



ANDREW WAYNE STUDIO

BRAND STYLE GUIDE

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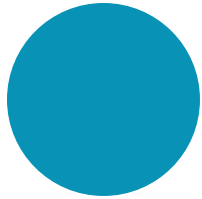
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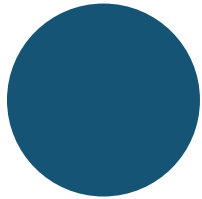
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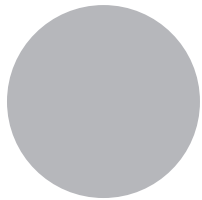
COLOR



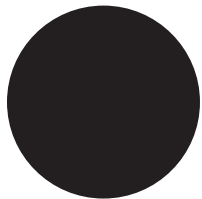
ACCENT 1 #0093B5



ACCENT 2 #185574



BASE 1 #B6B8BA



BASE 2 #155574

LOGO



BLACK



WHITE



B&W



COLOR

DESIGN

SIMPLICITY. All designs should strive for simplicity in order to highlight the photography. Copy will be brief and succinct. Colors should be kept to those outlined in the style guide on both the website & any printed promotional material. Photos should be given generous whitespace. Titles and captions should be center aligned with visual content. See the example below:



PRODUCT

WIREFRAME

HEADER



White Logo

Navigation



ANDREW WAYNE STUDIO



CONTENT

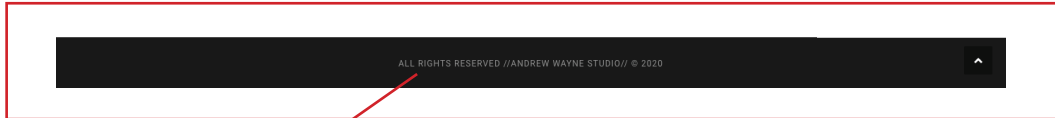
WORK

CONTACT

ABOUT



Social & Email Links



FOOTER

Copyright

SOCIAL

Andrew Wayne Studio will use Instagram to share content on the social front. Following the same design principles, copy should be kept brief and succinct to focus on the photography. Hashtags should be limited to five or less. Posts should be created with a purpose of bringing traffic to the website. Follow these guidelines for posts on all other social platforms. See the image below for a design example:

