Branding 101:

Distinctive brand identity tailored to the self starter

Andrea Woodlee — **Lexington, Kentucky** — andrea@lovenestcreative.com — www.lovenestcreative.com

The recipe:

discovery → **positioning** → **creative** → **activation** → **management**

One thing about me?
I'm a sucker for a self starter.

Crafted with solopreneurs and small businesses in mind,
Love Nest follows a no-frills recipe proven to simplify
your approach to branding.

Branding 101 builds a distinctive identity from the ground up.
We design a cohesive brand that can scale with you long term,
at whatever rate you desire.

1. Discovery

discovery → positioning → creative → activation → management

AKA: Onboarding

How can we solve the problems in your current brand?
Where are the holes, what's missing, where do you feel unsure?

This is when I'll be doing brand research into your competitors as well as exploring your design style. You've taken your time writing out a business plan of sorts with my questionnaire, and now I'm returning the favor, thoughtfully mapping out what deliverables will help you achieve your goals.

2. Positioning

discovery → **positioning** → **creative** → **activation** → **management**

AKA: Onboarding

Positioning is all about getting our deliverables down, comparing your current brand with your competitors, and understanding your brand strategy. After our onboarding phone call, I'll fill in your brand strategy cheat sheet (see page 9). I'll also send over an initial concept proposal, usually a moodboard with a few logo marks. This is our jumping off point as we move into design. I find that having an initial concept to compare to your vision before entering the design phase helps us make the most of our time.

3. Creative

discovery → **positioning** → **creative** → **activation** → **management**

AKA: Onboarding

This is the step you've been patiently waiting on. Those first two steps, boring as they may seem, have led to this point, giving me a solid understanding of who you are and what exactly you need.

And now, the fun part. You'll receive a moodboard, concepts for each of our agreed upon deliverables, and mockups to give you a clear visual of what we could build. Each round you receive has clear feedback guidelines. The first 3 rounds of edits are free, and any future edits have a charge per round, to make the most of our time.

4. Activation

discovery → **positioning** → **creative** → **activation** → **management**

AKA: Onboarding

Once we've established your brand's creative style and typography, we can implement on your deliverables. Your Branding 101 package is stored in our shared Google Drive folder for easy access and edits. Activation means putting all of our time and effort to work, launching your social pages, and planning your brand's roll out. Once these tasks are completed, we've crossed the finish line, and the rest is just maintenance.

5. Management

discovery → **positioning** → **creative** → **activation** → **management**

AKA: Onboarding

You can access your full Branding 101 package in our shared Google Drive folder. Each file is neatly organized by format, color, and use. This is where I will upload any future edits or new content on an as-needed basis. Any future edits you have for me with your existing brand materials are a flat charge of $35 for my time. Any new creations will be discussed based on the material.

Brand Strategy

Your brand is more than your name or logo.

It's the sum total of everything you say and do as a business. Your brand connects people to who you are as an organization and what you want to be known for. This guide will explain how to use your new visual identity with confidence and clarity.

These guidelines have been designed to ensure consistency within your brand, helping to create strong, recognizable and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Brand strategy

Our proposition

Who we are.

Love Nest Creative LLC is an independent design studio committed to responsible sourcing and undeniable fun.

Our vision

What we want to achieve.

Dreaming up the unexpected, meaning: room to play and be creative, releasing products as they come to us, creating one of one patterns that can be used in a variety of lucrative ways.

Our mission

How we are going to do it.

Structured, simplified service offerings, expanding down the line, re-entering the wholesale side of greeting cards, delegating for more free time to make magic.

Our purpose

Why we do what we do.

Anti grind culture. Seeing too much of the same these days. Weaving my creativity through my passions, and making a life out of it.

Our values

What we believe in.

Individuality, sustainable solutions, and the power of snail mail.

Our customers

Who do we serve.

Merch/snail mail: Ethical shoppers with cash to spend in support of a small woman owned business.
Brands: Self-starters. Dream jobs: thrift store, cannabis line, local family-owned restaurant in Lexington.
Wedding: Sentimental trendsetters. Couples throwing a banger who want to go all out on the details.

Logo

The single most identifiable element of a brand identity is your logo. Consistent use of your logo is key to retaining brand strength through immediate recognition of who you are and what you stand for.

We've built out a robust brand family with plenty of logo marks for all occasions. In the next few pages I go over how and when to use each mark. Check out the blurb at the top right corner of each page for simple usage guides, and scroll down to "Clear space and sizing" to see the dimensions for each mark.

Logo
Primary Logo

Each logo in your family is available for use in your full color palette in all instances where the logo is used on its own. For example: a watermark, stationery, signage, vinyl signage, merchandise and third party use.

The first preference is to use one of these 3 colors, however sometimes the other colors in your palette may be more applicable.

