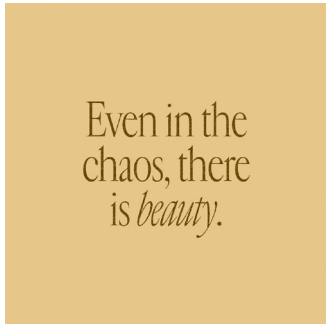
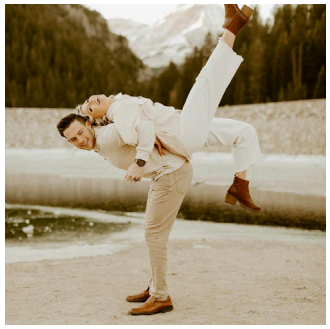
Brand Guide *for* Madi Pere

Your audience is trendy, young, & laid back couples who are looking for a wedding photographer to take their love and turn it into a binge worthy rom-com. They want someone who will not only take photos, but get to know them personally. They are drawn to your warm & timeless style and appreciate how you direct them with movement & emotion.

Use this description of your audience as a reminder of: (1) what matters to them, (2) what they are looking for and (3) what draws them to you. Addressing all of these characteristics through your branding, copy and imagery will help you create stronger connections with them.

Elevated, Fun, Earthy, Warm, Romantic





01 | COLOR

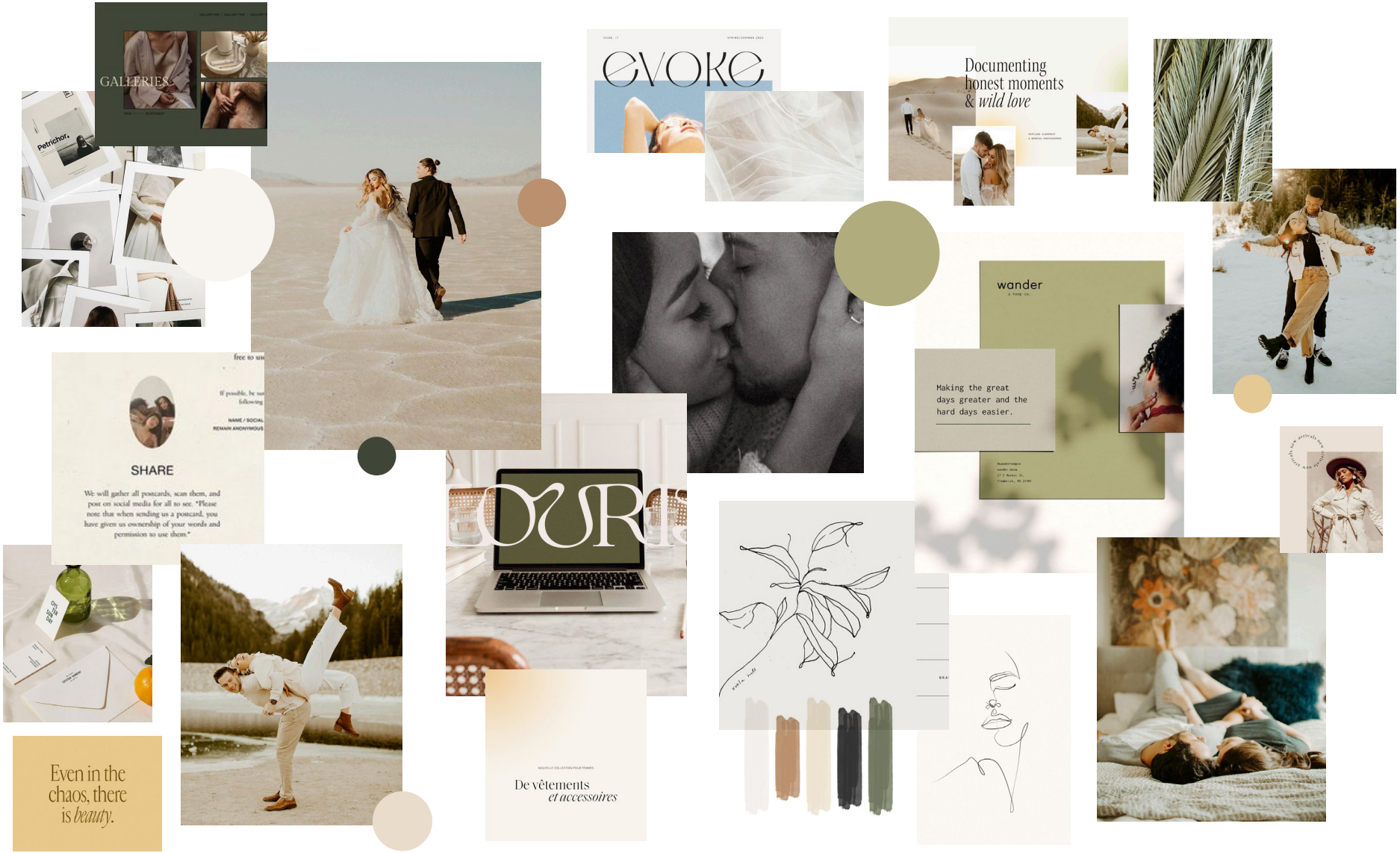
Color will be earthy and warm. Your site will be a mix of warm creams and tans, with muted green and soft burnt mustard. The color will compliment your photos without distracting from them. Pops of color can be added as soft gradients that emanate from the corners of backgrounds and photos (see bottom right photo).

