



Brand Guidelines



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## INTRODUCTION

**la carola** is a company that is owned by one artist, Carolina Lambert, better known as Carolina Brink. **la carola** works hard to create a variety of artistic products. From graphic design services to illustration and paintings. **la carola** works alongside with real estate agents to paint house portraits. The artist is most inspired by tropical settings, nature and fruits. **la carola** enjoys the element of surprise when using watercolour and allows it to flow with the brand. The artist uses a variety of media, from acrylic paints, to watercolour, coloured pencils, markers and different computer software as well as procreate on the iPad. **la carola** strongly believes that colours can bring emotions and feelings to the surface, therefore the company works hard to maintain a HAPPY colour palette throughout their work, unless asked otherwise by clients.



## MOODBOARD

**la carola's** core values are freedom and family, the two F's. The company relies on freedom to allow to create the BEST pieces. **la carola** also strongly believes that if clients are treated like family, they will be able to provide the best possible services. **la carola** is a company that will work seamlessly, professionally and efficiently, while maintaining a personable relationship that allows an open space for communication and expression.

*creative artistic refreshing*

# PRIMARY LOGO

# SECONDARY LOGO



Minimum Size



Minimum Size





SAFETY ZONE



# LOGO DO'S

a. Logo can be used in any colour as long as it is part of the primary colour palette.  
\*Refer to colour palette page to see options

b. Black and/or white logo can only be used as long as everything around it is in gray-scale or black or white. White logo can be used in very dark backgrounds to make it stand out.

c. When using logo on a busy background, background is set to 45% opacity or less.

d. When using logo on a background, make sure to place it in a NON-busy area or where there is a solid colour.

a.



b.



c.



d.



# LOGO DONT'S

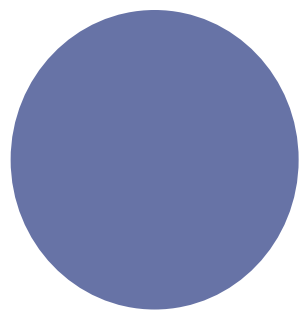
- a. Do **NOT** squeeze horizontally or stretch vertically.
- b. Do **NOT** add a drop shadow. This logo is meant to be FLAT/2D.
- c. Do **NOT** enclose the logo in any shape. Use logo options to make sure it stands out.  
\*Refer to Logo Do's page.
- d. Do **NOT** crop the logo.
- e. Do **NOT** rotate the logo.



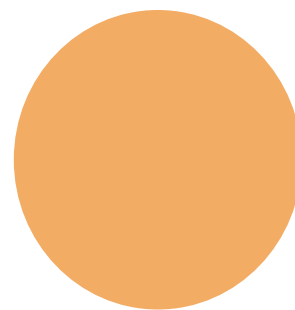


## PRIMARY LOGO

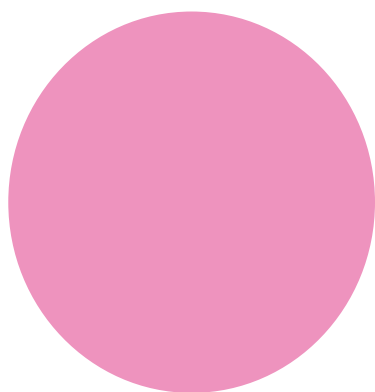
## SECONDARY LOGO



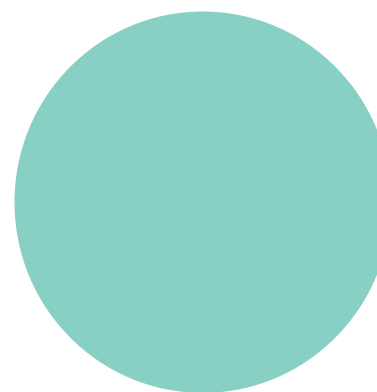
CMYK: 67, 55, 12, 0  
RGB: 103, 115, 166  
HEX: #6773a6



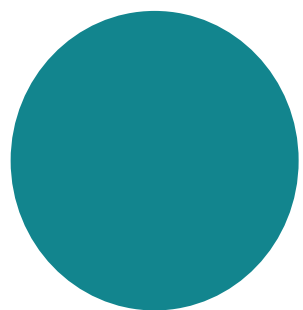
CMYK: 2, 37, 68, 0  
RGB: 243, 172, 100  
HEX: #f3ac64



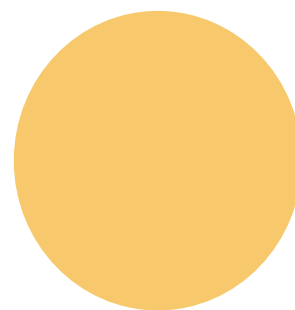
CMYK: 2, 53, 0, 0  
RGB: 238, 147, 190  
HEX: #ee93be



CMYK: 45, 0, 28, 0  
RGB: 137, 208, 196  
HEX: #89d0c4



CMYK: 84, 31, 41, 5  
RGB: 18, 133, 142  
HEX: #12858e



CMYK: 2, 21, 68, 0  
RGB: 247, 201, 108  
HEX: #f7c96c

# MAIN TYPEFACES

# ALTERNATIVES

Headings **Dolly Pro**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789

Body Copy **Aileron: Light**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Important information  
within body copy **Aileron: Bold**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Information that needs  
to stand out/special ***pacifico: bold \*no caps***  
*abcdefghijklmn*  
*opqrstuvwxyz*  
*0123456789*

XL Headings **ARIAL: BOLD**  
**\*ONLY CAPS**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Body Copy **Roboto Slab: Regular**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Headings and  
Important information  
within body copy **Roboto Slab: Bold**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Information that needs  
to stand out/special **chinchilla: semibold \*no caps**  
**abcdefghijklmn**  
**opqrstuvwxyz**  
**0123456789**

# TEXTURES



# GRAPHIC ELEMENTS



## PACKAGING



## MEMORABILIA



# la Carola



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