The primary logo is the MVP of your brand. It should be used most frequently, whenever space allows. This primary mark is text-only, making it an easy signature or stamp for products without taking up much space.
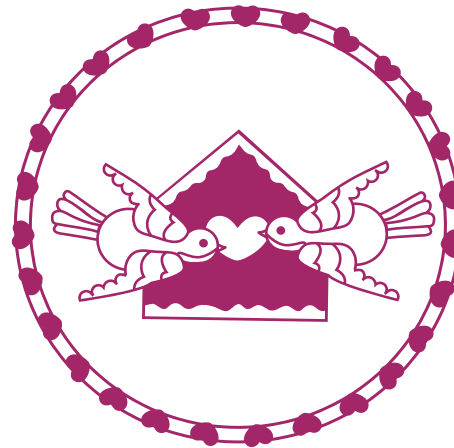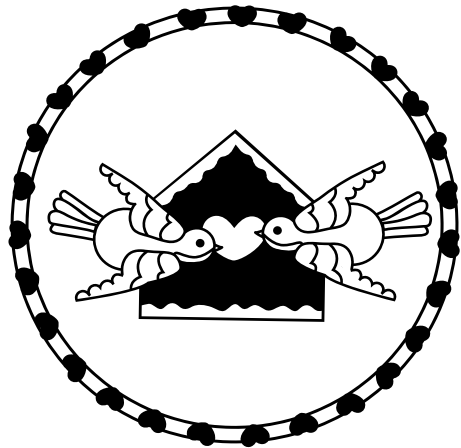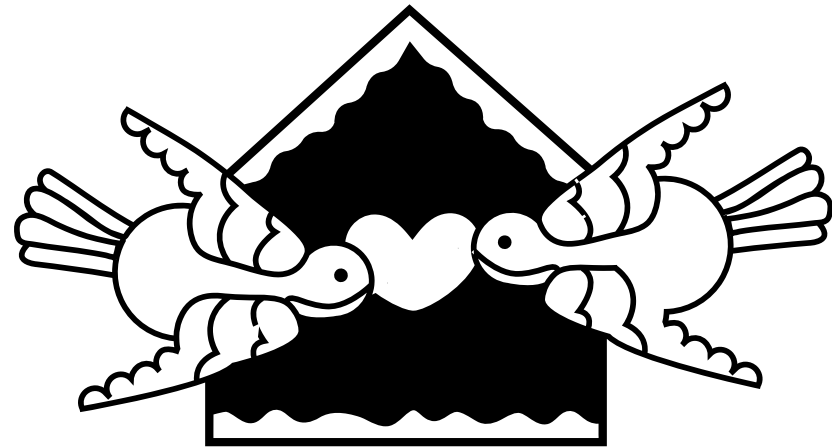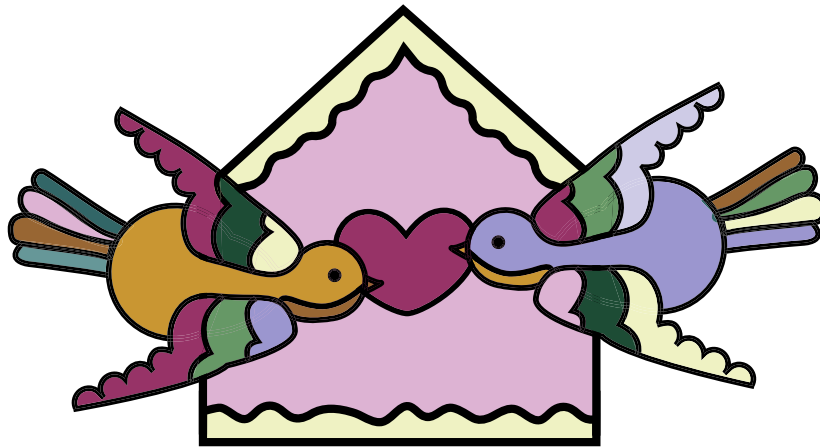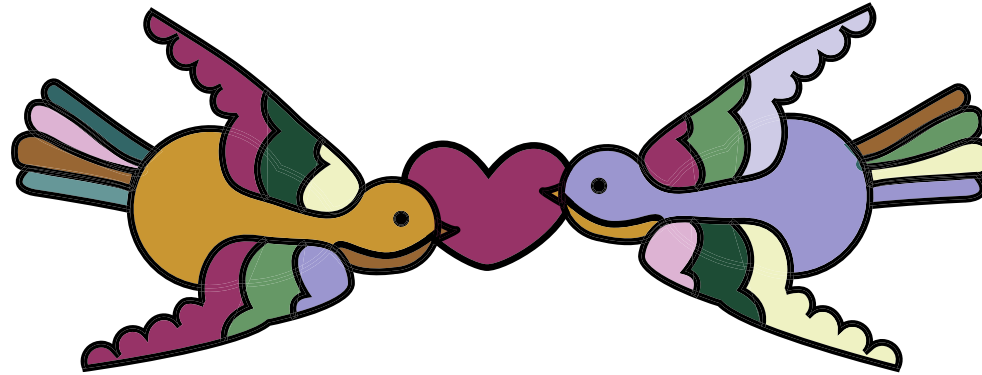
Logo
Secondary Logo

When you need a true square logo, this submark is your friend. Use this mark as a favicon or profile picture, an email sign-off, or a web graphic.

Where your primary logo is text only, the secondary logo is more of a stamp, representing Love Nest without explicitly saying so.

Mark
Mascot

Your mascot is useful when you need just a
glimpse of your brand without the full details.
Play around with how these marks represent
Love Nest: the birds can deliver a message
(like in 2023's This Is My Year calendar). These
mascots looks great on merchandise.

