



BRAND TOOL KIT





## YOU ARE YOUR BRAND

Welcome to your Brand Tool Kit |

The purpose of this document is to show off everything we've created throughout this process and serve as a guideline for future use of your brand.

These brand guidelines are just that, guidelines. They're designed to create a cohesive, uniform look for future projects, collateral, social media posts, etc. This way, all that we've worked hard to create together, doesn't go to waste.

When in doubt, give these guidelines a little looky-loo and remember: **you are your brand.**



THE  
BRAND



## TARGET AUDIENCE

**“ Girly, college aged females  
that enjoy shopping and  
spending time with their friends. ”**





M U S E



Meet **Presley**.

On a typical Friday Presley goes to school all day and then goes back to her home in her school's student ghetto that she shares with her 9 roommates. She relaxes for a few hours catching up on social media and popular culture via browsing blogs. She then takes two hours to get ready for the night and then heads out with her friends for the night hitting multiple house parties and bars and traveling by subway.

Presley is a 21 year old, midwestern American girl just trying to complete her Bachelor's degree even though she doesn't really even know why she wants it anymore.

Presley values friendship, kindness, family, quality time, and adventure

Presley loves her family, friends, pets, relatives, and life.

Presley hates homework, animal abuse, social injustice, waking up early and saying good-bye.





## CORE VALUES

**Determination**  
**Optimism**  
**Love**  
**Happiness**  
**Adventure**







## MOOD VISUALIZATION + INSPIRATION

You step onto the beach and the evening sun hits your face. You instantly feel alive, happy + grateful for the beautiful place you live.

As you walk along the water, step by step, the sand gives below your freshly pedicured toes. They're your favourite shade of hot pink. A wave comes in and washes over your feet, causing your nails to sparkle in the most magical way.

You look up towards to sky and notice a stunning sunset. Light pink clouds dance across a pale teal sky. Their resemblance to cotton candy makes your mouth water. As you watch them float by, you feel almost as if you're floating on one of them. Flying high in the sky, taking in all this magical world has to offer.

You continue to walk. Gradually stars start to speckle the nights sky, peaking through the clouds like tiny diamonds. You breathe in the fresh night air and take one more look at the beauty of this gorgeous night. Feeling fresh, clear + ready to take on anything, you walk into the sunset, towards the rest of your life.





