



*Kate Doster*

Visual Identity Manual

## What is a Visual Identity Manual?

---

Within this manual you will find clear instructions on how to implement and make use of the Kate Doster brand identity. The manual is divided into chapters for each branding element: the tone of voice, logo, typography, color palette and patterns as well as a chapter with examples on how to combine and apply these different elements.

By following the guidelines presented in this manual you will be able to successfully convey the Kate Doster brand identity and consequently the brand's personality and core values.

# Table of Contents

## 01. Tone of Voice

1.1 The Caregiver Archetype .....	8
1.2 The Jester Archetype .....	10

## 02. Logo

2.1 Main Logo .....	14
2.2 Clear Space & Minimum Size .....	15
2.3 Logo Usage: Do's .....	16
2.4 Logo Usage: Don'ts .....	17
2.5 Secondary Logo .....	18
2.6 Clear Space & Minimum Size   Secondary Logo .....	19
2.7 Logo Usage: Do's   Secondary Logo .....	20
2.8 Logo Usage: Don'ts   Secondary Logo .....	21

## 03. Typography

3.1 Starlights .....	24
3.2 Nunito Sans .....	25

## 04. Color Palette

4.1 Primary Colors .....	28
4.2 Secondary Colors .....	29

## 05. Patterns ,Textures & Decorative Elements

5.1 Patterns & Textures .....	32
5.2 Patterns I .....	33
5.3 Patterns II .....	34
5.4 Textures .....	35
5.5 Decorative Elements .....	36

## 06. Applications

6.1 Profile Picture & Headers .....	40
6.2 Guest Contributor Template .....	41
6.3 New Podcast Episode Template .....	42
6.4 Quotes & Questions Templates I .....	43
6.5 Quotes & Questions Templates II .....	44
6.6 Instagram Stories Templates .....	45
6.7 Pinterest Pins Templates .....	46
6.8 Instagram Profile Examples .....	47
6.9 Facebook Profile Examples .....	48
6.10 Website Layout Examples .....	49
6.11 Merchandise Examples .....	50





## 1.1 The Caregiver Archetype

Also known as the parent, altruist, supporter or helper. The Caregiver is compassionate, nurturing, dedicated and caring (Fellner, 2019). In their book *The Hero and the Outlaw*, Mark and Pearson (2001) list the essential qualities of a caregiving relationship as empathy, communication, consistency (e.i. commitment) and trust.

"Caregivers like to do nice things for others. Their desire to anticipate customer needs and to accommodate them is not simply about good business; it defines their basic motivation in working" (Mark and Pearson, 2001, p.222).

According to Mark and Pearson (2001, p.224), a Caregiver organization does not highlight their own caring, but rather the care and concern the client has for others. Therefore, the product or service offered by the company will enable the customer to better help and be more effective in caring and providing for other's wants and needs.

### MOTTO

“ Treat others the way you would like to be treated. ”

### BRAND EXPERIENCE

To make people feel supported and provided for while also helping them stay connected with and care about one another.

### STRENGTHS

COMPASSIONATE

CARING

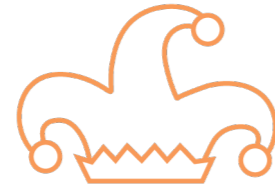
RELIABLE

### VOICE

KIND

ENCOURAGING

SUPPORTIVE



## 1.2 The Jester Archetype

Also known as the Entertainer or Joker. The Jester is witty, entertaining, lively and spontaneous (Fellner, 2019). Mark and Pearson (2001) write in their book that, despite being able to have fun alone, the Jester encourages others to interact and have fun with each other.

"The Jester lets it rip, demonstrating a refreshing faith that it is possible to be truly oneself and be accepted and even adored by others" (Mark & Pearson, 2001, p. 196).

According to Mark and Pearson, the Jester promises that any ordinary activity can indeed be fun and has

an ability to highlight the bright side of any negative situation. Furthermore, the Jester lives in the present moment, e.i. does not have to time to regret the past or worry about the future, and assures that life can be easy (Mark & Pearson, 2001).

The Jester organization keeps entertainment at the heart of the company but most of all, "the Jester helps us get out of trapped, small-time thinking" (Mark & Pearson, 2001, p. 203).

### MOTTO

“ If it's not fun, you're not doing it right. ”

### BRAND EXPERIENCE

To help people have a good time and feel that they belong.

### STRENGTHS

LIVELY

WITTY

FUN

### VOICE

PLAYFUL

CLEVER

ENERGETIC



## 2.1 Main Logo

Kate Doster's logo is a simple wordmark with a bold rectangular underscore. The calligraphy gives it a playful and approachable vibe.

This is the main logo to be used across the many different brand applications and touchpoints.

Alternatively, in the case of highly saturated colored or dark backgrounds, the logo is that of the wordmark in white typography and minus the underscore. View Color Usage Do's and Don'ts for further instructions on the use of the two versions.



## 2.2 Clear Space & Minimum Size

To ensure legibility, visibility and impact, it is important to leave a minimum clear space around the logo.

For the main logo this space is equivalent to the height of the underscore.



### Minimum Size

This is the smallest size at which the logo can be used.





## 2.3 Logo Usage: Do's

The use of color in the Kate Doster logo is minimal. It mainly consists of black for the typography and a pop of orange for the underscore for white (A) or very light colored (B) backgrounds. The color of the underscore can only be the brand's orange and not any other color.

Moreover, the background on which the logo is applied to can potentially diffuse this pop of color. Therefore, if the background is a highly saturated (C) or dark (D) color, the logo to be used is that of the Kate Doster wordmark in white typography minus the underscore.

In order to place the logo on top of an image, first place the logo on a solid background while taking into account the previous color rules (E & F).