Logo
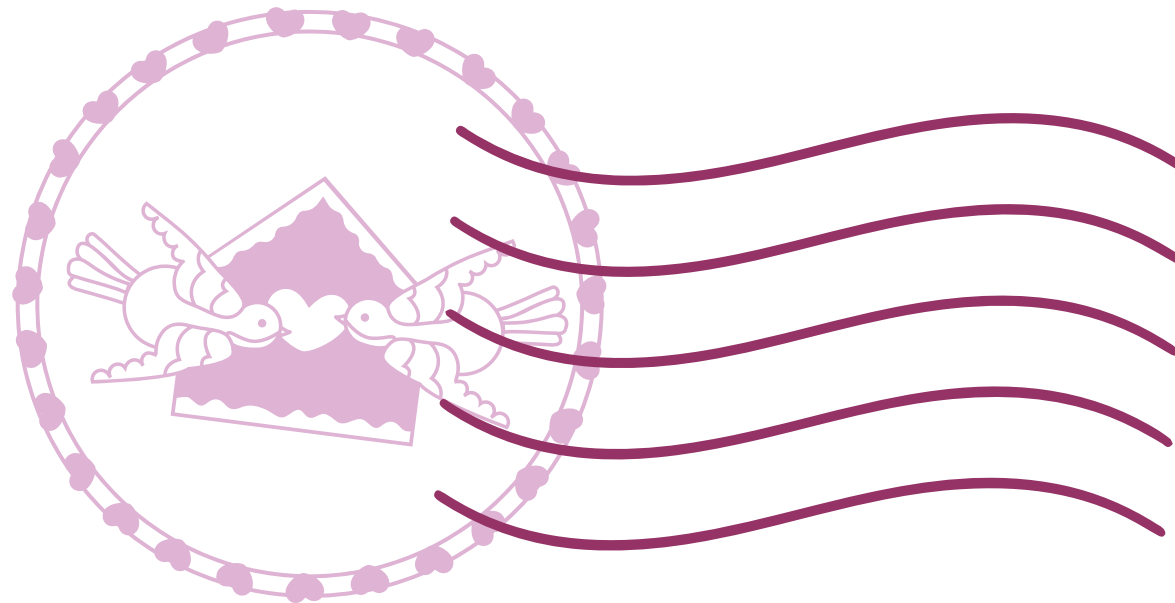## Badge

Mark
Postmark Seal

A simple brand mark tying in Love Nest's
affinity for snail mail. Use this one as a sign off
in the top right corner of marketing materials,
to mimic a real hand-cancelled postage stamp.

Logo
Clear space and sizing

Clear space is the area surrounding your logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all of your communications.

Your logo must be sized large enough to be easily read on every application. This is why it was designed at a 3:1 and 1:1 ratio, making the full logo family easy to scale to any size.

Whether you use your primary logo or any of your alternates, be sure to scale them to a legible size for your medium. For portrait or square mediums, a 1:1 ratio logo will fit best. For landscape mediums, a 3:1 ratio logo will fit best.

Minimum size

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible. No font size smaller than 7pt is legible.

2:1

1:1

2:1

3:1.5

3:1.5

3:1
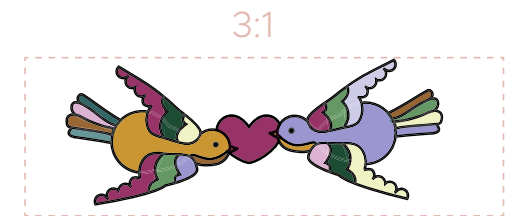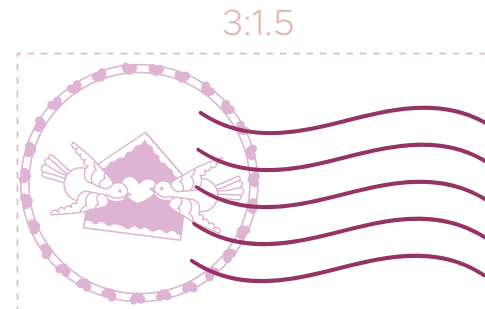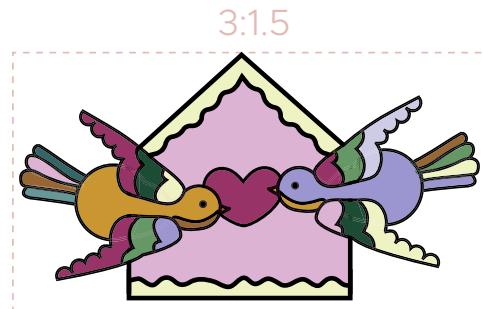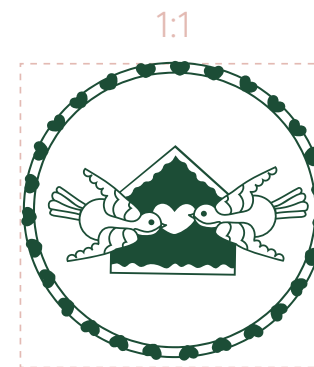
Pattern Design
Custom brand patterns