## MISSION STATEMENT

**“I want to inspire the world to live  
their best life because happiness is  
a choice.”**





THE  
LOOK





PRIMARY LOGO







SECONDARY LOGO



HaleyRae 



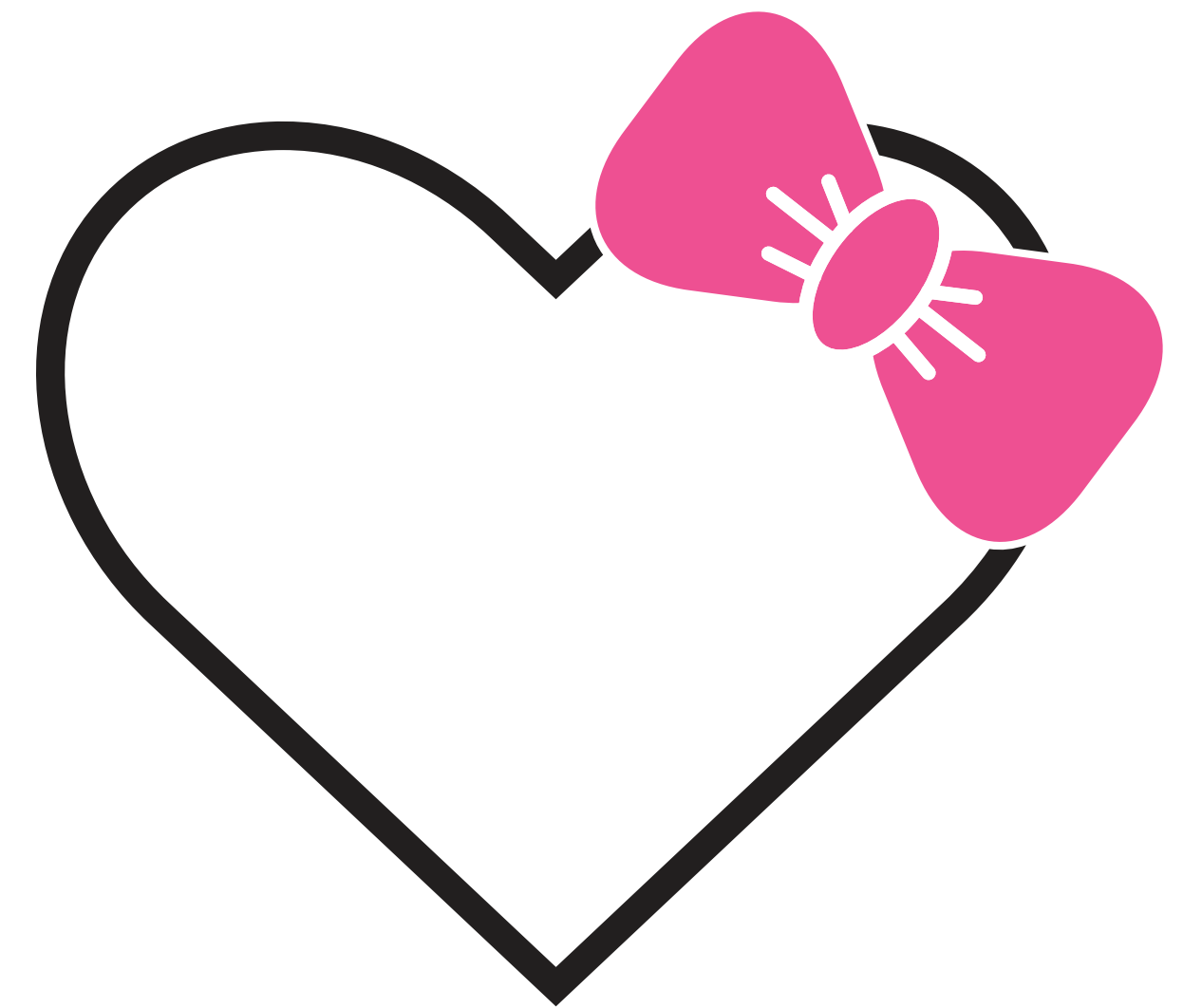


## ADDITIONAL LOGOS

SUBMARK



ICON







## FONT S

### DISPLAY FONT

*Pacifico*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

### ACCENT FONT

**QUICKSAND**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0**

### BODY FONT

Raleway

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

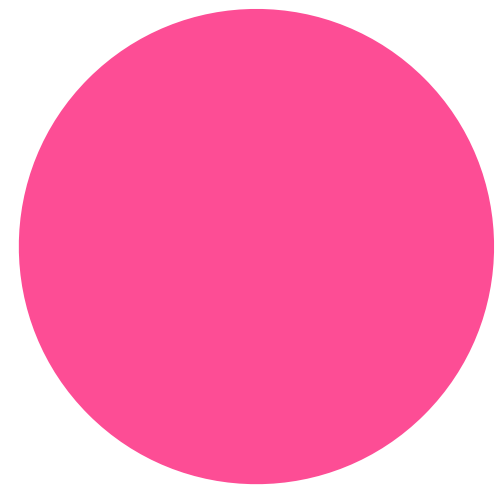
1 2 3 4 5 6 7 8 9 0





## BRAND COLOURS

### PRIMARY COLOUR



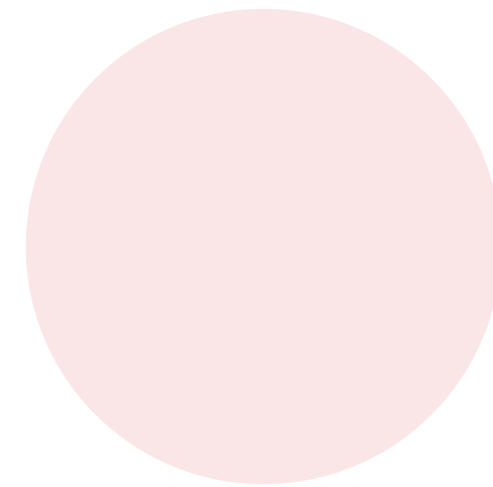
