct reference to my current website design. This is the basic breakdown of standard type usage. Use your best judgement with sizing but keep type to the scale featured in the table.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

USAGE
• *Page Headings*
• *Major Section Headings*

SPECIFICS
Font: Optima Regular
Optional Weights : Bold

Heading Two

USAGE
• *Section Headings*
• *Body Copy*

SPECIFICS
Font: Georgia Regular
Optional Weights : Bold

HEADING THREE

USAGE
• *Sub Headings*
• *Call To Action Headings*
• *Caption Headings - Nord Regular*

SPECIFICS
Font: Nord Bold
Optional Weights : Nord Regular

Heading Four

USAGE
• *Solo Details*
• *Table Labels*
• *Sub-Sub Headings*

SPECIFICS
Font: Georgia Italic
Optional Weight : Georgia Bold Italic

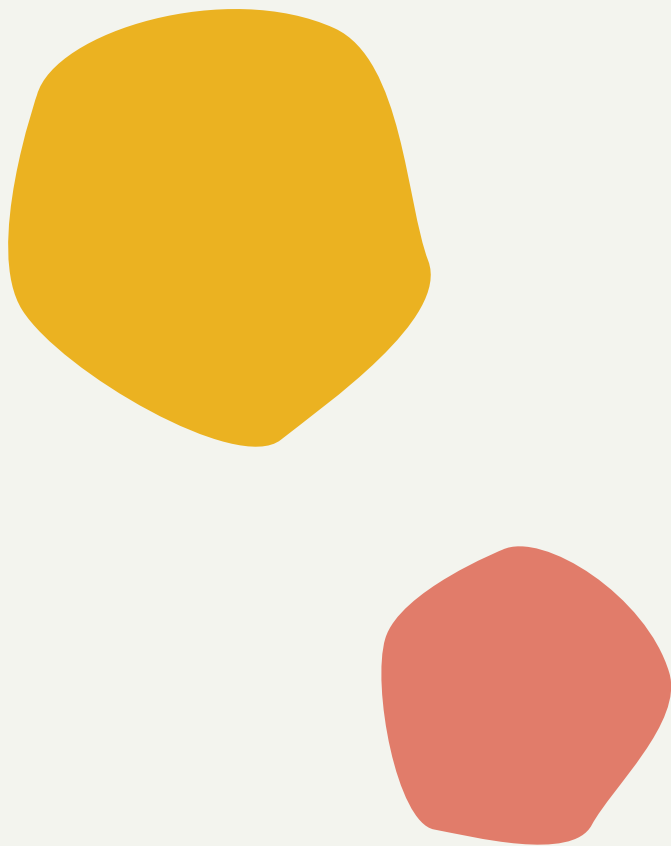# Digital Type

06 Visual Style

Ingredients for on-brand layouts and composition

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

This section contains guidelines on grid usage and references to approved visual elements like icons, illustrations, patterns, frames and more.

035 # Elements

W: *aliciahobbs.co*   *m*

ALICIA HOBBS · FINE ARTIST

E: *hello@aliciahobbs.com*

P: *(228)861-0399*

BLOBBIES

The blob icon can be classified as a shape. It has lots of freedom. It can be used to make patterns or as a decorative chachki. It can be manipulated by rotation, reflection, and transformaiton as long as the original dimensions are not skewed.

**LINE USE**

The use of line is for layout organization and eye movement. It leads people to read copy and focus on important information. The line should be kept thin but visible. Lines should aid the design but not distract.