Beatnik, bird-inspired patterns, easily imagined as wrapping paper, wallpaper, fancy stationery, website backgrounds... every brand needs a scaleable pattern to use how they please.
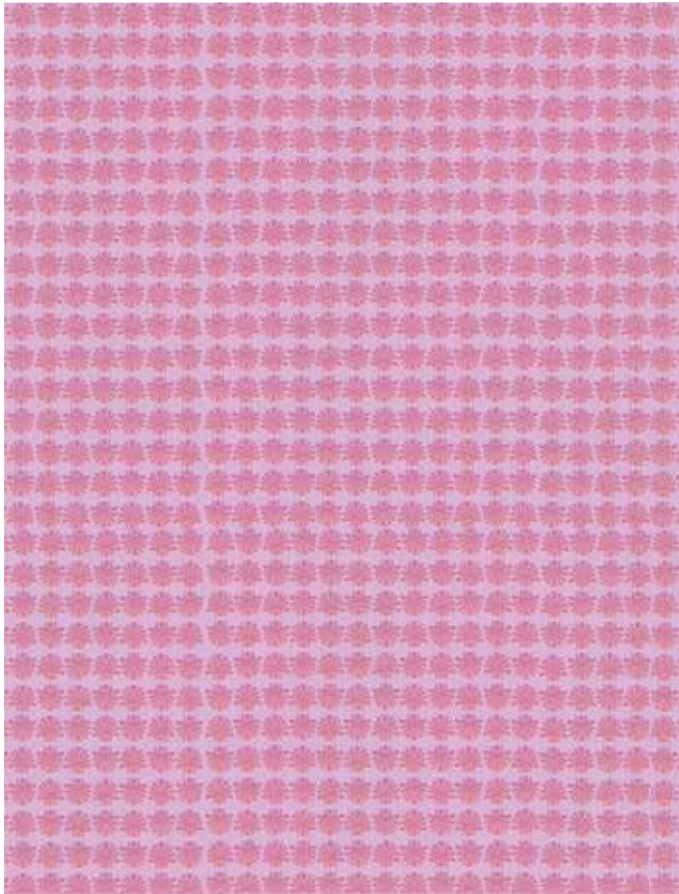
Color

Your brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of color can dramatically change the tone and appearance of a document, so it is important to consider how they work together. To help achieve greater brand recognition it is important that your color palette is applied consistently.

Color
Brand colors

A color hierarchy has been implemented, ranging from Forest and Sage being the most important to Navy being the least used. When a vibrant color palette is not needed, use the black and white logo versions.

Cornflower, Terra Cotta, and Navy are refined primary colors, appealing to your perinatal clientele. These colors can be used in photography, web use, and within your office space.

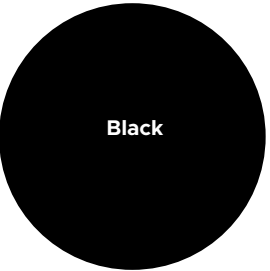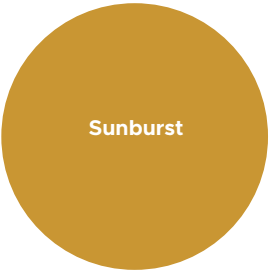|					
Forest	**Raspberry**	**Creme**	**Sunburst**	**Periwinkle**	**Black**

Forest	Raspberry	Creme	Sunburst	Periwinkle	Black
Pantone	**Pantone**	**Pantone**	**Pantone**	**Pantone**	**Pantone**
553 C	675 C	11-4302 TCX	7563 C	271 C	19-0303 TCX
CMYK	**CMYK**	**CMYK**	**CMYK**	**CMYK**	**CMYK**
C 19% M 0% Y 9% K 70%	C 35% M 98% Y 33% K 6%	C 3% M 2% Y 9% K 0%	C 21% M 41% Y 95% K 2%	C 40% M 39% Y 0% K 0%	C 100% M 100% Y 100% K 100%
RGB	**RGB**	**RGB**	**RGB**	**RGB**	**RGB**
R 28 G 77 B 54	R 163 G 38 B 105	R 245 G 242 B 229	R 201 G 150 B 51	R 156 G 150 B 207	R 0 G 0 B 0
HEX	**HEX**	**HEX**	**HEX**	**HEX**	**HEX**
#1C4D36	#A32669	#F5F2E5	#C99633	#9C96CF	# 182231

Color
Color Palette

Forest Green is calm and strong. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Our tints are increments of 10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints.

Pantone
553 C

―――――――――――

CMYK
C 19%   M 0%   Y 9%   K 70%

―――――――――――

RGB
R 28   G 77   B 54

―――――――――――

HEX
#1C4D36

Forest
553 C

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% |

Color
Color Palette

Sage Green is fresh and soothing. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Our tints are increments of

10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints.

Raspberry

675 C

Pantone
675 C

_____

CMYK
C 35%   M 98%   Y 33%   K 6%

_____

RGB
R 163   G 38   B 105

_____

HEX
#A32669

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% |

Color
Color Palette

Creampuff is clean and simple. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Our tints are increments of 10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints.

Creme
11-4302 TCX

Pantone
11-4302 TCX

CMYK
C 3%   M 2%   Y 9%   K 0%

RGB
R 245   G 242   B 229

HEX
#F5F2E5

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% |

Color
Color Palette

Cornflower Yellow is unique and neutral. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Our tints are increments of

10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints.

Pantone
7563 C

CMYK
C 21%   M 41%   Y 95%   K 2%

RGB
R 201   G 150   B 51

HEX
#C99633

Sunburst

7563 C

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% |

Color
Color Palette

Terra Cotta Red is playful and warm. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Our tints are increments of 10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints.

Periwinkle

271 C

Pantone
271 C

CMYK
C 40%   M 39%   Y 0%   K 0%

RGB
R 156 G 150 B 207

HEX
#9C96CF

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% |

Color
Color Palette

Navy Blue is classic and bold. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Our tints are increments of

10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints.