#### BARBIE PINK

CMYK: 0, 75, 6, 0

RGB: 253, 77, 149

Hex: #FD4D95

### SECONDARY COLOURS

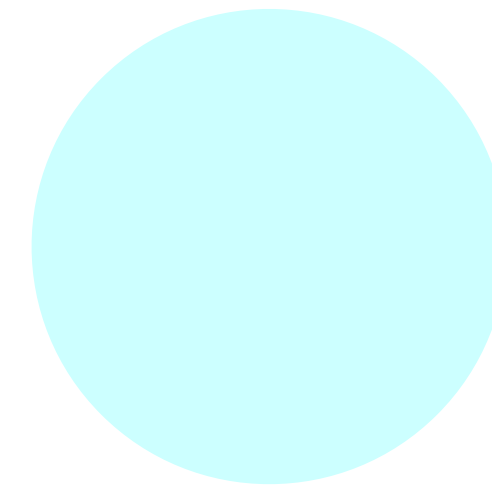


#### BALLET PINK

CMYK: 1, 11, 4, 0

RGB: 250, 230, 231

Hex: #FAE6E7

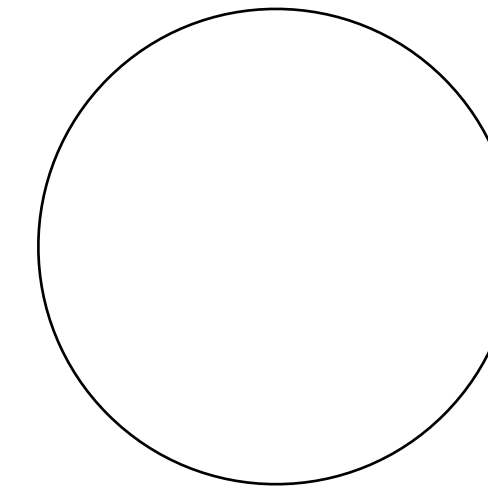


#### CLOUD BLUE

CMYK: 16, 0, 3, 0

RGB: 204, 255, 255

Hex: #CCFFFF

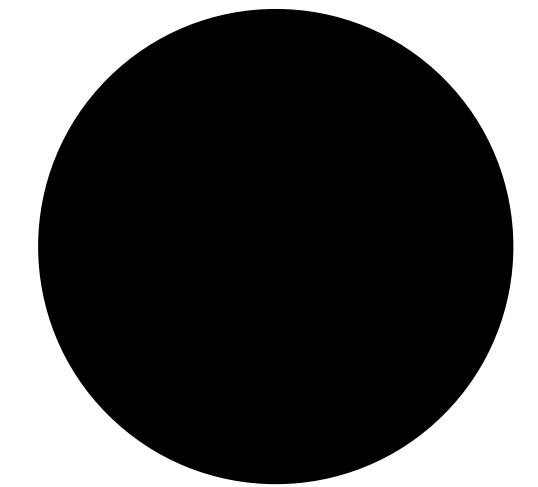


#### PURE WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Hex: #FFFFFF



#### RICH BLACK

CMYK: 70, 61, 54, 40

RGB: 0, 0, 0

Hex: #000000





# ICONS





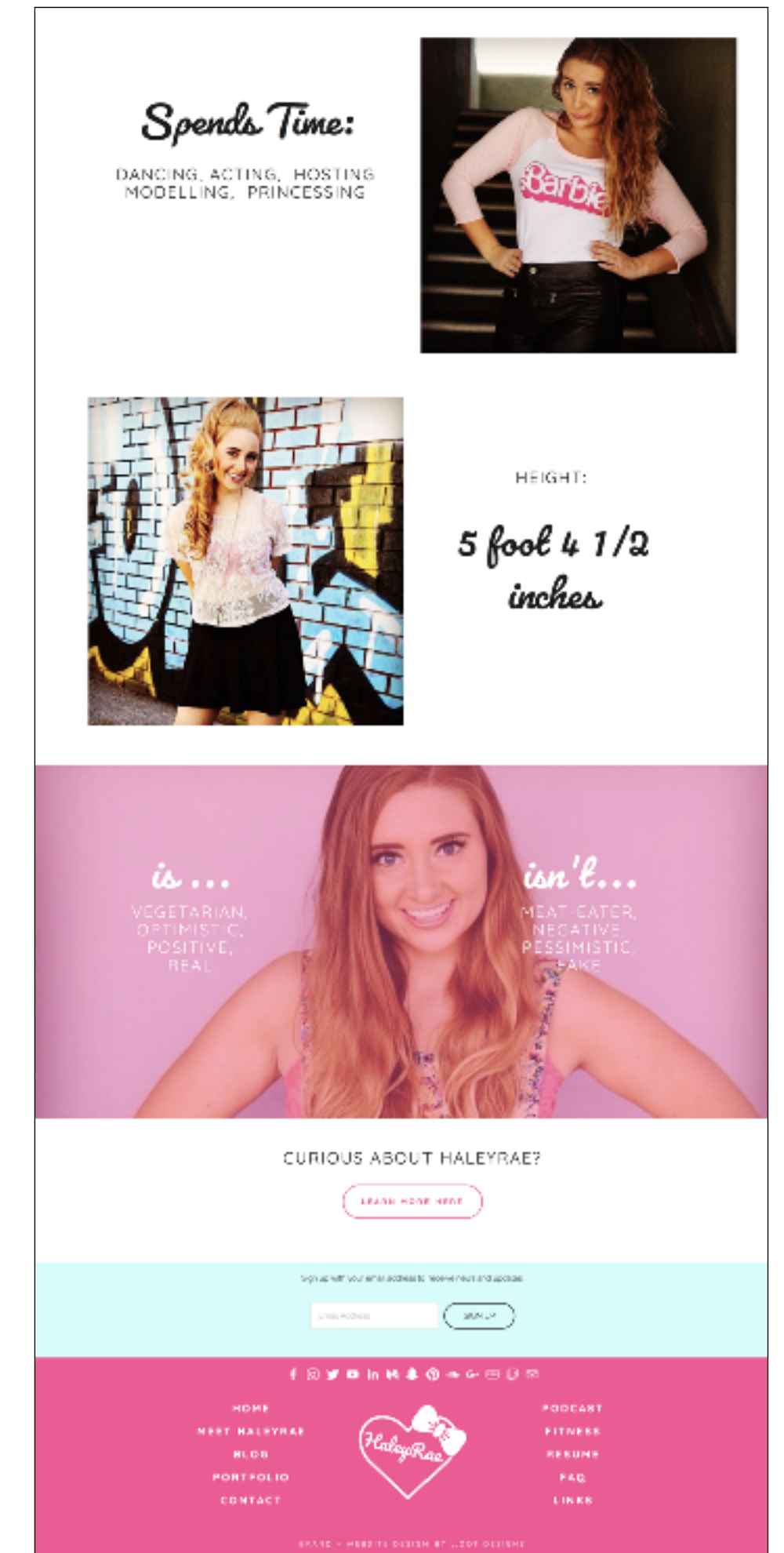
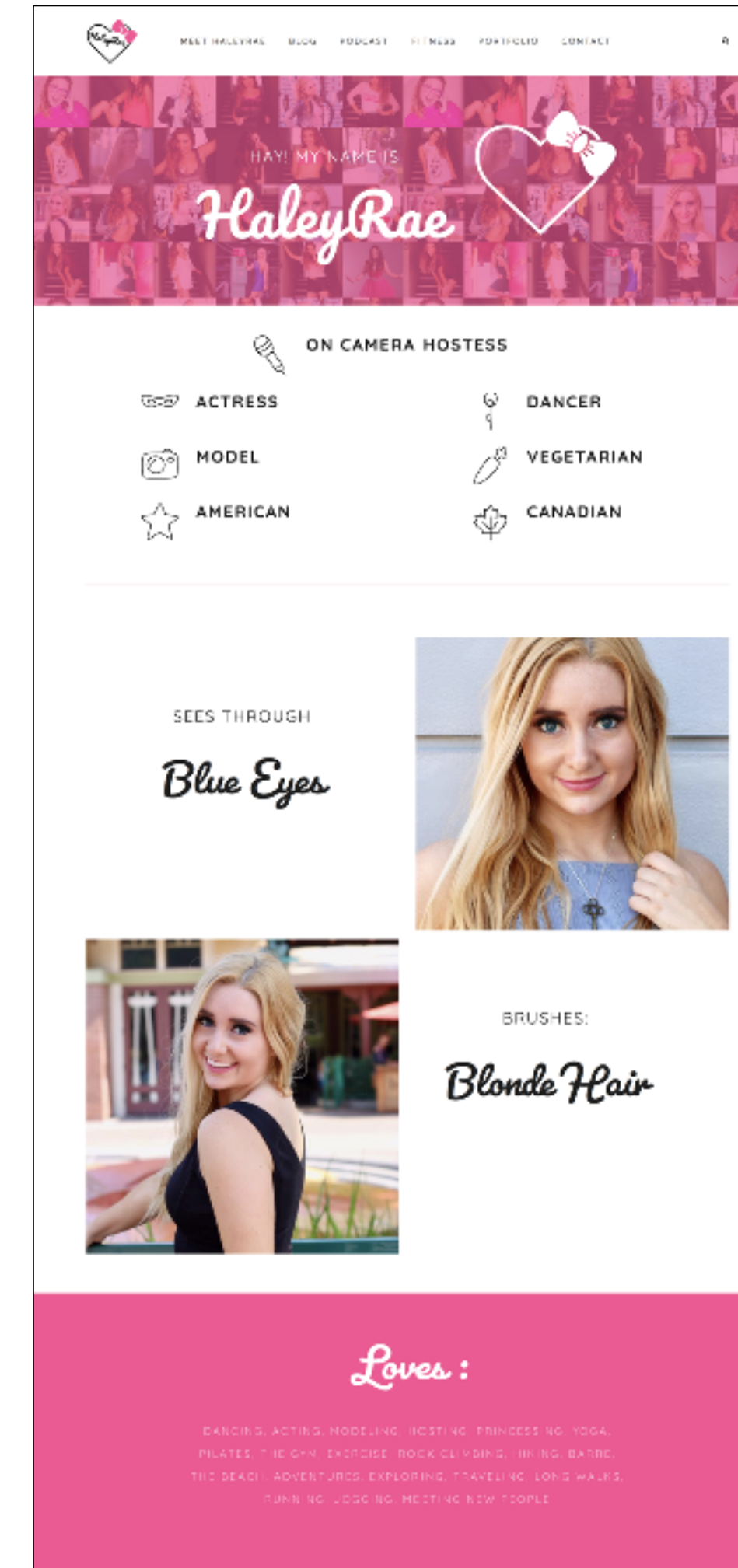