036

Patterns

There are two developed pattern styles that are approved for usage as backgrounds, in print materials, and in packaging. These patterns can be used in any number of colors featured in the approved palette.
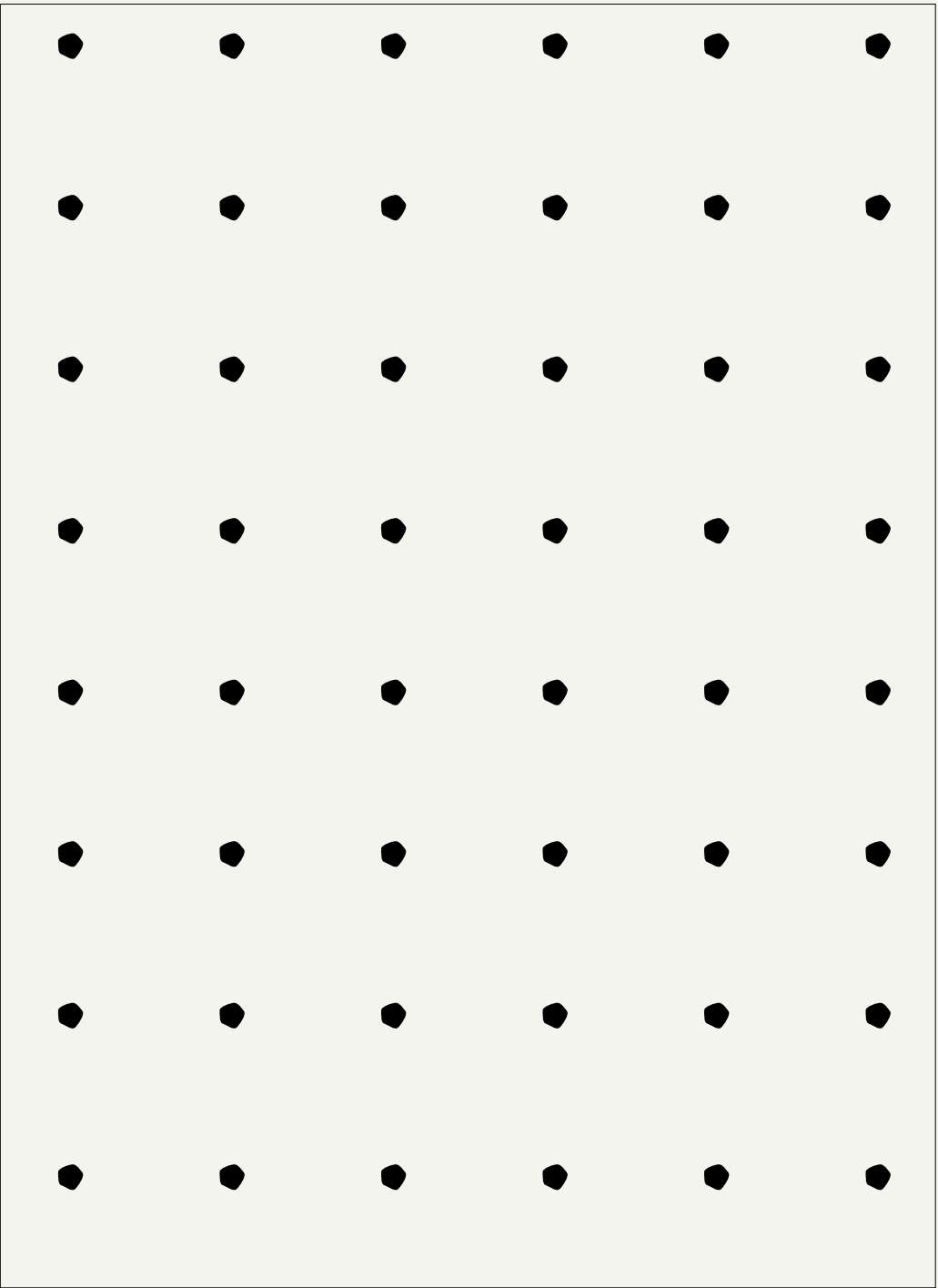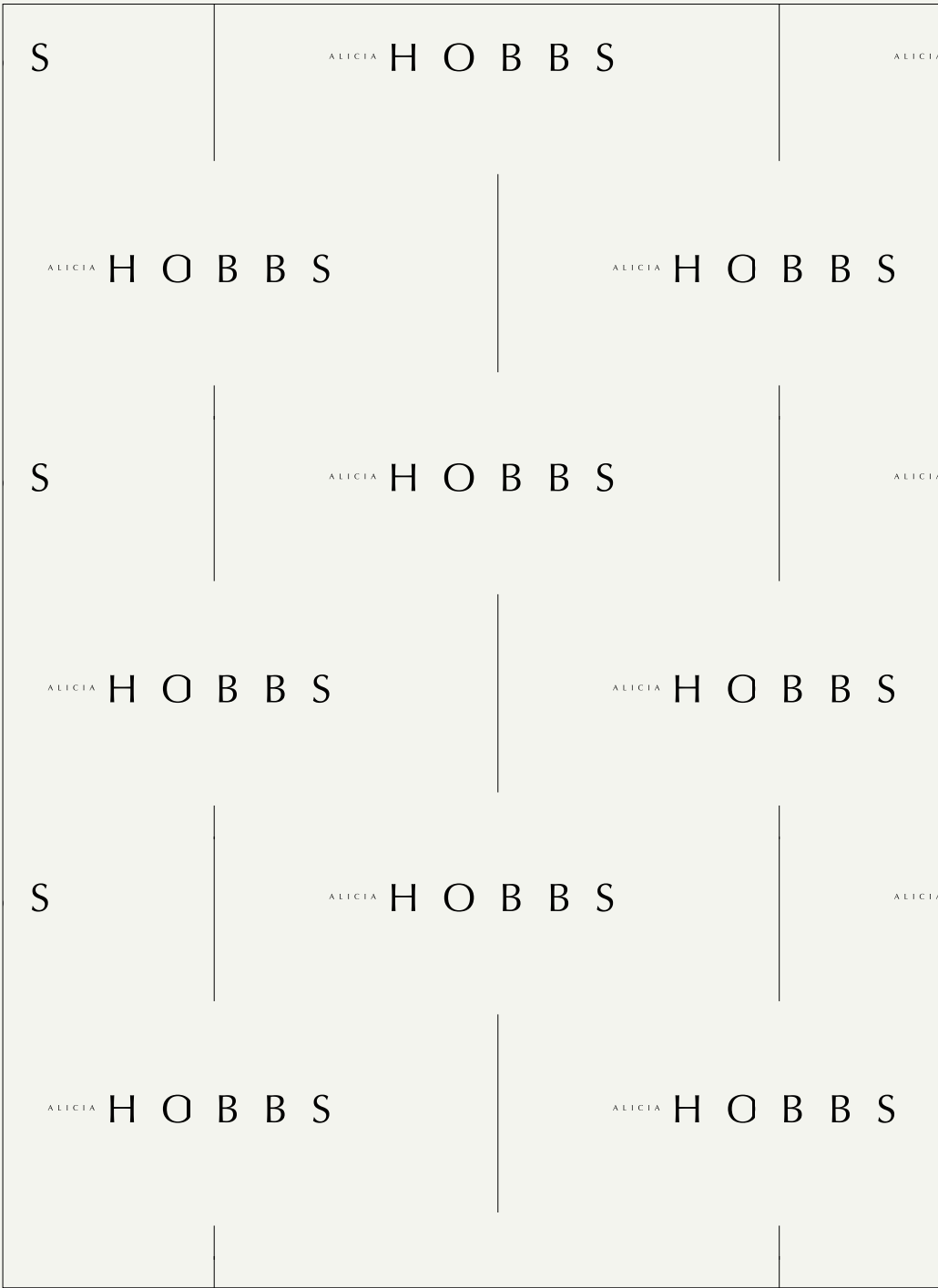
Elements