Black

19-0303 TCX

Pantone
19-0303 TCX

───────────────

CMYK
C 100%   M 100%   Y 100%   K 100%

───────────────

RGB
R 0   G 0   B 0

───────────────

HEX
182231

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% |

Typography

Your brand includes 2 fonts: Tan Songbird for the logo, and Metropolis font family for copy text.

Metropolis should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments your logo.

Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking and text arrangement specified in this document to achieve brand consistency throughout. It is my recommendation that Metropolis family is used throughout your website copy, using Tan Songbird as a header when applicable.

Typography
Your Typeface

SongBird is the statement type in Love Nest's logo. Use this font sparingly for maximum impact. Website headers and buttons, social media posts, pop up accents.

Tan SongBird

ÀÁÂÃABCDEFGHIJKL
MNOPQRSTUVWXYZ
àáâãäåabcdefghĳklm
nopqrstuvwxyz
1234567890
!@#$%^&*()⚹
ÆÇÈØﬂ⚹ßåæç

Aa

Typography
Your Typeface

Metropolis is a solid corporate typeface, it should be used in all instances where detail typography outside of your logo is required. It is a simple, clean and legible typeface that compliments your logo.

Metropolis font family is complete with light, regular, and heavy font weights.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout. For convenience, I've kept the tracking at 0pt for all Metropolis type.

Metropolis

ÀÁÂÃABCDEFGHIJKL
MNOPQRSTUVWXYZ
àáâãäåabcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

Aa

Typography
Typeface Weights

Light

Tracking: 0pt

Leading: 15pt

Available from:

Google Fonts

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+{}[]|\:;"<>,.?~
£ÃÆÇÈØ×ßÜåæç

Regular

Tracking: 0pt

Leading: 15pt

Available from:

Google Fonts

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+{}[]|\:;"<>,.?~
£ÃÆÇÈØ×ßÜåæç

Bold

Tracking: 0pt

Leading: 15pt

Available from:

Google Fonts

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+{}[]|\:;"<>,.?~
£ÃÆÇÈØ×ßÜåæç

Typography
Use of Type for
web copy

Metropolis font family can be added to your website copy. It is a free font available for download. Below are the suggested uses for each weight.

Bold is our headline weight.

Regular is used for captions and small bodies of text, it's also used on our stationery.

Light is used for our body copy and subheadings.

Extra Light can be used when a more delicate weight is needed.

Imagery

Love Nest will rely on clean-cut digital Place It mockups and produt photography from Soona to achieve a professional look that packs a colorful punch.

Imagery
Photography

These mockup styles are for web use, social media, and advertisements. The goal is to capture who you are and what you do as a brand cohesively, while also allowing for easy portfolio management.

The imagery is loosely within your color palette, with focuses on talking points of your business: modern home style, whimsical design, wedding, branding. Mockups via Place-It, Digital Mockup, and Wedding Mockup.

Down the road, it is worth the investment in your own stock images using your space and merchandise via Soona. Until then, mockups will get the job done as well.

Stationery

This section presents the visual layouts of our stationery and communications collateral.

Stationery
Overview

Your stationery set utilizes the brand colors forest and sage green. Business cards are printed locally with Bourland Printing on uncoated cardstock. For more detailed instructions, see over page.
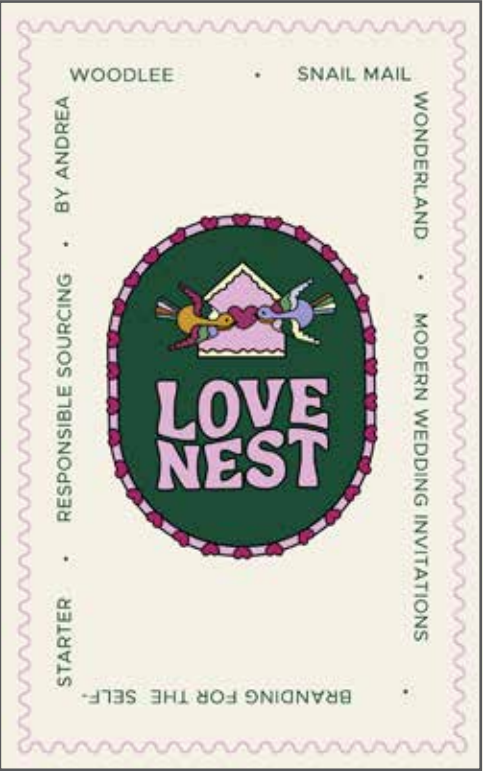
Stationery
Business cards

Final card size:
2" x 3.5"
Center alignment throughout
Front: Love Nest badge and squiggle border
Back: Love Nest peacock border

Details Font: Metropolis Regular
Size: 7pt
Tracking: 50 pt

On Jukebox Cannabis uncoated paper

Forest Green
Raspberry family

0.25"
0.25"
7pt
11pt

WOODLEE · SNAIL MAIL
BY ANDREA
WONDERLAND
RESPONSIBLE SOURCING
MODERN WEDDING INVITATIONS
STARTER
BRANDING FOR THE SELF.

LOVE NEST

0.25"
0.25"

an independent creative studio
dreaming up the unexpected

LOVENESTCREATIVE.COM

LOOOVENEST

ANDREA@
LOVENESTCREATIVE.COM

Stationery
Thank You notes

Final card size:
5" x 7"
Center alignment on front
Front: THANK YOU!
Back: Love Nest stamp and secondary logo

Details Font: Tan Songbird
Size: 20pt
Tracking: 0 pt

On Millers Cotton uncoated paper

Front: Full color palette
Back: Forest Green, Raspberry family

Social Media

Social media isn't just an important part of the Internet – it is the Internet. It's where the majority of our online time and attention is, and for better or for worse that's not changing anytime soon. This section presents the visual layouts of our social media channels to communicate a strong, consistent voice.