THE  
WEBSITE





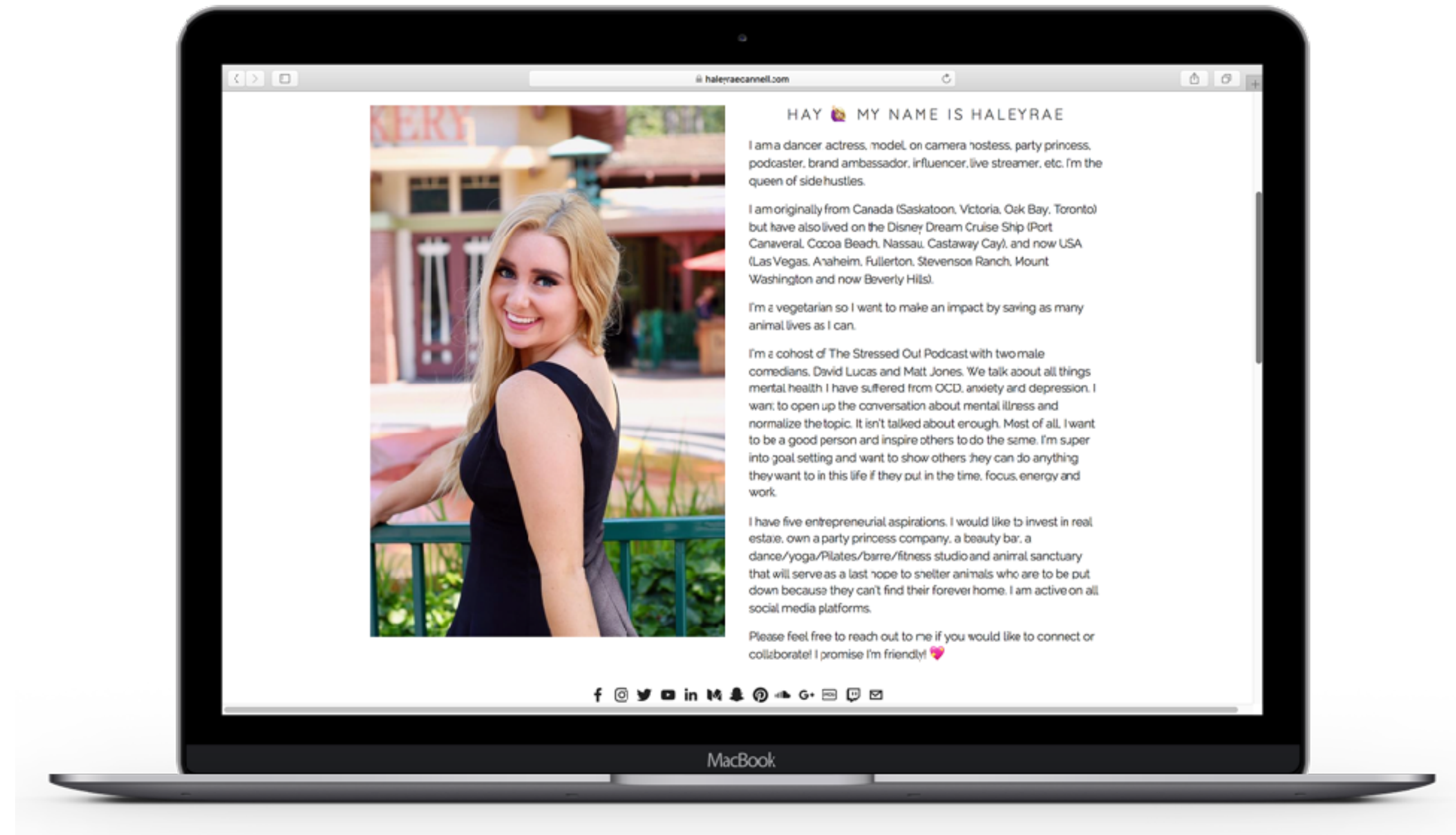
HOME







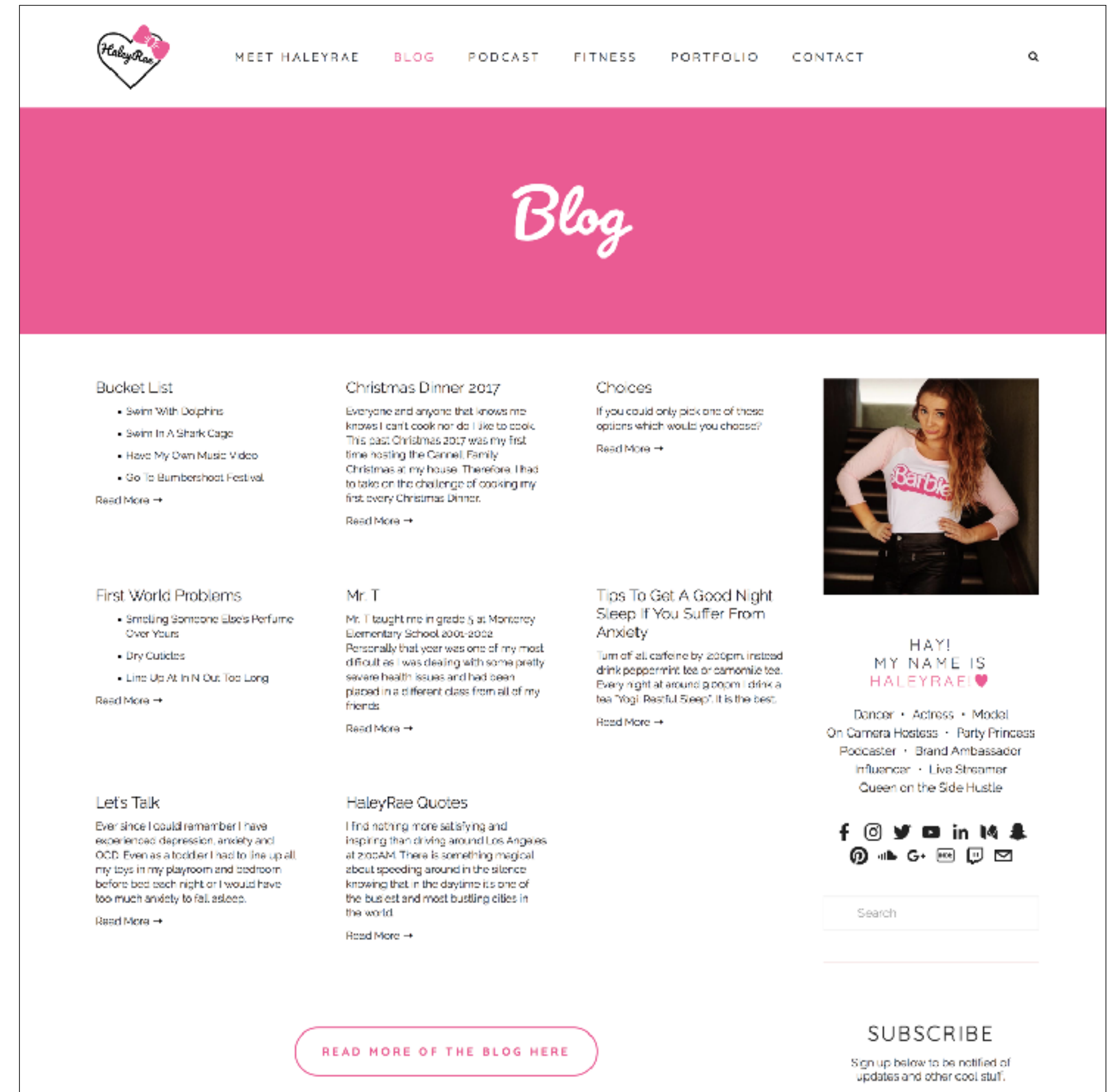
## MEET HALEYRAE





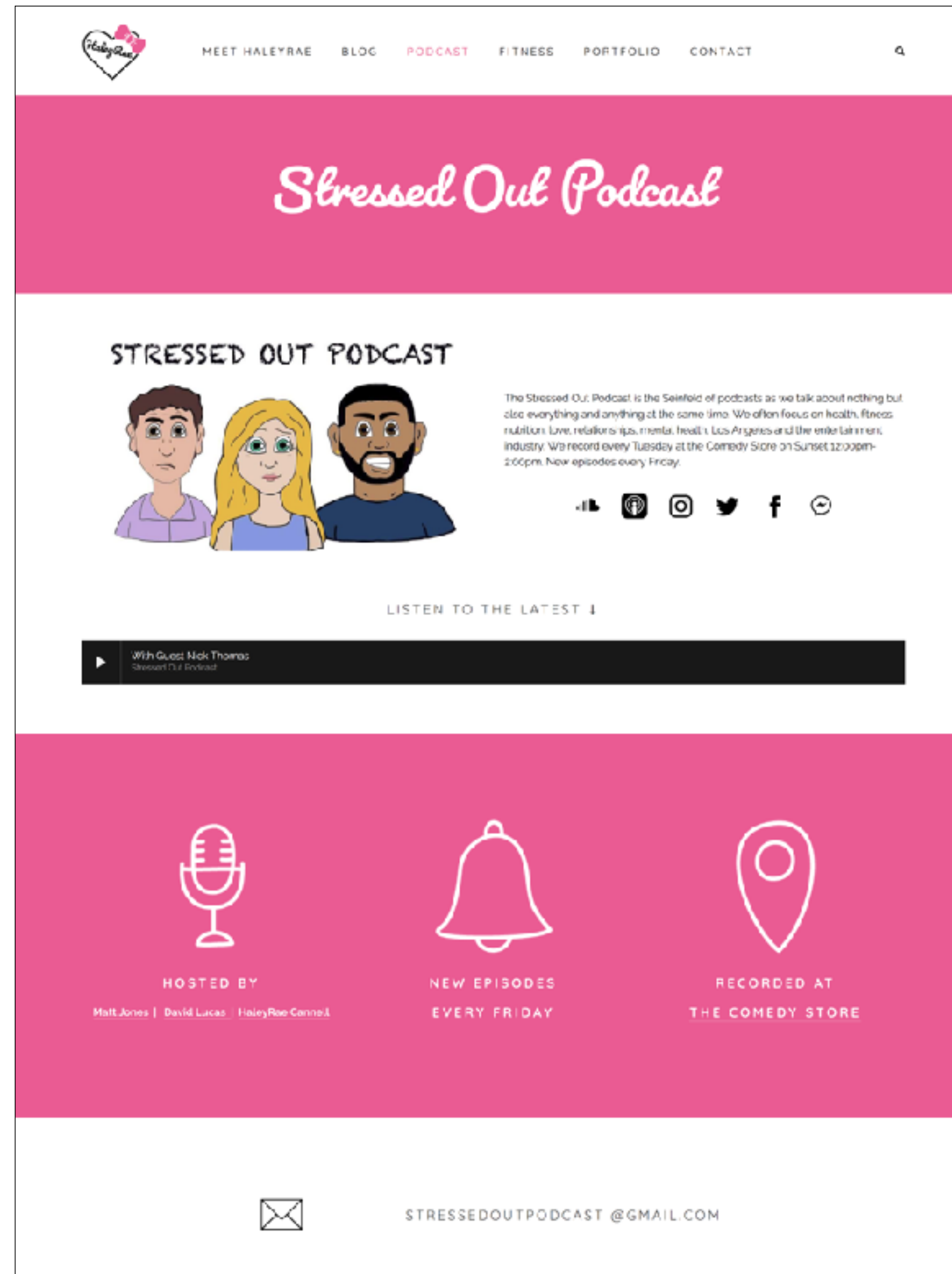