Note: if the background color is too light for the white typography to be clearly legible, use the main logo.

A.



B.



C.



D.



E.



F.



## 2.4 Logo Usage: Don'ts

Here are a few examples of how **not** to use the logo according to the different backgrounds.

A. Don't use black lettermark alone. It should be combined with the orange underscore.

B. If the background is a highly saturated or dark color, the logo should only be the lettermark with white typography and minus the underscore.

C. The white typography is not legible on this background. In this case the main logo should be used.

D. Don't contain the logo in a white box when used over a colored background.

E. Don't place the logo directly on top of an image.

F. Don't place the logo on two different backgrounds.

A.



B.



C.



D.



E.



F.



## 2.5 Secondary Logo

Kate Doster's secondary logo consists the brand's initials (A). This secondary logo is to be used sparingly and exclusively for compact applications where the main logo doesn't fit.

For avatars use the initials in white with an orange background (B). This is because due to size restrictions the orange background makes it easier to identify the brand.

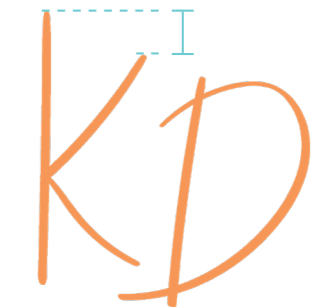
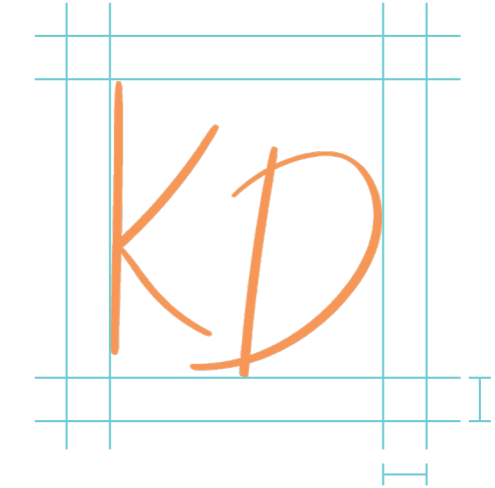
View Color Usage Do's and Don'ts for further instructions on the use of the secondary logo.

A. 

B. 

## 2.6 Clear Space & Minimum Size | Secondary Logo

The clear space around the secondary logo is equivalent to the height difference between the vertical strokes of the letter 'K'.



### Minimum Size

This is the smallest size at which the secondary logo can be used.

 28 px

## 2.7 Logo Usage: Do's | Secondary Logo

The secondary logo consists of the Kate Doster initials and the color orange should be used when possible, either for the initials (A) or as the background (B).

Only in the case where the color orange disrupts the theme of the graphics, it is possible to use the logo in one of the alternative colors of the brand (C).

The logo with orange initials can be used over white (A) or very light colored (D) backgrounds.

If the background is a highly saturated (E) or dark (F) color, use the logo with the white typography.

Note: if the background color is too light for the white typography to be clearly legible, use the orange initials.

A.



B.



C.



D.



E.



D.



## 2.8 Logo Usage: Don'ts | Secondary Logo

Here are a few examples of how **not** to use the secondary logo.

A. Don't use the logo in a color outside of the brand's color palette.

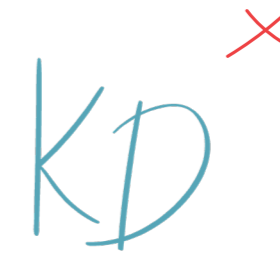
B. Don't use the orange initials over a highly saturated or dark background. Use the white initials.

C. Don't use the white initials over a very light colored background. Use instead the orange initials.

D. Don't place the initials on top of two different solid colored backgrounds.

E. Do not use the secondary logo on top of an image or patterns.

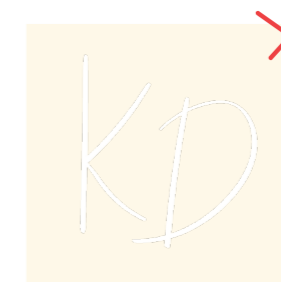
A.



B.



C.



D.



E.





## 3.1 Starlights



The Starlights typeface is to be used solely in the regular font (i.e. not italics). It should be used sparingly for short titles or decorative purposes.

Never use this typography in all caps.

For the design of websites use this typeface at 45 pt.

A<sup>a</sup> B<sup>b</sup> C<sup>c</sup> D<sup>d</sup> E<sup>e</sup>

F<sup>f</sup> G<sup>g</sup> H<sup>h</sup> I<sup>i</sup> J<sup>j</sup>

K<sup>k</sup> L<sup>l</sup> M<sup>m</sup> N<sup>n</sup> O<sup>o</sup>

P<sup>p</sup> Q<sup>q</sup> R<sup>r</sup> S<sup>s</sup> T<sup>t</sup> U<sup>u</sup>

V<sup>v</sup> W<sup>w</sup> X<sup>x</sup> Y<sup>y</sup> Z<sup>z</sup>

## 3.2 Nunito Sans

### Nunito Sans

It's a clean, modern and easy to read typeface with a wide variety of weights which allows functional hierarchy. Use this typeface everywhere.

For standard copy use the light weight font and for headers use bold. The rest of the weights can be used for anything in between such as subheading or to highlight words.