Social Media
Instagram

Profile Picture
This is an opportunity to use your logo mascot.

Countdown
In a series of 9 consecutive posts, you can release your new logo, business location, and opening date to start your Instagram feed.
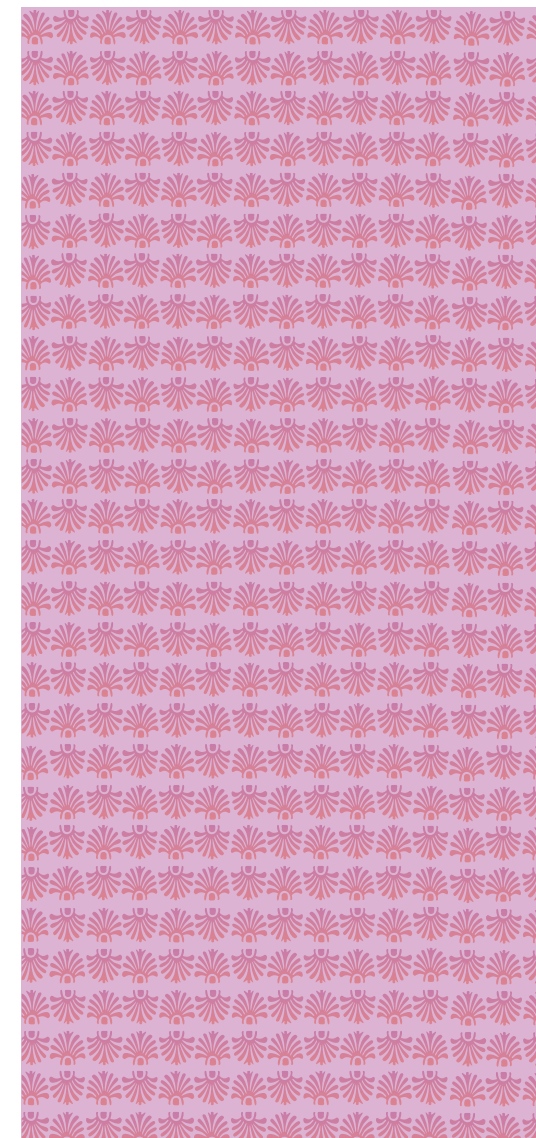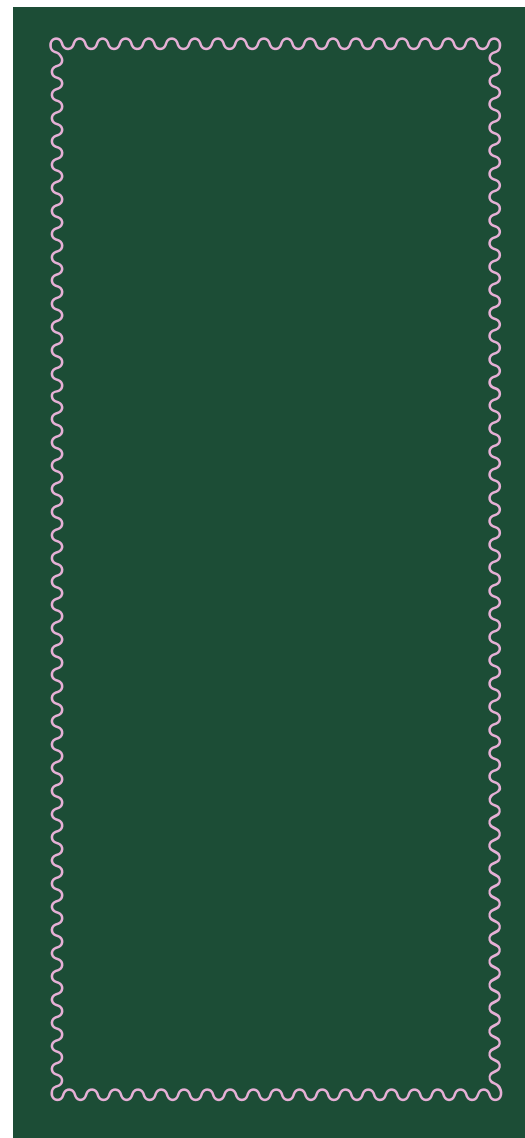
Social Media

Instagram Stories

Stories

Make use of your full color palette to keep posts diverse and unexpected.

