

MAKING
PROGRESS

personal

2020 STYLE GUIDE

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VOICE STATEMENT

I love teaching people and guiding them to find success.

I believe using effective, beautiful visuals and compelling storytelling are a powerful way to teach, help, and inspire people.

So many people are looking for creative resources to aid their personal gospel study and teaching.

I aim to fill that need by providing those practical resources to them.



*The
audience*

PRIMARY AUDIENCE

Gender: Female

Age: 18-30

Single or newly married

Annual income: 15-30k

Primary social media: Instagram

SECONDARY AUDIENCE

Gender: Female

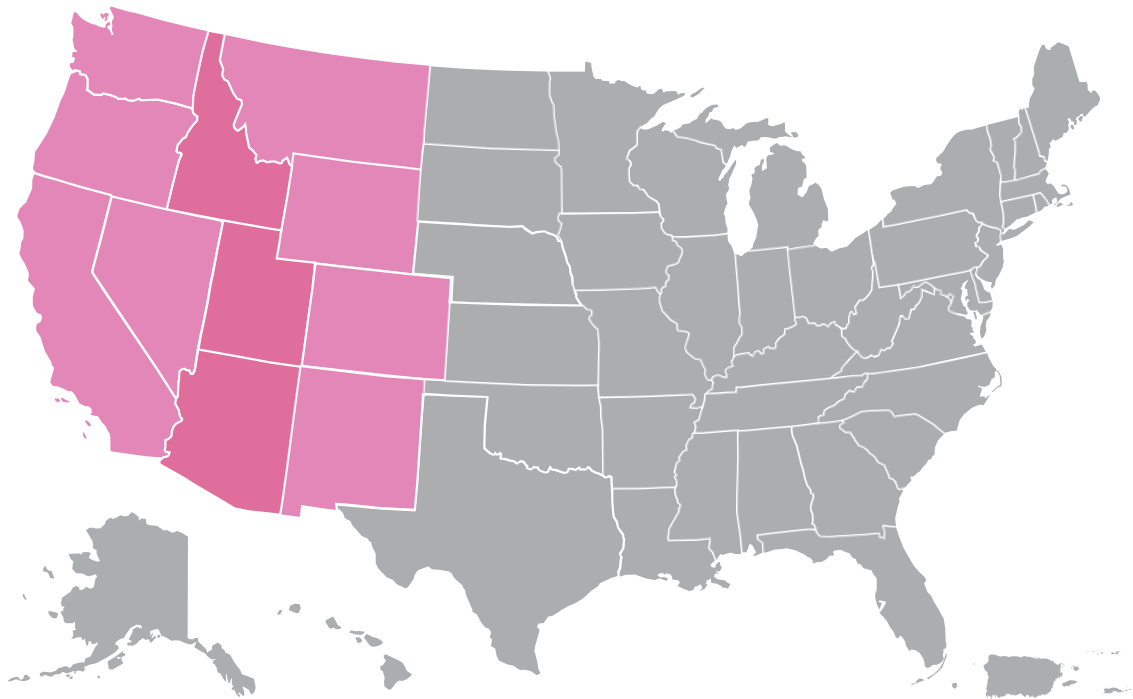
Age: 31-50

Married with children

Annual income: 60-80k

Primary social media: Facebook

TARGET AUDIENCE GEOGRAPHIC LOCATION



PRIMARY TARGET: ID, UT, AZ

SECONDARY TARGET: WA, OR, CA, NV, MT, WY, CO, NM



PRIMARY AUDIENCE PERSONA

CASSIDY RAWLINGS | 26 | BOISE, ID

Cassidy's a single recent college graduate who works in healthcare. She loves watching rom-coms and reading classic novels. She plays volleyball and goes on road trips with her friends, but she doesn't have a lot of time to build closer relationships. She's tried bullet journaling and photography, but hasn't had the time to invest in those hobbies.

Her primary social media channel is Instagram.



SECONDARY AUDIENCE PERSONA

CHERYL LANNING | 42 | SANDY, UT

Cheryl's a substitute middle school teacher who studied English. Her husband is a software engineer. She has 3 kids, one in elementary school and two in high school. She loves baking on Sundays with her kids. She tries to take matching family pictures every year and wants to be better at serving as a Young Women counselor, but thinks she's falling short.

