

BRAND GUIDE: JEWELS WITH A PURPOSE



MAIN LOGOS



ALTERNATIVE LOGO OPTIONS



COLOR PALETTE



HEX: FF5606



HEX: FA2498

BRAND SYMBOL



BUTTERFLY

BRAND FONTS

Headers: *Dancing Script Regular*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Body Copy: Poppins Extralight (In Wix)

or Poppins Thin - Bolded (In Canva)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BRAND PHOTO STYLE