Use these 3 templates for promotional posts and announcements.
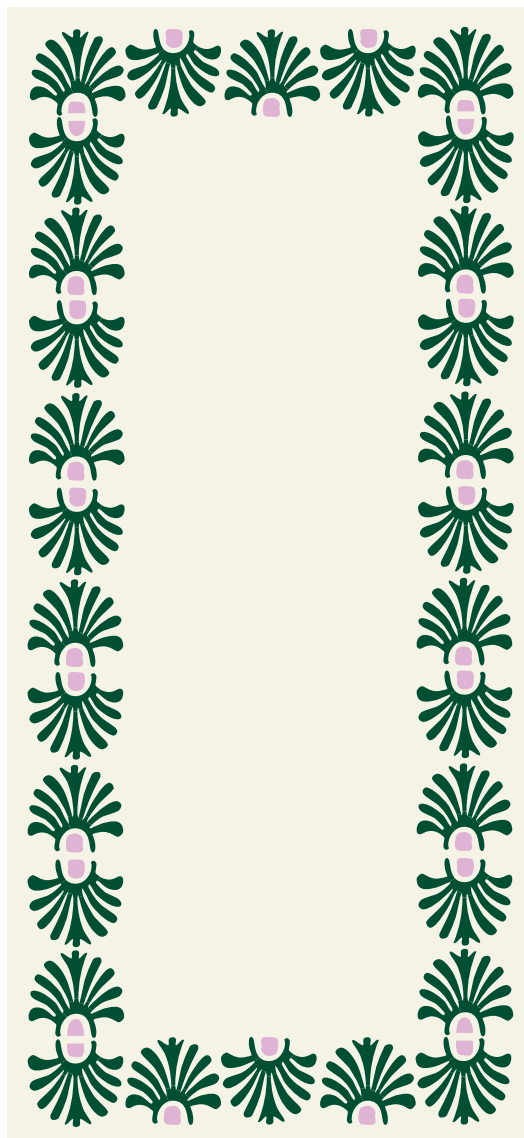
Social Media
Instagram
Story Highlights

Highlights

Make use of your full color palette to keep posts diverse and unexpected.

Use these 4 quotes as the highlight cover for each of your service offerings: Merchandise, branding, wedding, and snail mail.

For additional highlights and stories, use a blank background from our color palette.

—

Artists need to create on the same scale that society has the capacity to destroy.

SHERRIE RABINOWITZ

—

—

Strategy is actually very straight forward: you pick a general direction and implement like hell.

JACK WELCH

—

—

In dreams and in love, there are no impossibilities.

János Arany

—

—

To write is human, to receive a letter: divine!

Susan Lendroth

—

Social Media
Facebook

Facebook Cover Image
851 x 315 pixels

Profile Picture
160 x 160 pixels

wedding   branding   merchandise   snail mail

@LOOOVENEST

Definitions

I've listed definitions of keywords used throughout the guidelines to ensure you understand exactly what I'm referring to in this document.

Definitions

Alignment
The lining up of elements to achieve balance, order, and a more logical layout. There are also four common types of typographical alignment – centre, left, right, and justified, each with their own time and place for application.

Body Copy
The main part of text in your design or publication – the written website content, the book contents, even this type you're reading right now, it's all body copy.

Brand
A collection of concepts, ideas, and emotions that encapsulate your company's values and ethos. A brand is a mix of all the fine conceptual details that make up the company, from the content the brand promotes, the words used, the values upheld, etc.

Brandmark
A type of logo design where a symbol is used in place of the company name, i.e. the Apple logo, WWF panda, Woolmark, London Underground. Brandmarks are commonly accompanied by a logotype, but not always.

Brand Identity
The visualisation of your brand in a way that represents the values, content and ethos of the company. This can include things like a logo, business cards, letterheads, uniforms, packaging design, etc.

Bridge
Blurring boundaries to allow one stage to influence the other and enable ideas to flow in both directions.

CMYK
CMYK or 'Cyan, Magenta, Yellow, Key', is a color model that is used for print purposes. CMYK is a subtractive color, this means that we begin with white and end up with black. So, as we add more color, the result turns darker.

Cool Colors
Colors that make you think of colder temperatures, like blues, greens, violets, etc. These colors tend to create a calm and soothing atmosphere.

Die Cut
The process of cutting areas of your printed design in various shapes to create unique effects. Diecuts are created after printing.

Display Type
Type that is designed with the objective of attracting attention. Think of movie titles on posters, article titles in magazines, newspaper headlines, etc.

Foil Stamping
The heat-pressing application of foil to certain parts of a design to give them a shiny, metallic finish.

Font
Today, we think of fonts by names — Times New Roman, Futura, etc. — but we don't often associate their size with the font. Back in the day of the printing press, a font was a group of blocks that fell within certain parameters. If you had a block of Helvetica 10, then that was a font. However, Helvetica 14 was a whole different font. When you put them into today's terms, a font is the name of a style of lettering that a computer uses to render text.

Gradient
A gradual change in color from one tone into another. Two common types of gradients are the linear gradient where each color sits on opposite sides of the frame, and a radial gradient where one color sits in the middle, and another at the edge.

Grid
A framework made up of evenly divided, intersecting columns and rows. Grids help designers to align and arrange elements in a quicker, neater, and more consistent way.

Hexadecimal
Anytime you see a color on the web, it has a Hex number. It's six-characters long, and combines letters and numbers to represent a color. For example, #3b5998 is Facebook blue, while #00aced is Twitter blue. Typically you'll find a # symbol in front of them.

Hierarchy
The visual arrangement of design elements in a way that signifies importance. For example, you might make a title big and bold to ensure it attracts more attention than a small, lightly colored image caption.

Icon
This is any digital image that's used to represent either a physical object or an action. For example, the floppy disk that sits up in the ribbon in Microsoft Word is an icon, as is the three-line hamburger that's found on most apps for the menu.

Kerning
Kerning usually aims to achieve a more proportional and pleasing balance of space between each character. It's not the same as tracking, because it just deals with the letters themselves, not the entire word.