O7 # Photography

Displaying my art accurately is my #1 priority

Photography is obviously very important to my business. It is how people view my art as most can't in person. It is important my photography is cohesive but accurate to the portrayal of my art.

038

Still-Life Shots

I am lucky to have patrons that want to share my art in their home environments. I love to display these photos on my website as to give potential buyers inspiration for how my art can be styled. Still-life photos must be crisp and clear. They should be bright and well-lit. Photographs in stylish and trendy environments should be given top priority as featured photos. If needed, lighter/white filters and editing can be used to give the range of photos more cohesion.

While quality should be of a higher caliber, they do not have to be professional grade. I feature my still-life photos in a polaroid mock-up so amateur formatting and framing is not discouraged. My site aesthetic is collage-like and polaroids and photos should be placed as if they have been spread out on a table.

Examples

039

Product Shots

Product shots are used on the website, in advertising, and within other printed materials.

Products should be shot flat (at eye level) or from top down to not skew the painiting's proportions.

Product shots should be taken in a well-lit area. Colors must be portrayed accurately. Editing and filters should only be used if colors need to be retouched to better reflect reality. Paintings displayed on it's product page must be displayed in a floating frame mockup. Background colors are not restricted. On the product details page, the second photo must be the painting without a frame.

Product shots can also be used in the polaroid mockup for more variety if needed.

Examples

040

Grid Photos

Photos for collections that are placed together in a grid or strip should have their opacity reduced. This helps the strip or page be cohesive while still exhibiting the orignal colors and allowing full legibility for text.

