



JOE

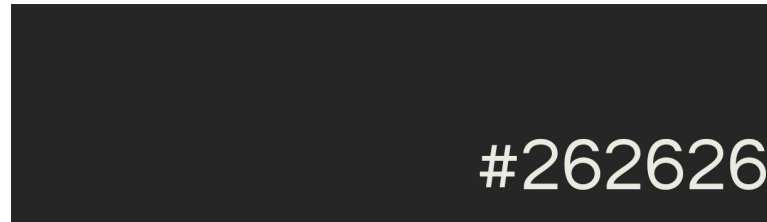
VENTRICELLI

Brand Formula



COLORS

Primary



Secondary



FONTS

fonts available in download folder

Heading Font: Oswald

Oswald Extra Light / **Oswald Medium** / **Oswald Bold**

Secondary Font: Questrial

Questrial Regular

Secondary Font: Oswald

Oswald Extra Light Only

example:

JOE VENTRICELLI

actor. singer. dancer.

BRAND PRINCIPALS

Brand Principals set clear and consistent parameters around what aligns with your brand. They are particularly helpful when making decisions as to whether something is “on brand”. Use your senses, triggered by the principals, to identify how your brand behaves currently. Does your decision fit more closely with column one or column two?

Clever	over	Funny
Bourbon	over	Lumber
Pies	over	Pastries
Vintage	over	Retro
Flannel	over	Jean
Rugged	over	Risque
Piercing	over	Transparent
Whimsy	over	Comedy
Individual	over	Quirky
Genuine	over	Authentic
Nurture	over	Nature
Leather	over	Suede
Red Wings	over	Timberlands
Backpack	over	Briefcase
Wood	over	Stone
Copper	over	Silver
Granite	over	Graphite
Ocean	over	Forest
Suit	over	Sweater
Bold	over	Brave
Geek	over	Dork
Beauty	over	Brains
Building	over	Growing
Awesome	over	Amazing

PICTURE EDITING & FILTERS

iPhone:

Dramatic @ 100%
Highlights: - 21
Shadows: +7
Contrast: -20
Black Point: - 50
Sharpness: +5

BEFORE



AFTER



Social Media Templates

social media templates available in download folder

