

# RACHEL MCKINNEY | Brand Style Guide

## LOGO MARKS



PRIMARY



SECONDARY

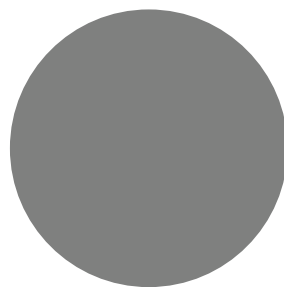
## ABOUT ME & MY BRAND

As someone who is currently involved in a wide variety of things including photography, web development, live TV and design, needless to say, I'm not sure what path I want to go in life. I created a logo that does not reflect any one skill that I have, but instead is a fun, clean design that will remain usable no matter what path I end up taking with my life. I want my logo to reflect that I am fun and creative, but also professional and hard-working. I love geometric shapes and used them at the core of my design.

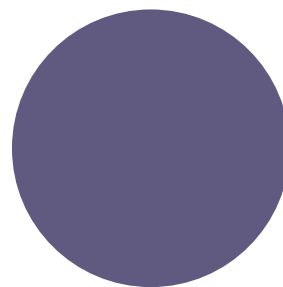
## COLOR GUIDE



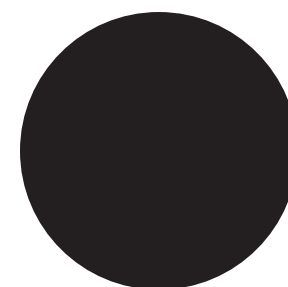
RGB:  
(233, 228, 241)  
CMYK:  
(7, 8, 0, 0)



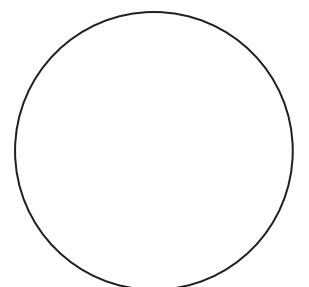
RGB:  
(128, 128, 128)  
CMYK:  
(54, 43, 43, 8)



RGB:  
(96, 90, 128)  
CMYK:  
(70, 68, 29, 9)



RGB:  
(0, 0, 0, 0)  
CMYK:  
(0, 0, 0, 100)



RGB:  
(255, 255, 255)  
CMYK:  
(0, 0, 0, 0)

## FONT GUIDE

PRIMARY  
**BEBAS NEUE REGULAR**

Secondary  
Shree Devanagari