The size of the typeface on websites should be as follows:

Heading - Bold - 24 pt

Subheading - SemiBold - 18 pt

Paragraph text - Light - 12 pt

Quotes - Light Italic - 12 pt

Headings - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456789!@#\$%^&\*){\_**

Subheadings - SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456789!@#\$%^&\*){\_**

Paragraph Text - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

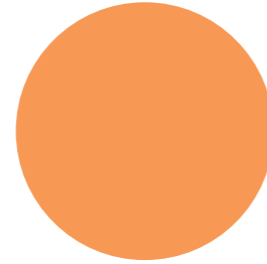
abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&\*){\_

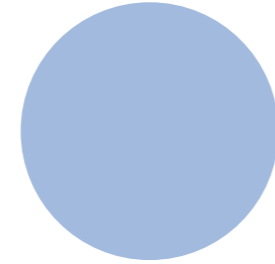


## 4.1 Primary Colors

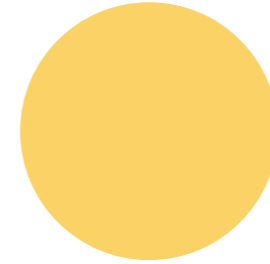
These are the primary colors for the Kate Doster brand, with the orange being the most prominent color.



C0 M48 Y73 K0  
R248 G153 B86  
Hex #f89956



C35 M19 Y1 K0  
R162 G187 B122  
Hex #a2bbde

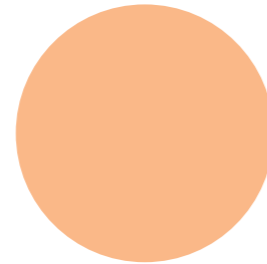


C2 M16 Y71 K0  
R250 G210 B102  
Hex #fad266

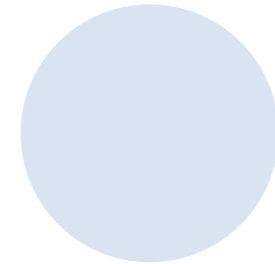
For text use:

**Aa**

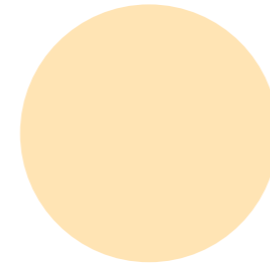
C67 M60 Y59 K44  
R68 G68 B68  
Hex #444444



C0 M32 Y48 K0  
R250 G184 B136  
Hex #fab888



C13 M7 Y0 K0  
R217 G225 B243  
Hex #d9e1f3

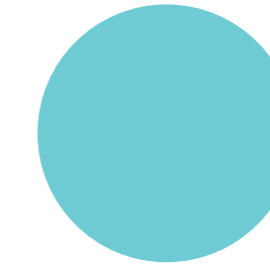


C0 M11 Y32 K0  
R255 G228 B178  
Hex #ffe4b2

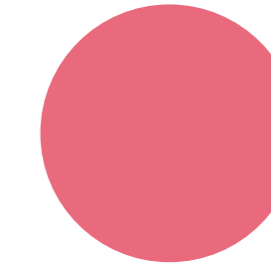
## 4.2 Secondary Colors

The secondary colors are to be used alongside the main color palette and not instead of.

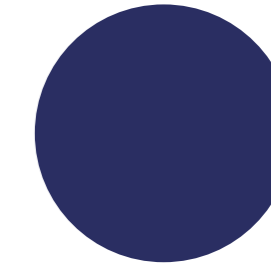
They can be used for illustrations or as accent colors.



C52 M0 Y18 K0  
R113 G204 B212  
Hex #71ccd4



C4 M73 Y35 K0  
R232 G106 B125  
Hex #e86a7d



C96 M92 Y32 K22  
R43 G48 B99  
Hex #2b3063





## 5.1 Patterns & Textures

The following patterns and textures can be used as backgrounds or for digital or physical products instead of using solid colors. They are available in all of the brand colors (both primary and secondary colors).

Do not place the logo or copy text directly on top of patterns. First place it on top of a solid color before placing on a pattern (A) & (B).

All patterns and textures are available also in the secondary colors, although the primary colors have preference.