Her primary social media channel is Facebook.



*the
boys*

PRIMARY LOGO



APPROVED VARIATIONS

1

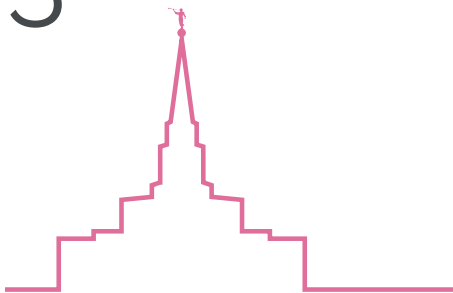


2



TEXT + TAGLINE VARIATIONS

3



4



5



ICON-ONLY VARIATIONS

PROPER LOGO USES

The primary logo should be used whenever a white background is being used.

The tagline variations (1 & 2) should be used in cover images and banners (social media, promotional banners, newsletters, etc.)

The icon-only variations should be used for smaller applications.

The line-art variation (3) should be used as a watermark on most images and files. It may be done in black or white.

The filled-in icon variation (4) should only be used in applications where the line-art would be unclear (ie. a favicon).

The full-color background variation (5) should be used for profile images.

IMPROPER LOGO USES

Logo should never have a transparency or gradient applied (except the approved gradient variation shown previously)

Logo should never be used in colors besides the approved shade of pink, black, or white

Logo should not be black in web-based applications

Logo should never be used without 10% minimum padding on all sides

Logo should never use multiple colors

Logo should never use different fonts

Logo should never change the text size

Logo line art width should never be adjusted

Logo should never be misshapen or skewed

IMPROPER LOGO EXAMPLES





PRIMARY

CMKY: 7 71 9 0
RGB: 225 110 157
HEX: #E16E9D

SECONDARY

CMKY: 6 65 26 0
RGB: 230 121 143
HEX: #E6798F

TERTIARY

CMKY: 8 73 0 0
RGB: 222 105 168
HEX: #DE69A8

TEXT COLOR

CMKY: 69 60 56 39
RGB: 70 73 76
HEX: #46494C

PROPER COLOR USES

The primary color should be used for the logo and for subheadings. It can also be used as a background with white text.

The secondary colors should be used as backgrounds or with design elements.

The primary and secondary colors can be combined as a gradient, which can be used as a background for the logo or for promotional posts.

The text color should be used for all body copy on white and light colored backgrounds, including large headings.

A horizontal watercolor splash in shades of red, purple, and magenta with irregular, torn edges. The word 'TYPOGRAPHY' is written in white, bold, uppercase letters across the center of the splash.

TYPOGRAPHY

TYPOGRAPHY EXAMPLES

HEADINGS

Raleway Semi-bold | 60 pt | 200 leading | uppercase

SUBHEADINGS

Raleway Regular | 24 pt | 200 leading | uppercase

BODY COPY

Raleway Regular | 14 pt | 50 leading





photography



* wherefore,
BE NOT WEARY
in well-doing,
FOR YE ARE
LAYING THE FOUNDATION
of
a great work,
AND OUT OF SMALL THINGS
proceedeth that which is great.

DOCTRINE & COVENANTS 64:33

PHOTOGRAPHY STYLES

There are three primary photography styles Making Progress Personal uses to connect with its audience.

1. **Landscape** and nature photography. This will often be paired with written content as a way to illustrate the message or ideas behind the content.
2. **Candid** shots of women living, studying, serving, leading and engaging with each other in realistic and natural ways.
3. **Product** photography to show the materials available on the Making Progress Personal website and how they're used to enhance gospel study and quality of life.

A large, irregular splash of teal watercolor paint serves as a background for the text. The splash is centered on the page and has a soft, textured appearance with varying shades of teal and green. The text is written in a white, elegant, cursive script font.

DESIGN
ELEMENTS

ELEMENTS

WATERCOLOR backgrounds and overlays will be used as supplementary design elements, primarily as backgrounds with white text.

CURSIVE LETTERING will be used as a design element in most posts. Some lettering will be done by hand, while other lettering will be done using handlettered fonts.

For visual consistency, only cursive fonts created by designer Nicky Laatz will be used.