## BLOG





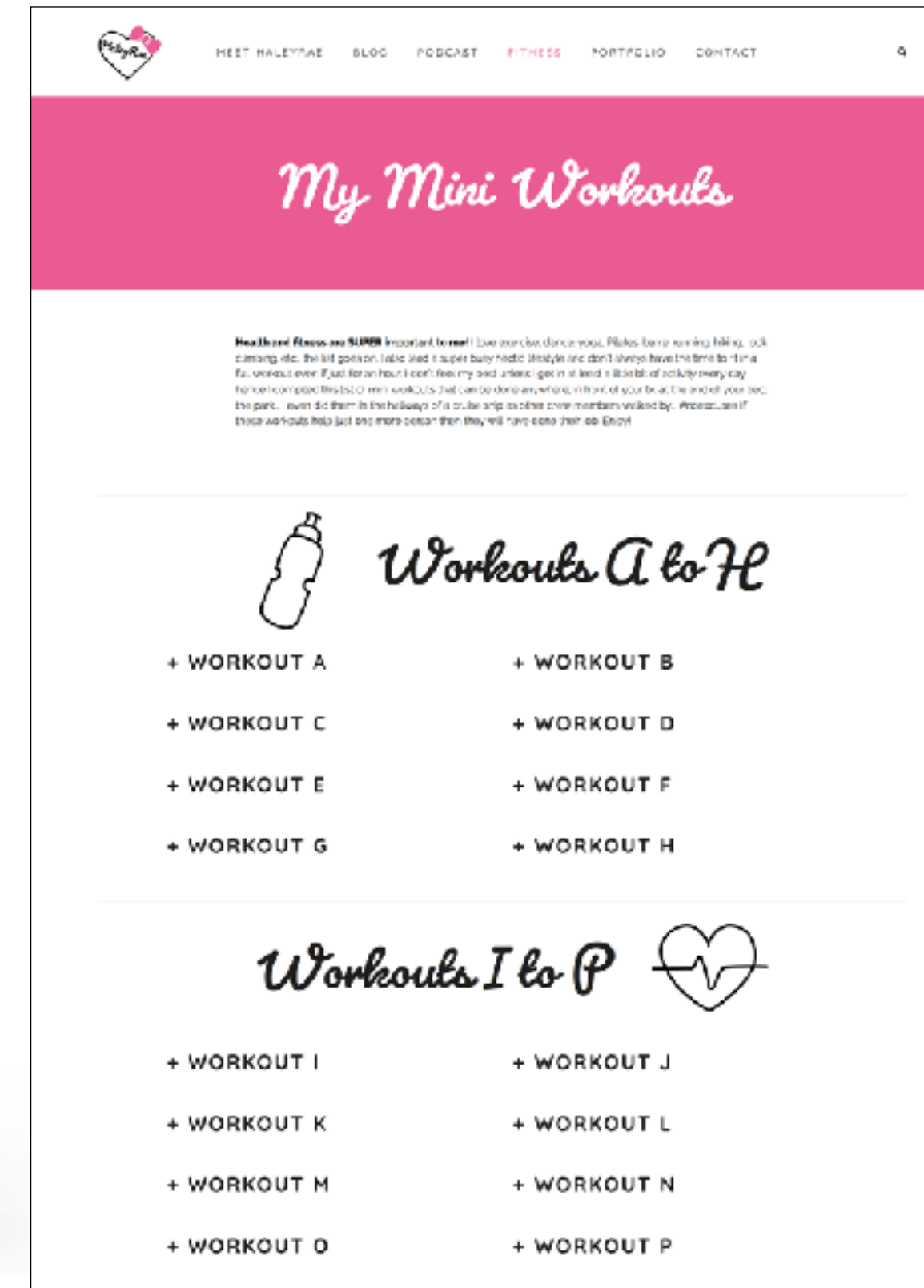
PODCAST





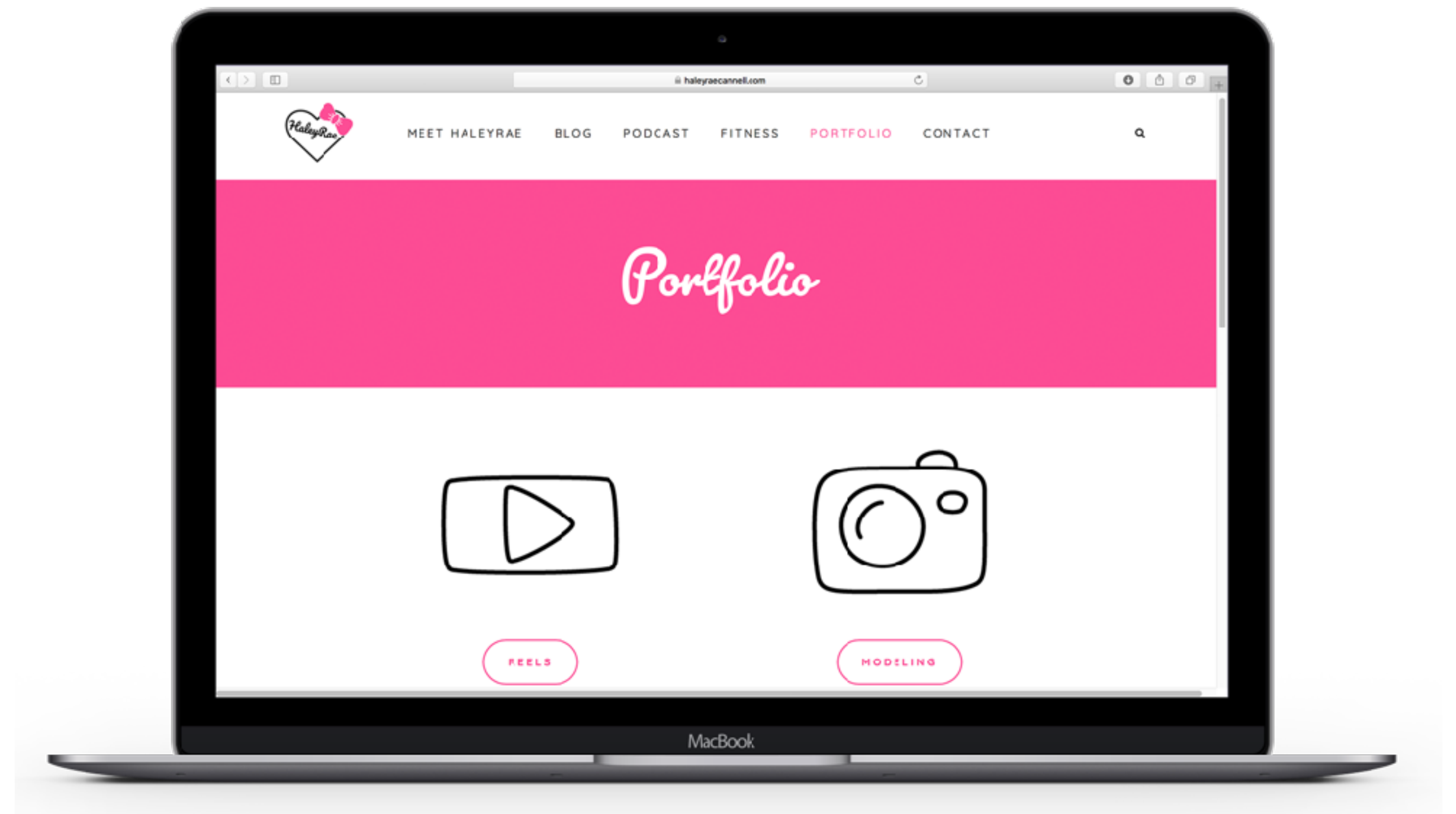
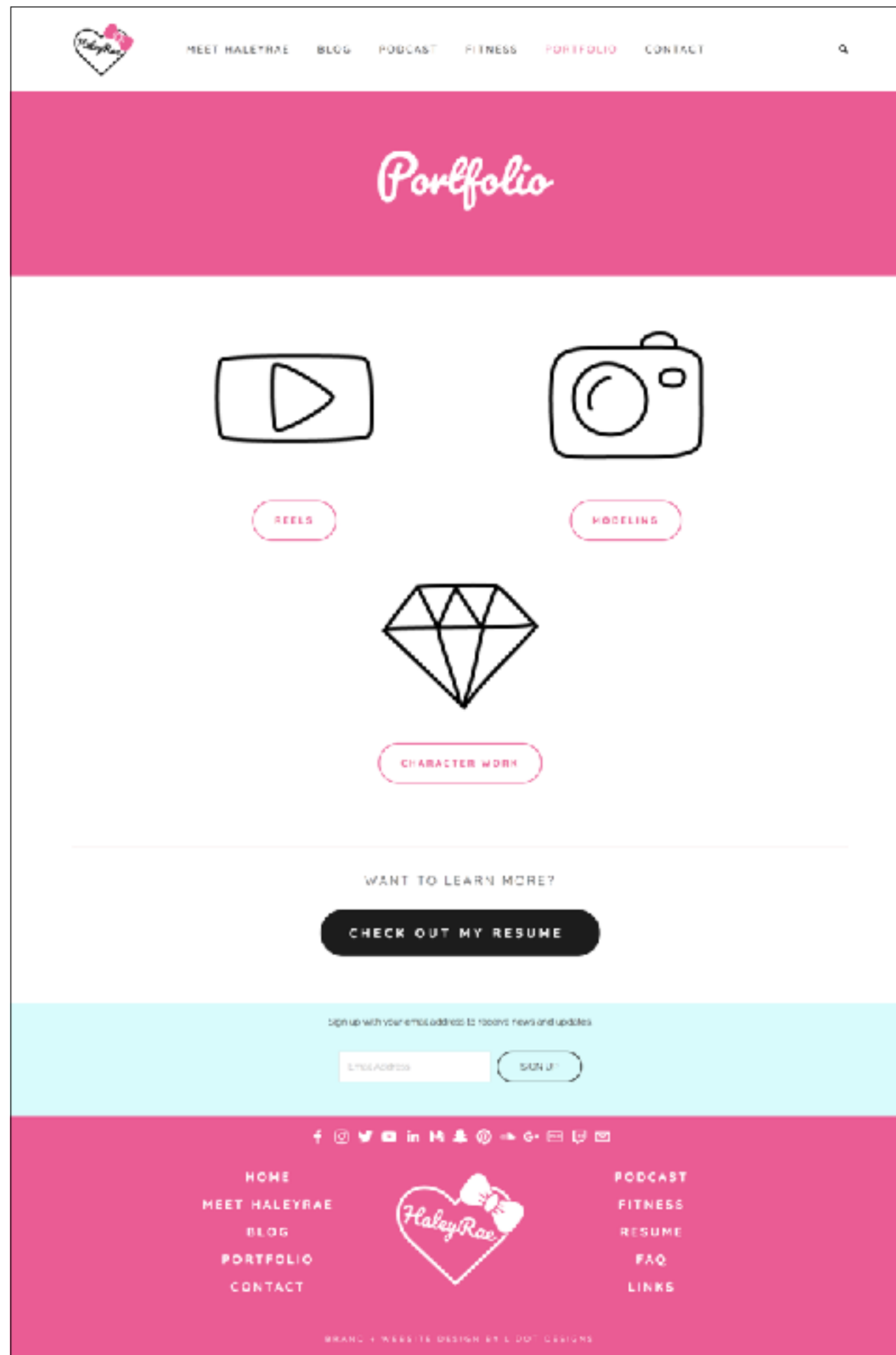