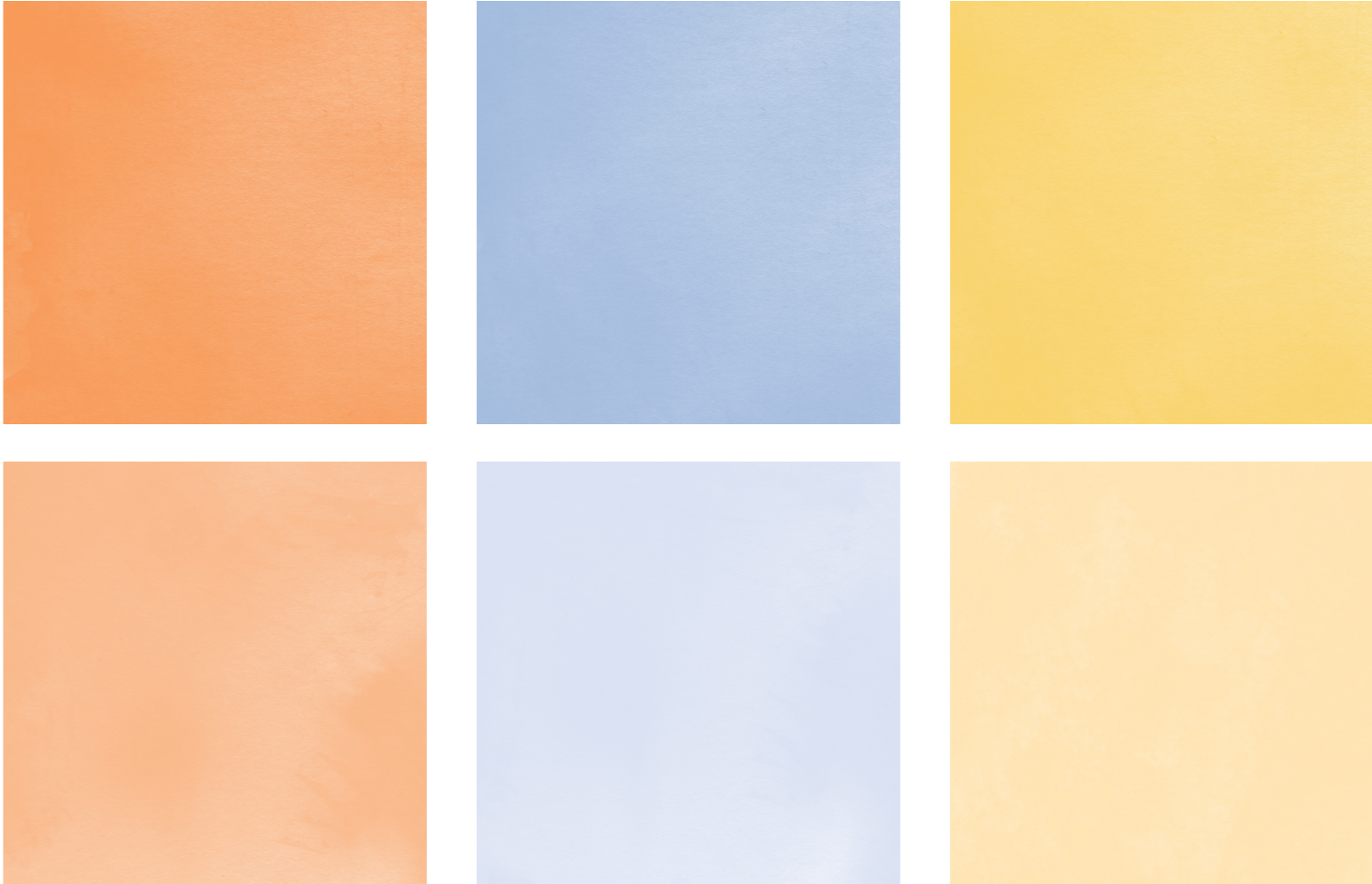
## 5.2 Patterns I



### 5.3 Patterns II



### 5.4 Textures



## 5.5 Decorative Elements

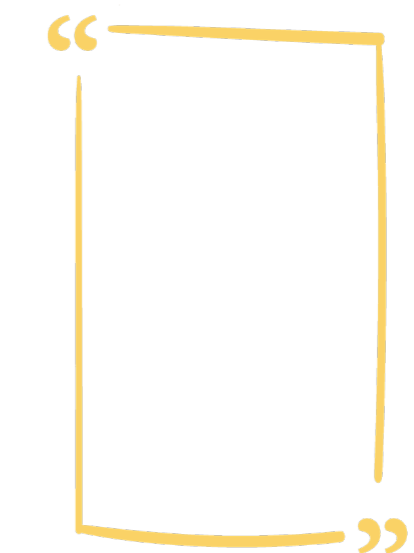
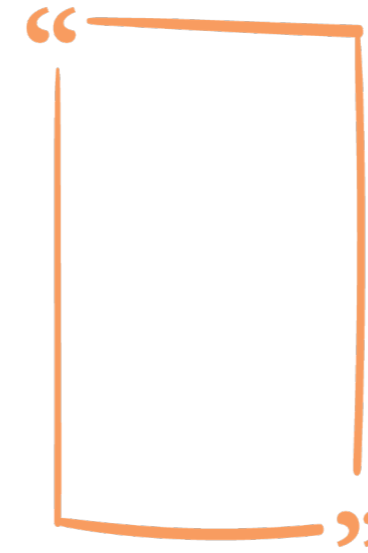
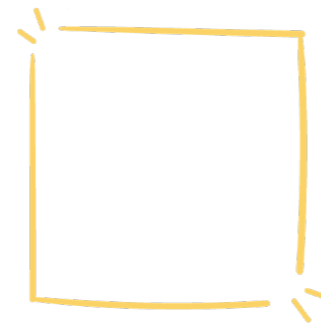
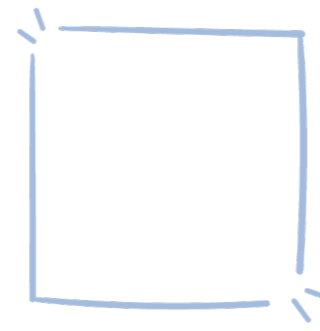
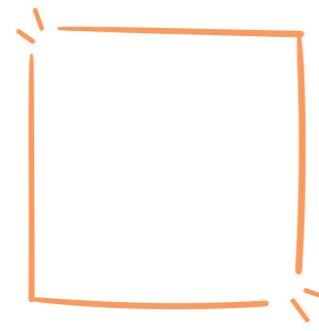
These elements were hand-drawn and can be used for decorative purposes on any graphics.

The square, circle and rectangular frames can be used to outline an image or to contain a quote, a title or a testimonial. Examples of this can be found in the next chapter.

Always use the decorative quotation marks to open and close a quote.

The icons can be used for Instagram highlights.

All decorative elements are also available in the brand's secondary colors.





## 6.1 Profile Picture & Headers

For social media avatars use the secondary logo in white over an orange background (A).

For headers it is possible to use a stock photo or the logo applied over one of the patterns (B).

The next pages will show a few templates for social media graphics, examples on how the social media profiles should look like if the brand identity is applied correctly as well as examples of the brand identity applied to merchandise.