COLORS

Choose colors that are featured in the bold color palette. For optimal contrast. Try to feature as many different colors as possible before repeating colors.
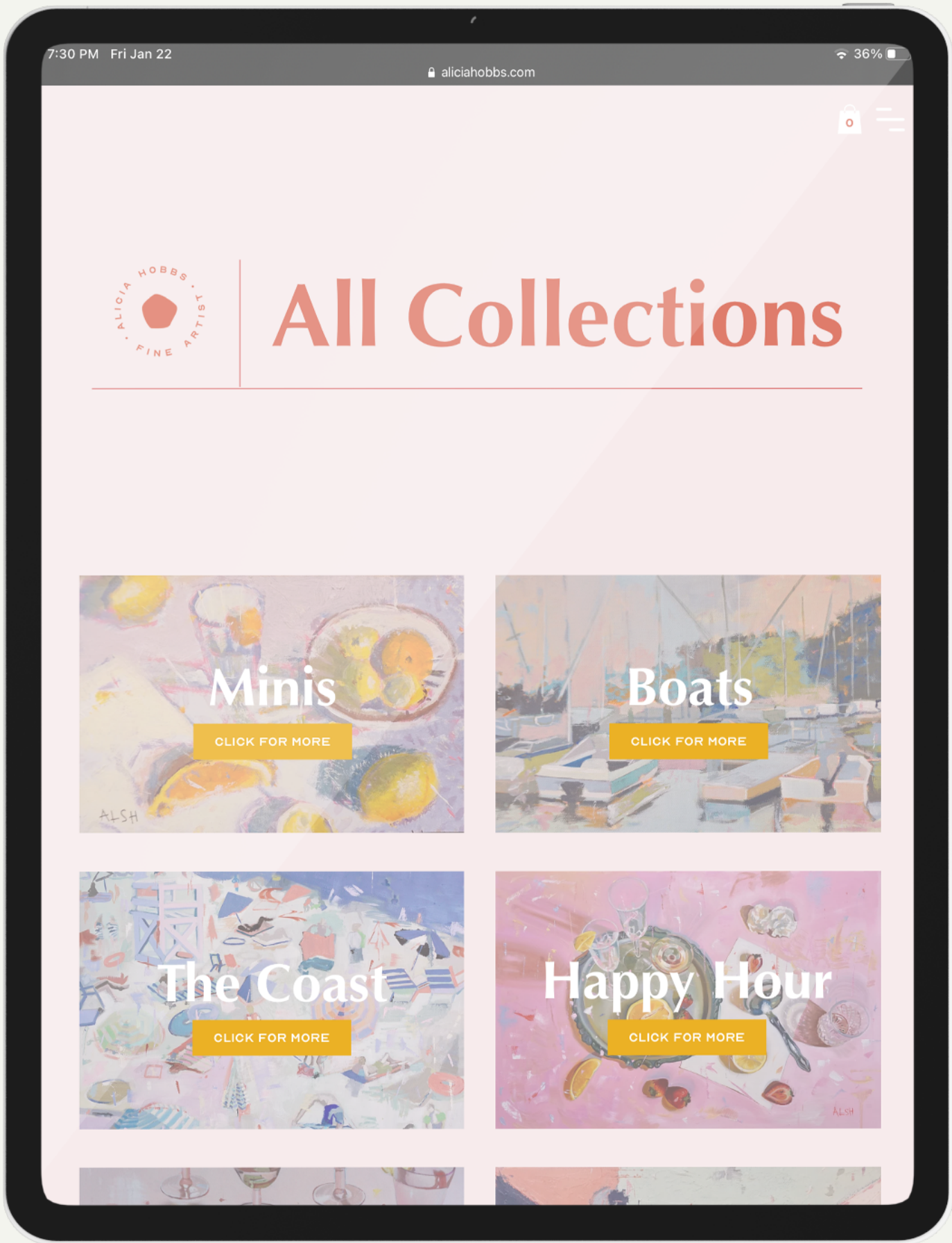
08 Brand Collateral

Pre-designed layouts, crafted with care

From business cards to packaging, we've created several template files for print and production.

In this section, you will find guidelines on using the accompanying template files for standardized brand collateral.

Most of the specific guidelines, instructions, and details are contained within the template files themselves.

042

Business Cards

Business cards printed on an as-needed bases. If these are not needed for day to day use, do not produce them.

Content on all business cards should follow the included template: nothing should be added or removed.

Size: Standard 3.5" x 2" (88.9mm x 50.8mm)

Stationery

FRONT

Two-color process print on matte stock.
Centered Horizontal Primary Logo.

ALICIA H●BBS
FINE ARTIST

BACK

Two-color process print on matte stock.

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Letterheads & Thank You Notes

Letterheads should be reserved for official business communication. All other form of written correspondance should utilize the 'Thank You' Note. This is to ensure a more intimate experience with my patrons, whether I am thanking them or other.

Both the Letterhead and 'Thank You' note should utilize the included templates.

Stationery

LETTERHEAD

The entirety of the letterhead should be printed. The only elements that should be handwritten are the date, address, and signature.

THANK YOU NOTE

The entirety of the note should be handwritten. The only thing printed should be the info box in the top left corner, reserved for the date and the recipient.