FITNESS





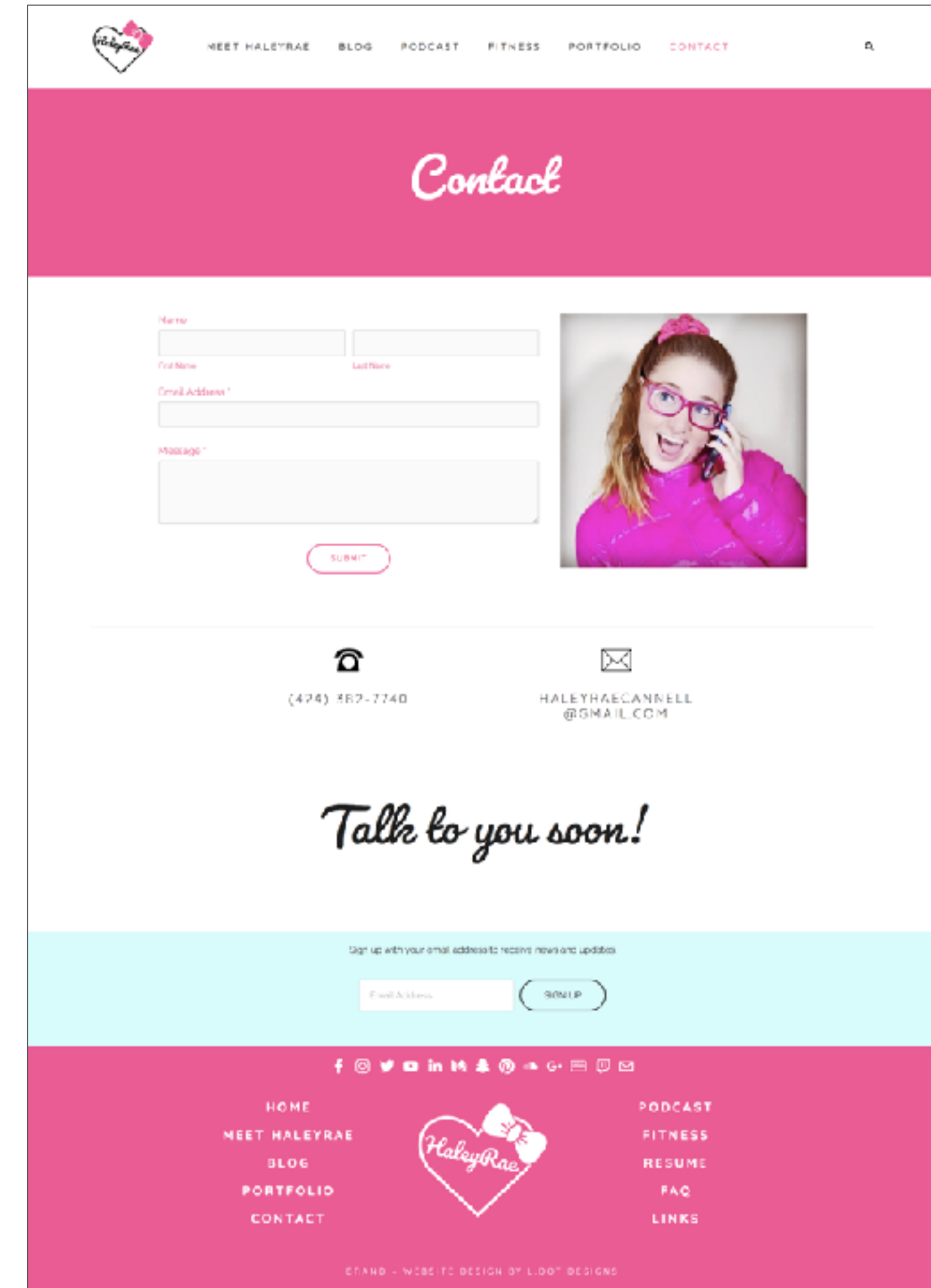
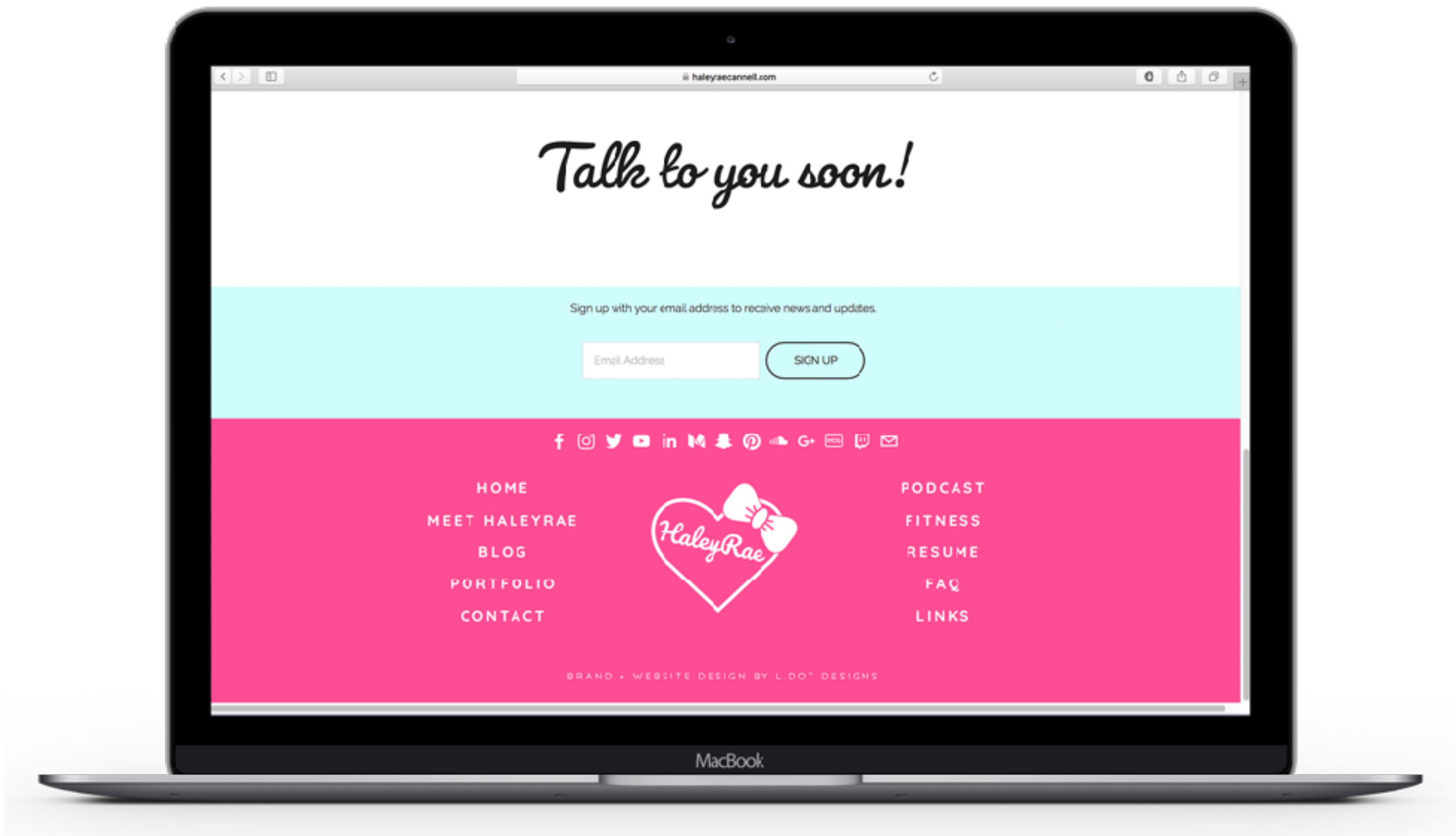
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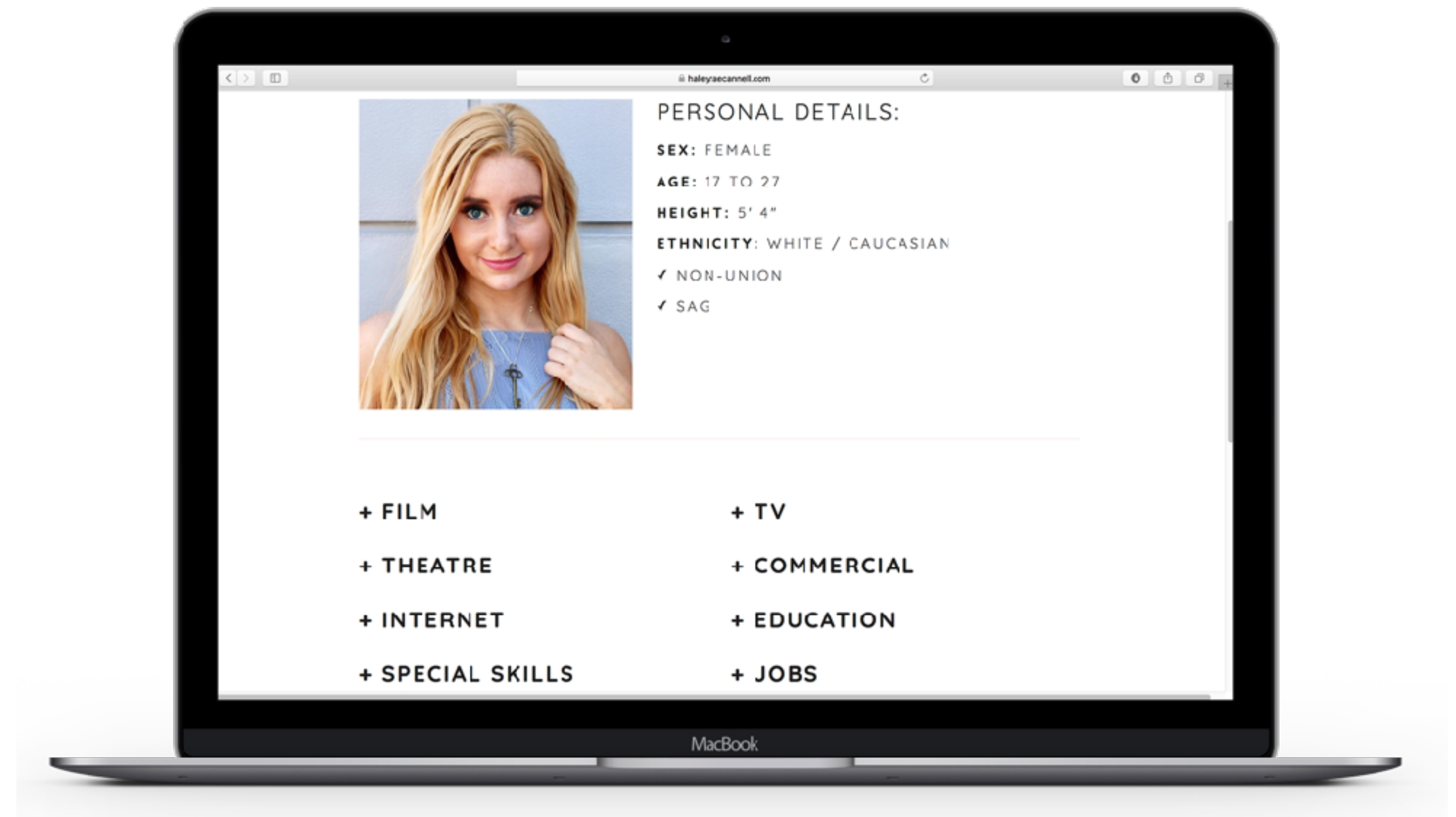
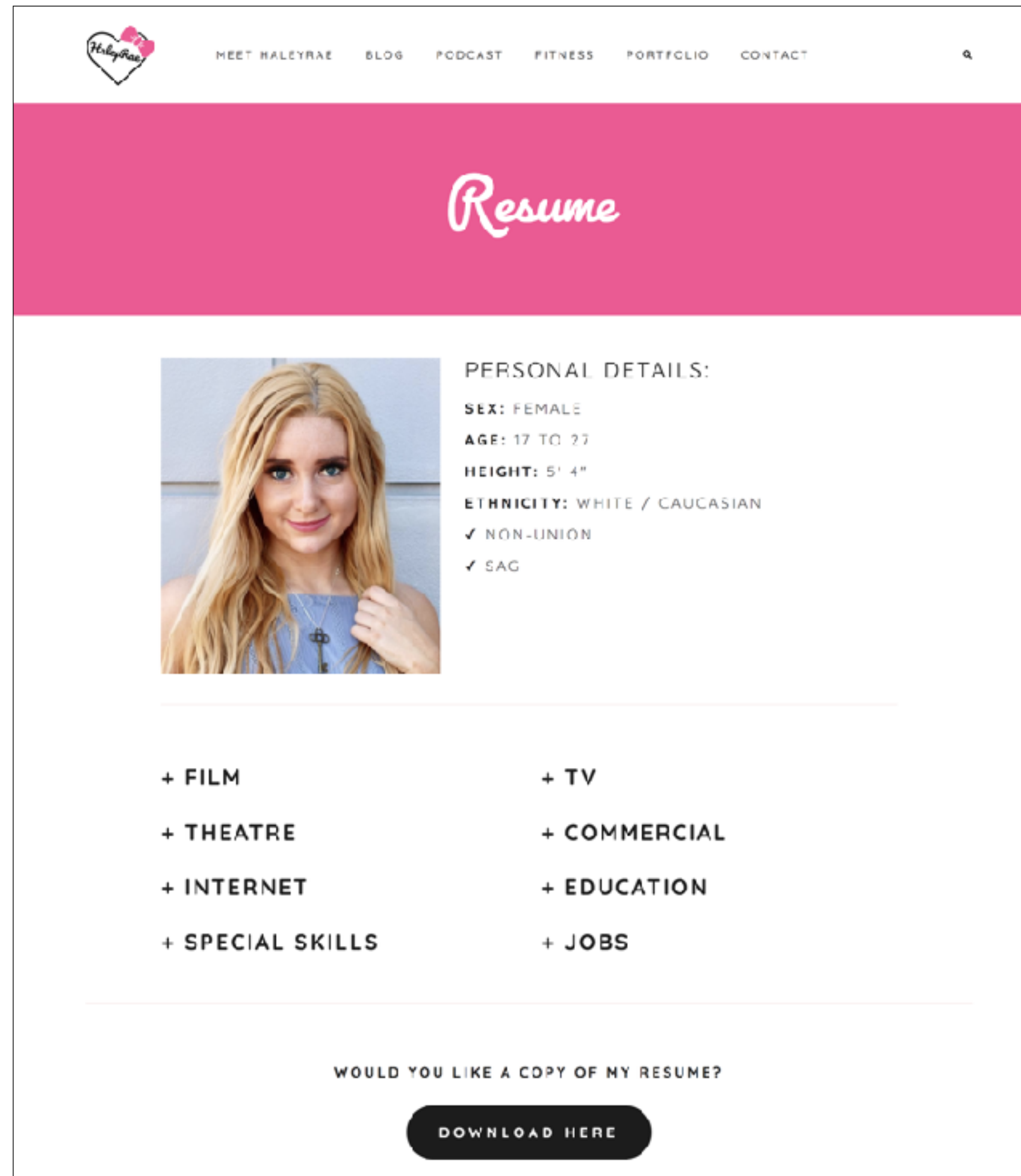