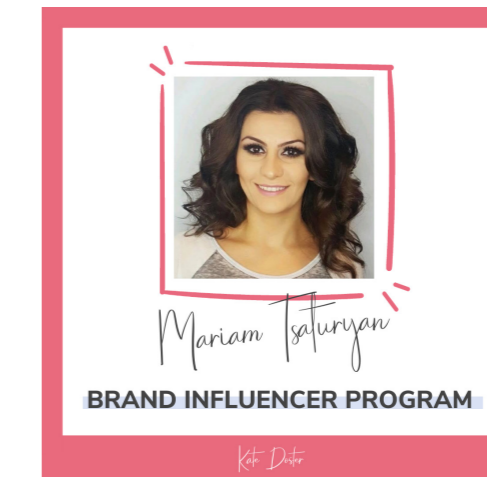
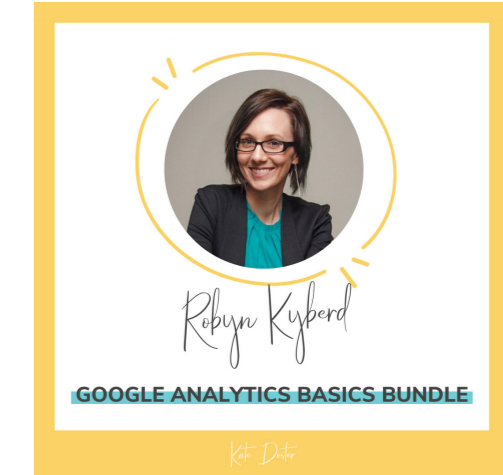
A.



B.



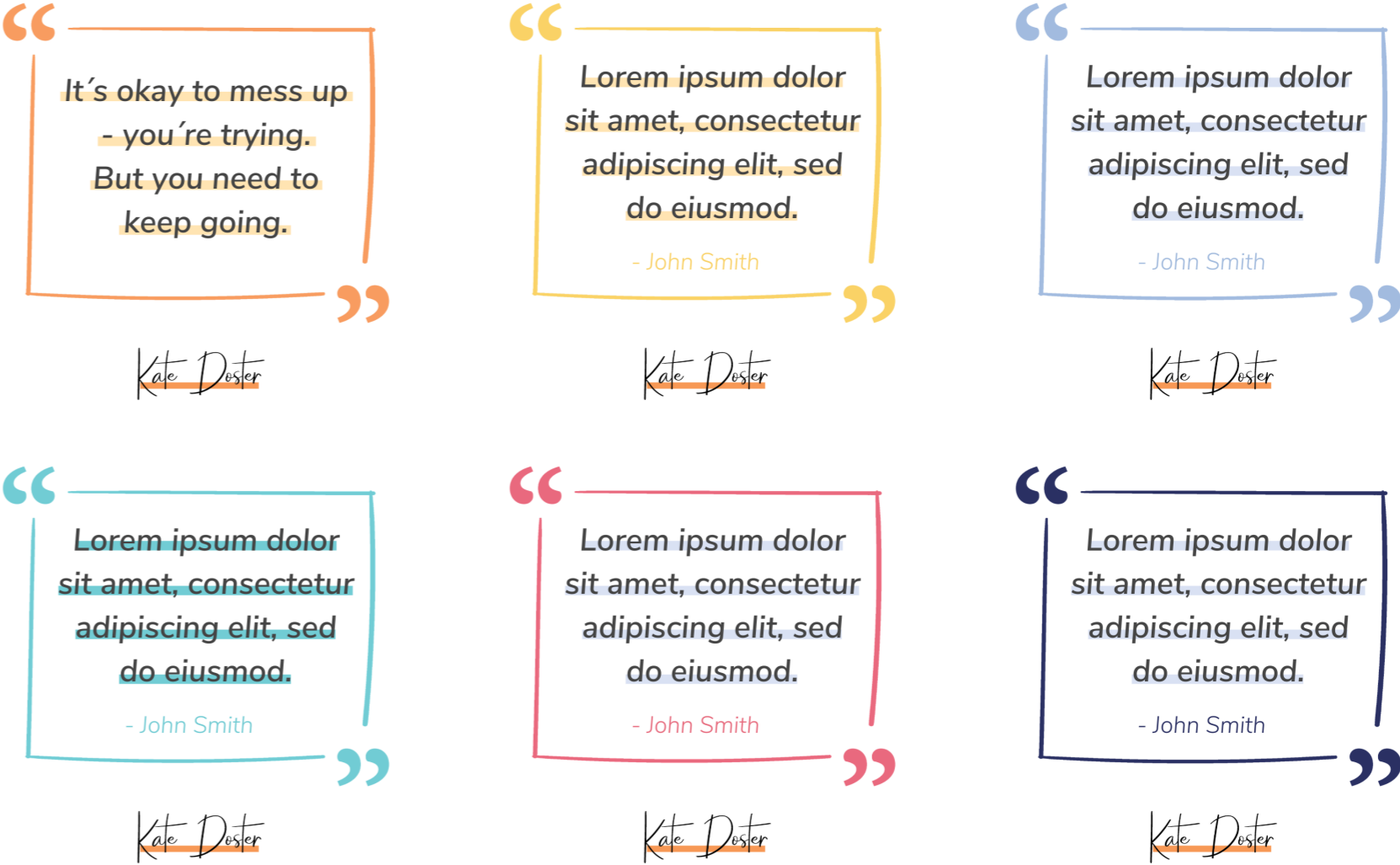
## 6.2 Guest Contributor Template



### 6.3 New Podcast Episode Template



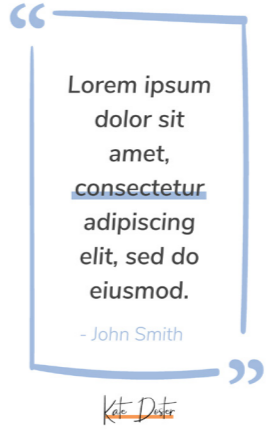
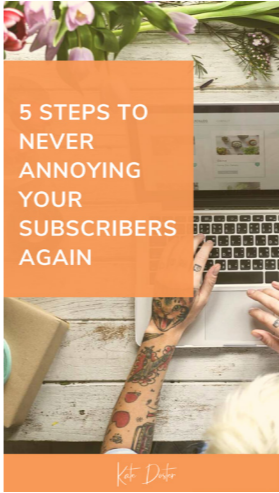
### 6.4 Quotes & Questions Templates I