THE
B L O B
vol. 2

The Blob

044
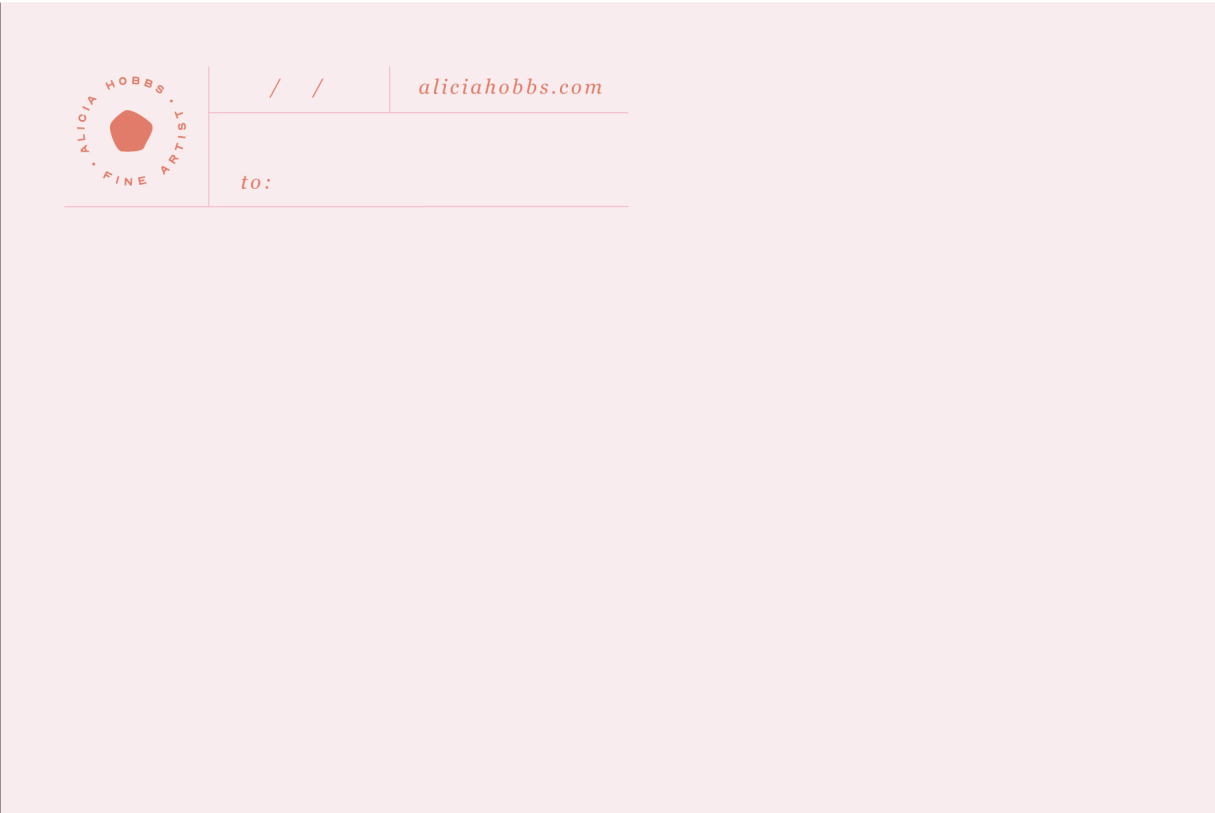
The Blob is my e-mail blast and newsletter. It is used as both a promotional tool and marketing tactic. The Blob is only sent out for important announcements. My access to my patron's e-mails should never be abused.

Appropriate uses include show invitations, large discounts/sales, return from hiatuses, announcing new collections.

LOGO

The Blob logo is based of the primary logos. It should always be placed in the left hand corner and it's Vol. should be updated accordingly.

Marketing

045

Shipping Elements

When patrons receive their paintings, the package opening should be an experience. It should feel fun but sophisticated.

PACKING TAPE

Regular packing tape should be used to close up boxes for security. One line of the custom packing tape should be placed over the center closure of the box to cut down on costs. But allow for brand recognition. Use one of the pre-designed patterns.

TISSUE PAPER

Use one of the pre-designed patterns.

STICKERS

Stickers should always can be either one of the badges. The blob badge I should be die-cut and the blob badge II should be circular.

Packaging

09 # In Closing

That's all folks.

Hopefully we covered everything for most design usage. If you find yourself in a pickle, use your best judgement or contact one of us. Thank you!

Contacts

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Alicia Hobbs Fine Art Identity
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See you later.