## CONTACT





## RESUME







## F A Q

[MEET HALEYRAE](#)[BLOG](#)[PODCAST](#)[FITNESS](#)[PORTFOLIO](#)[CONTACT](#)

# f . a . q .

1.

Q: What advice would you give your younger self?

A: Don't be afraid to take risks.

2.

Q: What's your favorite sports team?

A: Los Angeles Lakers

3.

Q: If you were president what's the first thing you would do?

A: I would create a more fair and reasonable path for immigrants to become citizens.

4.

Q: What woman deserves a biopic about her life that hasn't been made yet?

A: Oprah Winfrey.

5.

Q: If you could change one thing for women in the entertainment industry, what would it be?

A: Equal pay for equal work.

6.

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10.

Q: What's the most intellectually challenging role you've ever had? What role has given you the most challenge?

A: Chasing the Dream. It's the most intellectually challenging role I've ever had because I had to learn so much about the industry and the people in it. I had to learn how to negotiate and how to deal with the pressure of being in the spotlight.

11.

Q: It's an industry so focused on appearance and often filled with rejection how do you combat self-doubt?

A: I always try to remind myself that the majority of photos I see in the media have been retouched and photoshopped and that anyone who is successful in the industry has to be able to deal with rejection and criticism. I also try to focus on the things that I love about my career and the people I work with.

12.

Q: What advice would you give to young girls/brothers at around the world?

A: Follow your dreams and don't let anyone tell you that you can't do it. If you have a passion for something, pursue it and don't let anyone else's opinion of you get in the way of your success.

13.

Q: If you could have lunch with one famous woman, who would it be?

A: Reese Witherspoon.

14.

Q: What's the biggest risk you've taken that you feel has paid off?

A: Moving to California.

15.

Q: What accomplishment are you most proud of?

A: Coming to California with nothing and building up a successful career in the entertainment industry.

16.

Q: What potential filmmaker and characters have to make change in the world?

A: One film or one character that is able to change the way we think about the world and the people in it.

17.

Q: If you could play any character in any movie who would it be?

A: Scarlett O'Hara.

18.

Q: What's your favorite to share?

A: The meaning of life.

19.

Q: What has been your biggest career challenge so far?

A: Working for Disney Channel because I was expected to be a Disney star and I wasn't. I had to prove myself and show that I was capable of doing more than just being a Disney star.

20.

Q: What's your goal for the future?

A: To be a successful actress and to be able to make a difference in the world.

21.

Q: How do you ever consider branching out into directing or screenwriting?

A: Not yet. I'm still focused on acting and I want to make sure I'm a good actress first.

22.

Q: What's your favorite director to work with and why?

A: Joseph Kahn. He's a really nice guy and he's a really good director. He's also a really good person to work with.

23.

Q: What's the stupidest question you've ever been asked on the red carpet?

A: "What are you wearing?"

24.

Q: What is the best piece of career advice someone has given to you?

A: To be a good person and to be a good role model for the young girls and boys who look up to you.

25.

Q: What's your favorite book?

A: The Catcher in the Rye.

26.

Q: How did you start believing in your own work and talent?

A: I didn't. I only started believing in myself after I had a few successful projects and I started to see the results of my hard work.

27.

Q: What prominent female entertainment figure would make a great role model for a girl now and why?

A: Janelle Monáe. She's a really cool person and she's a really good role model for a girl now because she's a really good person and she's a really good role model for a girl now.

28.

Q: What is the most meaningful project you have done? What would your dream project be?

A: The most meaningful project I have done is the one that I'm currently working on. My dream project would be to be able to make a difference in the world.

29.

Q: How do you think the film industry could better portray the lives struggles and joys of real women?

A: By being more realistic and by showing the real struggles and joys of real women.

30.

Q: What's one dream you've achieved that you're most proud of lately?

A: Being a successful actress and being able to make a difference in the world.

31.

Q: If you could go back in time, what advice would you give your younger self?

A: To be a good person and to be a good role model for the young girls and boys who look up to you.

32.

Q: What's your favorite movie of all time and why?

A: The Notebook.

33.

Q: Name a charity you are passionate about and explain why it matters to you. How do you show your support?

A: The American Red Cross. It's a really good organization and it's a really good organization that helps people in need.

34.

Q: Tell me about a time you were faced with insurmountable odds yet persevered to overcome.