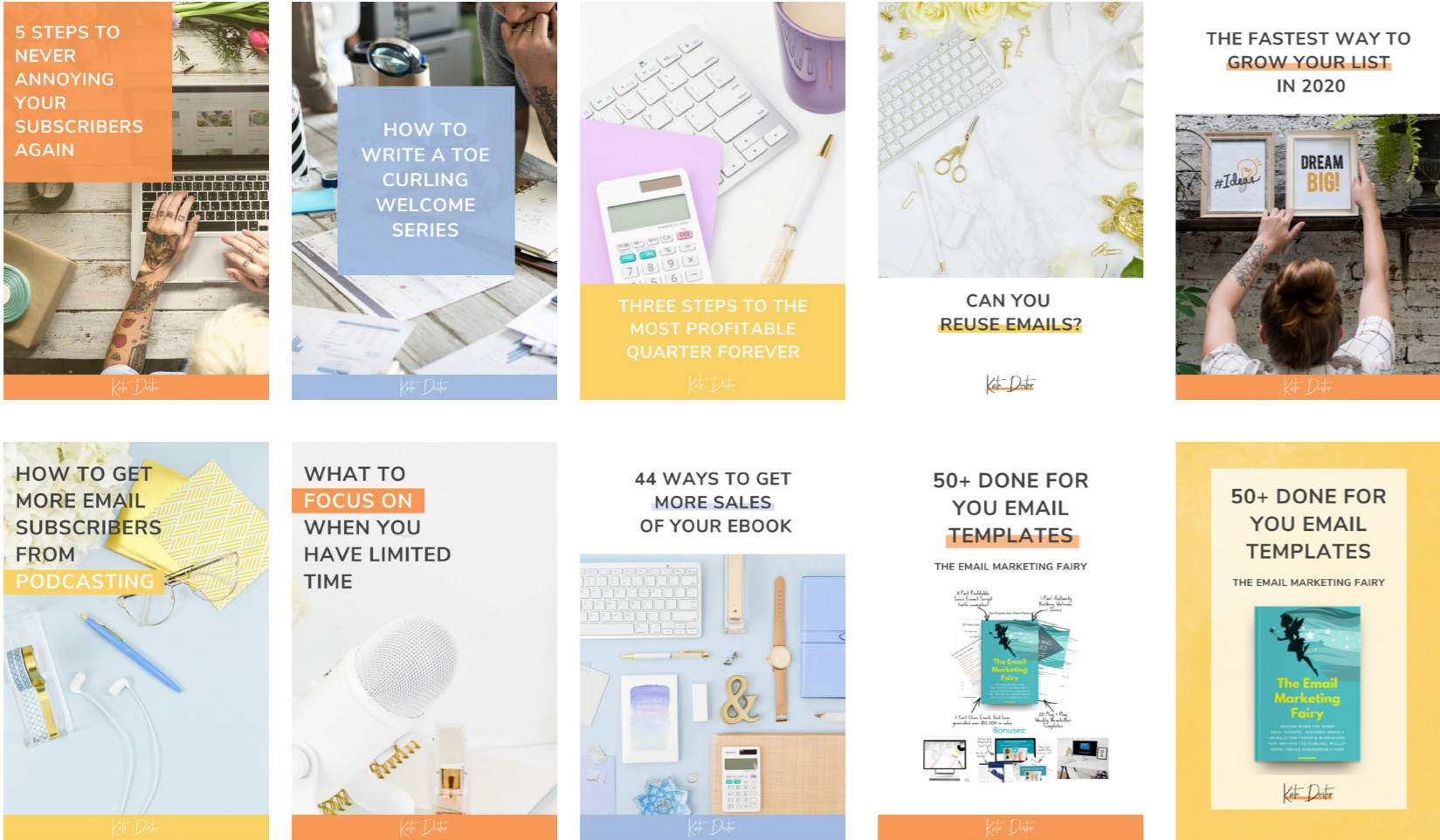
## 6.5 Quotes & Questions Templates II



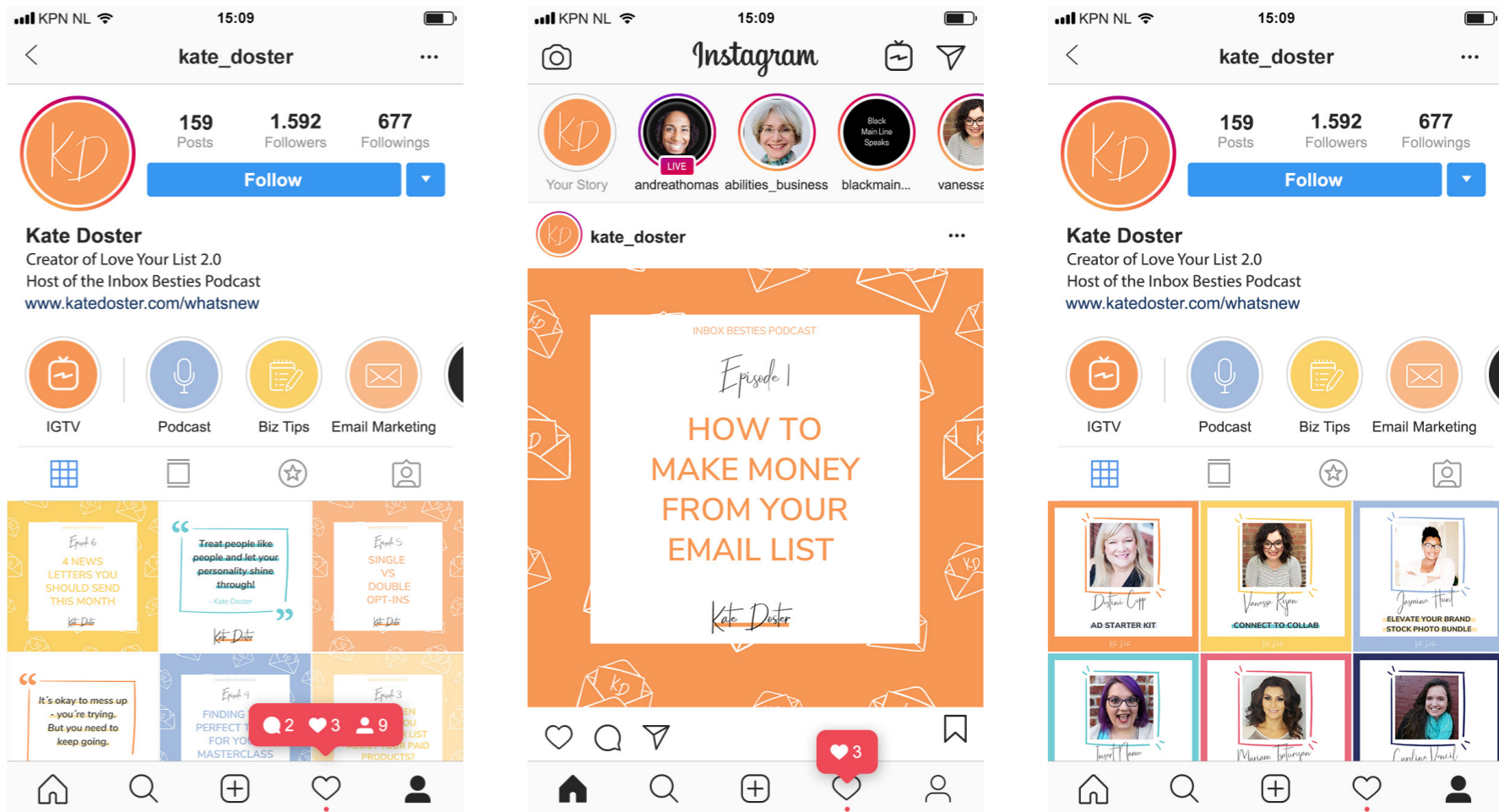