Leading
Pronounced 'ledding', leading refers to the space between lines of type. Overly tight leading can cause tension and overlap, making the content unreadable, and too-loose leading can equally make the type appear disjointed, so we usually try to find a nice balance between the two.

Legibility
The measure of how easy it is to distinguish one letter from the next. Legibility has a lot to do with your choice of typeface and how you

Definitions

use it, i.e. simpler serif or sans serif typefaces are generally better for smaller body copy.

Letterpress
The process of using metal plates to press a design into the surface of paper to create dimensional indentations.

Logotype
A type of logo where the name of the company designed in a visual way. Think of brands like Google, Ikea, IBM, Coca-Cola and Disney.

Lorem Ipsum
Also known as 'dummy copy', lorem ipsum is a generic filler text used when the real text is not available. It's used as placeholder text to demonstrate how a design will look once the real body copy has been included.

Mapping
Before design begins, mapping works out where you are first, where you could be, and whether you are strategically capable of getting there.

Margin
The space around the edge of a page. By increasing or decreasing the size of your page's margins you can create a more calming or a more tense design respectively.

Monospace
If you have a typeface in which every character occupies the same amount of space, then you have a monospaced font. Courier is a

great example, and it's why it's often used in computer coding.

Opacity
The degree of transparency an element has. The lower the opacity, the more transparent an element is. It's typically measured on a scale from 100% (solid) to 0% (totally transparent).

Palette
The selection of colors that you choose to use for your design.

Pantone (PMS)
The 'Pantone Matching System' is a standardised system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.

PDF
PDF stands for Portable Document Format, and it's a proprietary format that Adobe created. It's so universal at this point that it's used to send to printers for high-resolution designs, as well as in between offices for documents.

Pica
This is a typographic term that refers to the space measurements in a page layout. You can get approximately six picas in an inch, and 12 points in a pica.

Pixel
This is a point in a raster image that is one of many. Once combined, they create one larger raster image. It's also used as a unit of measurement on the web, determining the width and height of certain objects (2000 pixels by 1400 pixels, for example).

Point
This is another typographic term, and it also works with leading, type size, and more. From a measurement perspective, there are 12 points in a pica, and around 70 points in an inch.

Raster Graphics
A raster image is one made of individual pixels that all have different color values. You work with these in Photoshop or similar programs, and enlarging them or shrinking them will affect the quality of the image overall.

Resolution
The amount of detail an image has. Generally speaking, the higher your resolution, the better your images appear, and the more detail is rendered. Whereas lower resolution images or graphic tend to appear blurry and pixelated.

RGB
RGB or 'Red, Green, Blue' is a color model that is used for on-screen purposes. RGB is a additive color, meaning that when mixing colors, we start with black and end up with white as more color is added.

Sans Serif Typeface
A typeface without the small decorative serif strokes. Sans serifs tend to look more modern, stylish, and cleaner than their serif counterparts. Examples would be Helvetica, Futura, and Arial.

Saturation
The degree of intensity and vividness of a color. For example, a low-saturation color may appear paler, and faded, whereas a more heavily saturated color may appear more vibrant and colorful.

Scale
The change of size of an object while keeping its shape and proportions in tact. Large scale can create drama, and smaller scale can create fine detail.

Script Typeface
A typeface that mimics cursive handwriting. Script typefaces tend to look elegant, personal, and/or more casual, depending on how embellished they are.

Serif Typeface
A typeface with small decorative strokes (called 'serifs') found at the end of horizontal and vertical lines. Serif typefaces tend to look professional, authoritative, and traditional in appearance. Examples would be Garamond, Caslon and Baskerville.

Definitions

Slab Serif Typeface
A typeface with thicker, blockier serifs, very commonly used in headlines and titles, but rarely in body copy. Slab serifs tend to look sturdier, stronger, and bolder. Aleo, Rockwell, and Museo Slab are all examples.

Stock Photo
A professionally shot photograph available online for licensing. Stock photos are usually used in lieu of hiring a photographer, or if a designer cannot access the images they need from their own inventory of photographs.

Texture
When it comes to design, texture can refer to the actual tactile surface of a design, or the visual tactility of your design. By layering textured images and graphics over your design, you can often create a visual appearance of tactility that mirrors actual texture.

Tracking
Tracking concerns the space between letters. When we track bodies of text, we are adjusting space between every letter in a word in order to change the density or appearance of a large block of type (i.e. body copy). Tracking shouldn't be confused with kerning, which concerns the adjustment of space between individual pairs of letters.

Typeface
When the printing press came to be, each letter was hand chosen and placed onto a board. Put enough of those characters together, and you had a sentence, then a paragraph, and so on. Each one of those characters was a metal block, and it had a relief of the character on its face. That's the type face. When it comes to text today, particularly stuff that's rendered on the computer, most clients will refer to it as a font, not a typeface. But it's pretty much interchangeable, at least as far as the general public is concerned.

Typography
The artistic arrangement of type in a readable and visually appealing way. Typography usually concerns the design and use of various typefaces in a way that helps to better visually communicate ideas.

Vector
An image that's made up of curves and lines and is scalable without losing any quality. It's what you use for logo design.

Warm Colors
Colors that make you think of heat and warmth, like reds, yellows, oranges, etc. These colors tend to feel cozier, friendlier, and more cheerful.

White Space
Also called 'negative space', white space refers to the areas of a design that are not filled with content. White space is an important design element as it helps to let a design 'breathe', helps avoid overly complicated designs, and keeps designs looking clean.