02 | TYPOGRAPHY

Elevated serifs will be used for headlines to give your content a timeless and sophisticated feel. We will pair them with simple, clean and readable body copy fonts. For your logo we can customize a beautiful serif font that will feel unique and artistic (see top left photo)

03 | ELEMENTS

Overlapping photos, simple line drawings, subtle shadows, and pops of gradient color will add interest without feeling overwhelming or busy.


GALLERIES
Petrichor.
EVOKE
Documenting
honest moments
& wild love
wander
Making the great
days greater and the
hard days easier.
SHARE
We will gather all postcards, scan them, and
post on social media for all to see. *Please
note that when sending us a postcard, you
have given us ownership of your words and
permission to use them.*
OUR
Even in the
chaos, there
is beauty.
De vêtements
et accessoires

A Quick Guide to Using Color Codes

When it comes to using colors, there are different techniques that are used for web and print use. Each color for your brand has a specific set of codes – these allow you to reproduce that exact color for any situaion. Here's a simple outline to help you choose the right ones:

RGB + HEX

These types of color codes are specifically meant for web or digital use. You'll use these whenever you're working on your website or creating a graphic for social media.

CMYK

CMYK is the most common and safest technique to use for print. You should use this for small print runs like marketing material or when you want to keep printing costs low.

COLOR CODES

CREAM

–

RGB: 248, 245, 240

CMYK: 2, 2, 4, 0

HEX: #F8F5F0

TAN

–

RGB: 233, 220, 203

CMYK: 8, 11, 19, 0

HEX: #E9DCCB

GOLD

–

RGB: 228, 201, 148

CMYK: 11, 19, 47, 0

HEX: #E4C994

LIGHT GREEN

–

RGB: 176, 172, 125

CMYK: 33, 25, 58, 1

HEX: #B0AC7D

DARK GREEN

–

RGB: 63, 69, 55

CMYK: 67, 53, 71, 48

HEX: #3F4537

BROWN

–

RGB: 187, 144, 110

CMYK: 26, 43, 60, 3

HEX: #BB906E

Headlines *headlines*

Kepler Std Light
Condensed Display

THIS IS A SAMPLE SENTENCE THIS IS A SAMPLE SENTENCE

Atlas Typewriter Regular

THIS IS A SAMPLE SENTENCE THIS IS A SAMPLE SENTENCE

Heebo Bold

this is a sample sentence this is a sample sentence

Heebo Regular

MADI PERE

SECONDARY MARKS

1

CAPTURING

HONEST

MOMENTS

2

3

4

HOME ABOUT EXPERIENCE MADI PERE INVESTMENT JOURNAL CONTACT

Capturing honest love & *everyday magic*

MODERN & CAREFREE PHOTOGRAPHY

For lovers looking to combine editorial style with night club party antics.

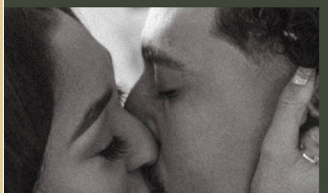
LET'S DO THIS THING

EAST COAST AND WORLDWIDE.

A LITTLE BIT ABOUT ME

Hi, *I'm Madi*

CAPTURING YOUR STORY IS MY THING

Over the past two years, I have been blessed to work with the best clients in the world. From frolicking in sun drenched fields, running around America's finest cities, to traversing the finest National Parks...my soul comes alive when I am able to capture two people wild in love.

MORE ABOUT ME