## 6.6 Instagram Stories Templates



# 6.7 Pinterest Pins Templates

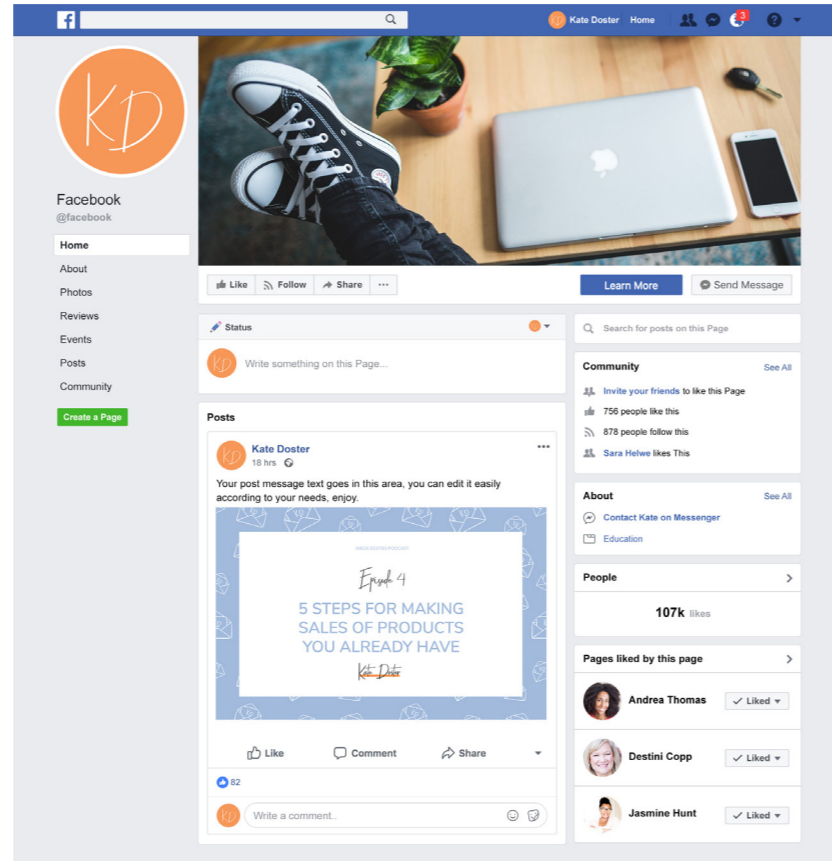
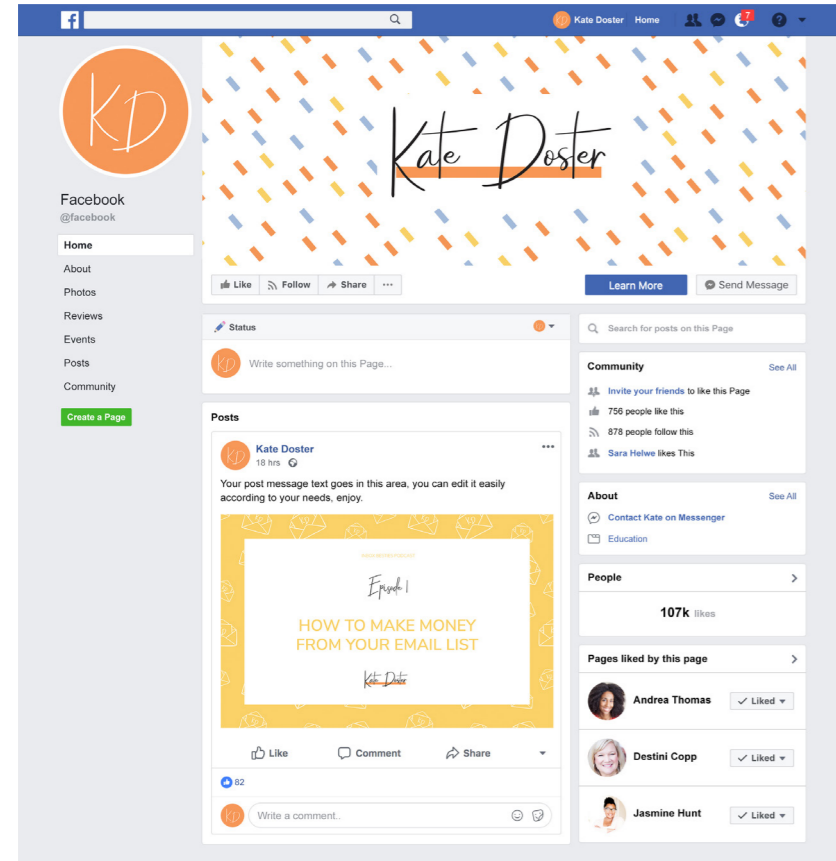