A: When I was in California and I was a Disney star and I wasn't. I had to prove myself and show that I was capable of doing more than just being a Disney star.

35.

Q: What is one thing you're most proud of in your career?

A: Being a successful actress and being able to make a difference in the world.

36.

Q: What qualities should girls be looking for in their role models in the media?

A: To be a good person and to be a good role model for the young girls and boys who look up to you.

37.

Q: What should every woman know how to do?

A: To be a good person and to be a good role model for the young girls and boys who look up to you.

38.

Q: Is there a collection of books or movies you dream of playing?

A: Yes. I would love to play a role in a movie that is about a girl who is a good person and who is a good role model for the young girls and boys who look up to you.


STILL HAVE QUESTIONS?

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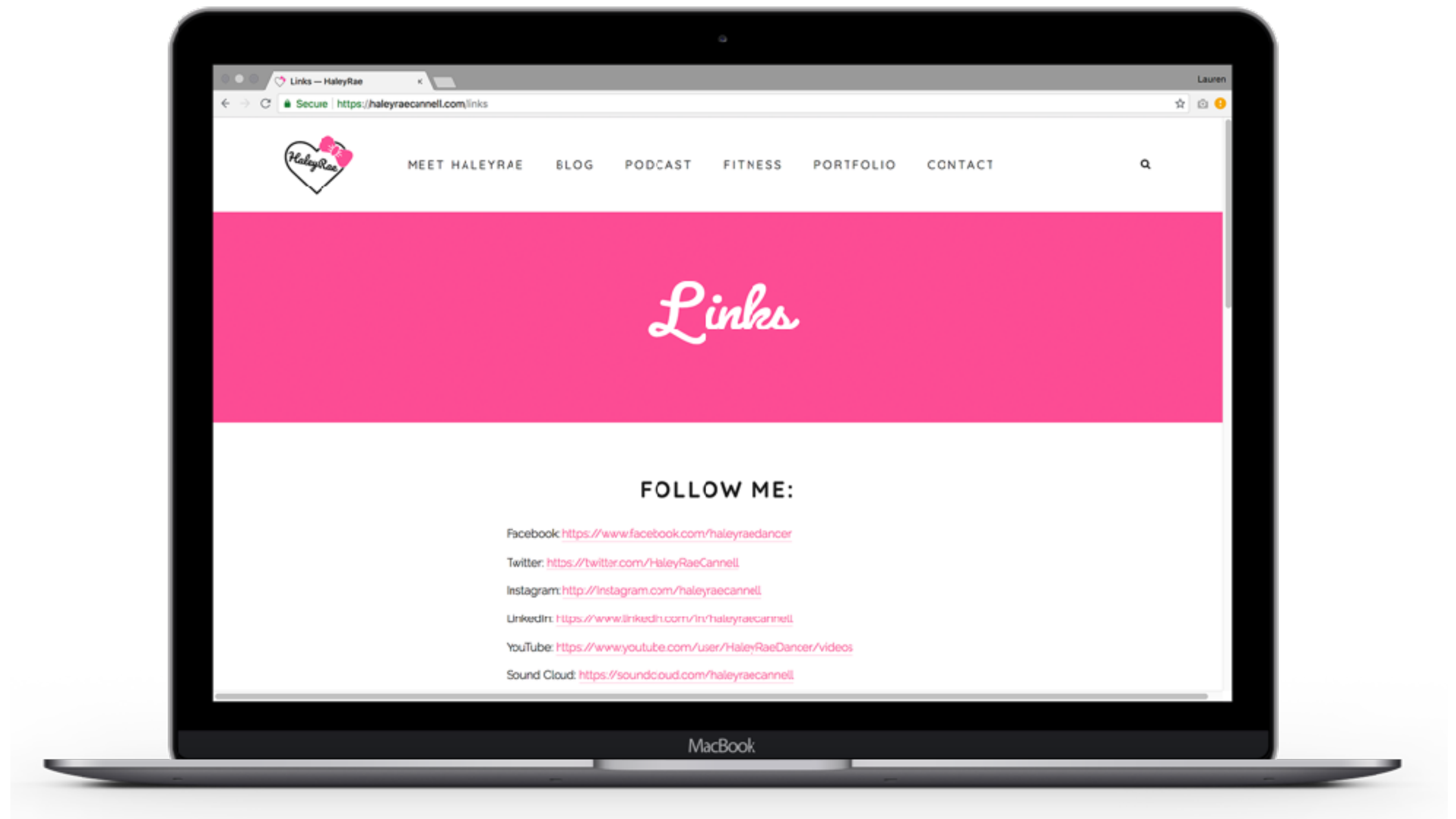
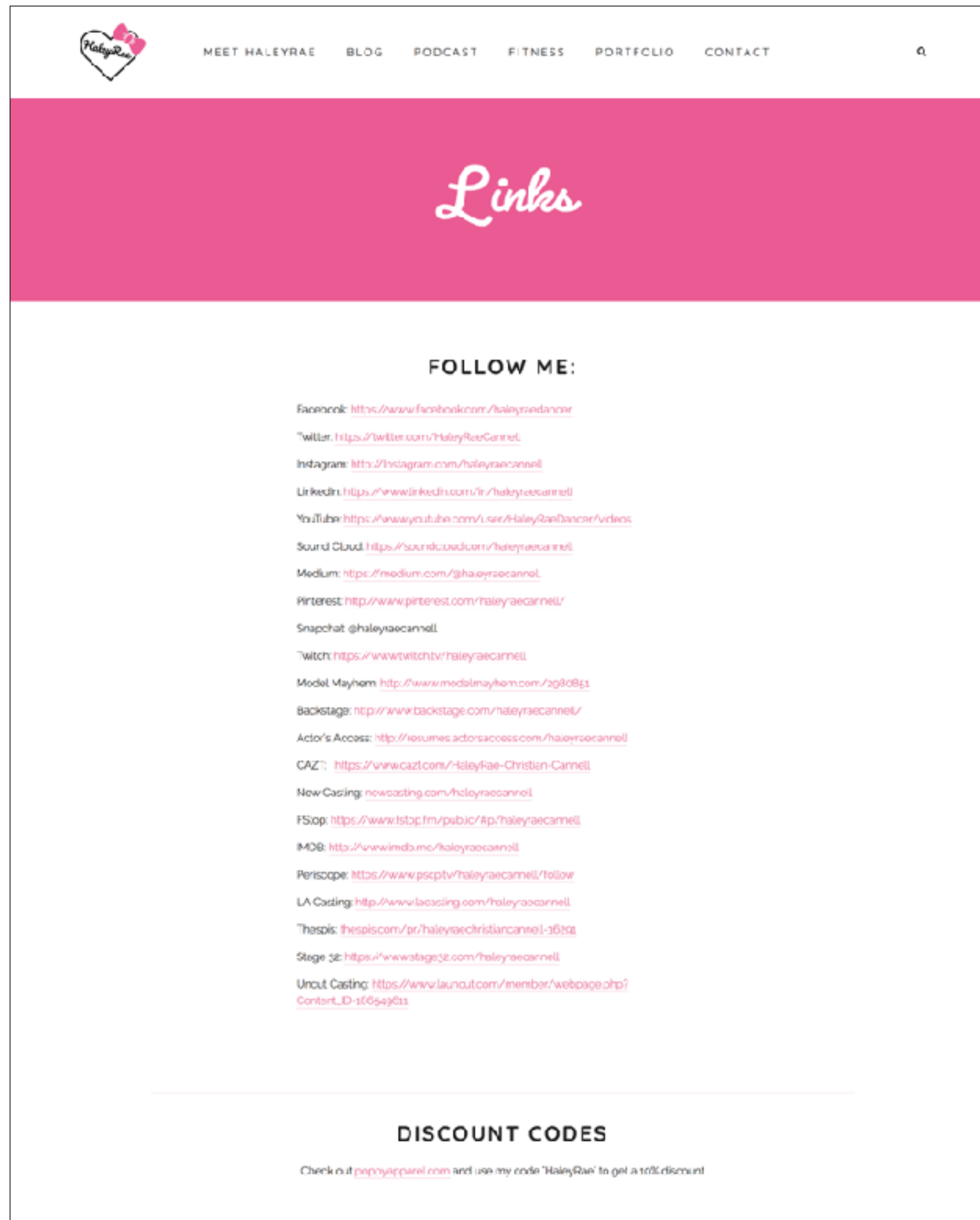


[PODCAST](#)[FITNESS](#)[RESUME](#)[FAQ](#)[LINKS](#)

BRAND & WEBSITE DESIGN BY J. DUTCHER



## LINKS







NOW YOUR BRAND IS IN YOUR HANDS.

REMEMBER: IT'S IMPORTANT TO BE  
COHESIVE THROUGHOUT YOUR BRAND  
TO CREATE RECOGNITION.

ENJOY AND HAPPY BRANDING!



CREATED BY LAUREN  
LDOTDESIGNS.CO