# 6.8 Instagram Profile Examples

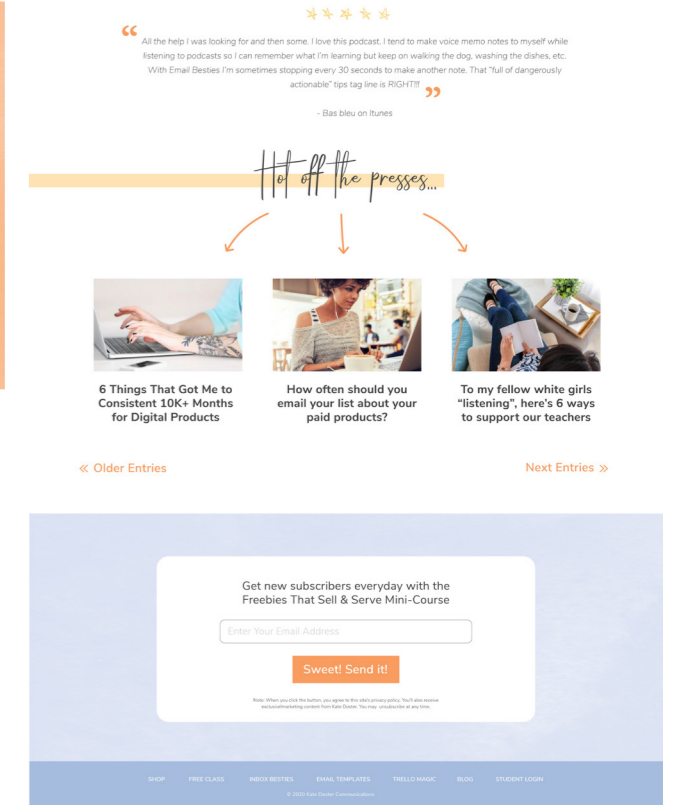
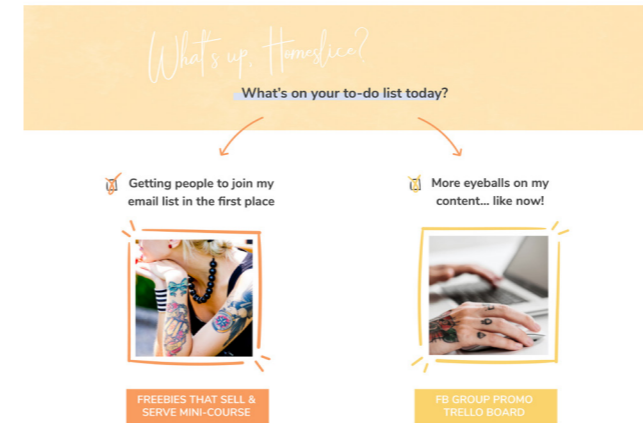
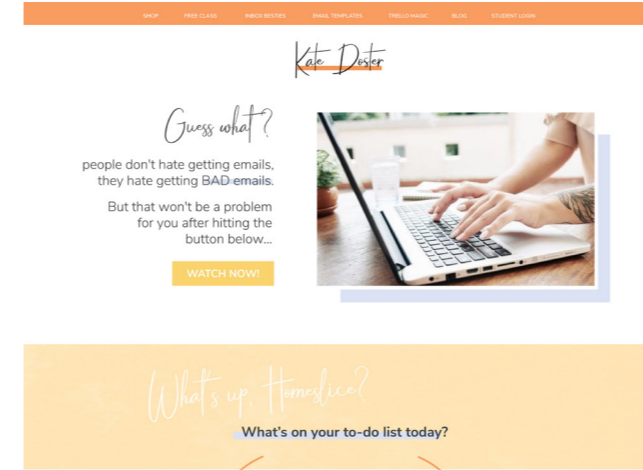




## 6.9 Facebook Profile Examples



## 6.10 Website Layout Examples



## 6.11 Merchandise Examples



Mug from : <https://printedmint.com/collections/drinkware/products/mug-11oz>





