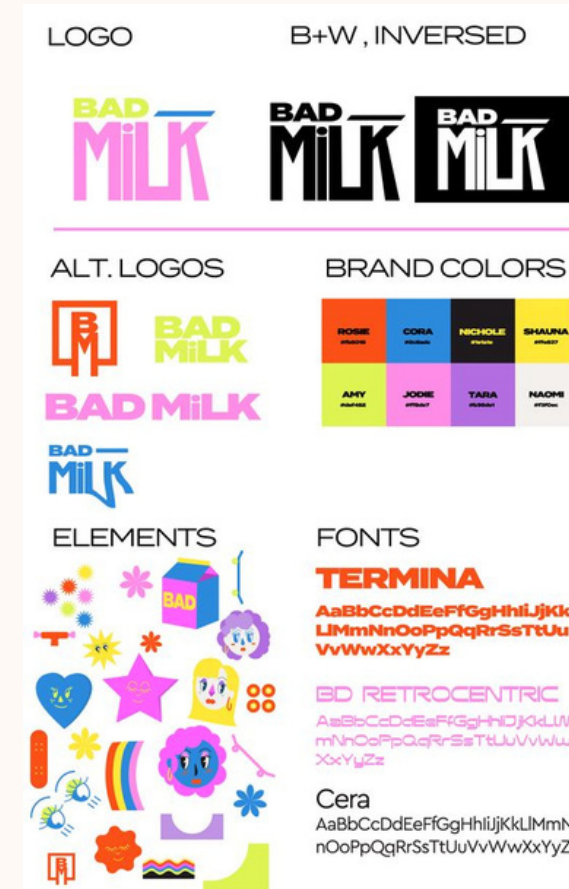# festiva studios

Style Guide

Created by Elisa Fontanillas, Heaven Robinson,
Connor Santoianni, Mary Brock Smith
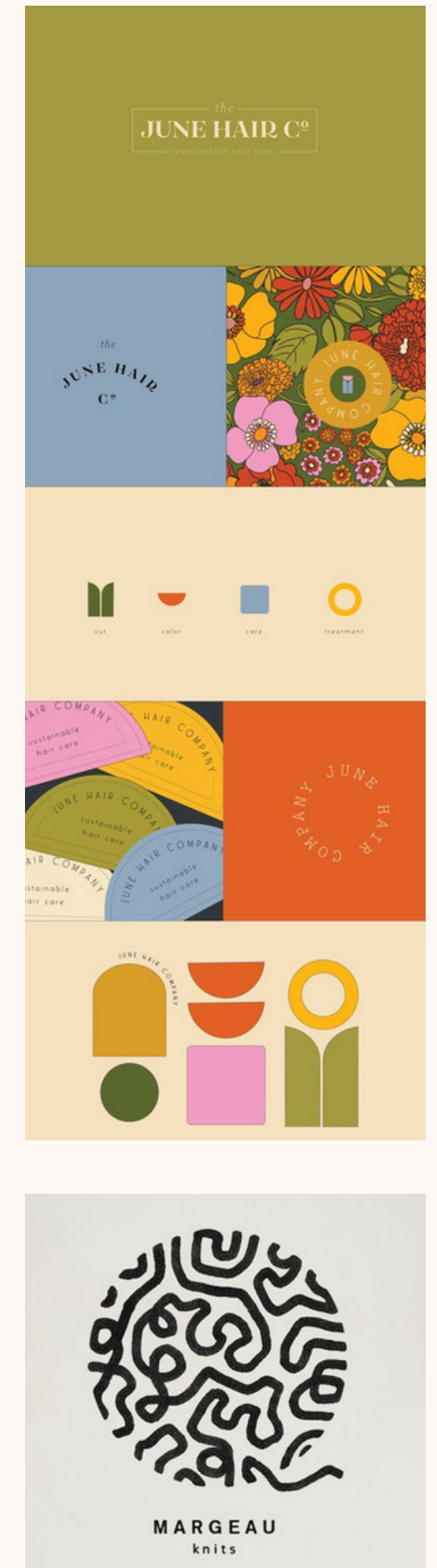
Design
Inspiration

Drew design inspiration from Graphic Design Pinterest Board that emulated fun, playful aesthetic that could still be transformed into a more serious tone.

Color Palette

Primary Colors

Pose Pink

CMYK / 0, 88, 60, 2
RGB / 250, 30, 99
HEX / #FA1E63

- used for headings
- used for text
- used as background color

Fiesta Orange

CMYK / 0, 54, 81, 11
RGB / 228, 106, 43
HEX / #E46A2B

- used for headings
- used for buttons, icons,
  and dividers

Secondary Colors

Be You Yellow

CMYK / 0, 25, 100, 0
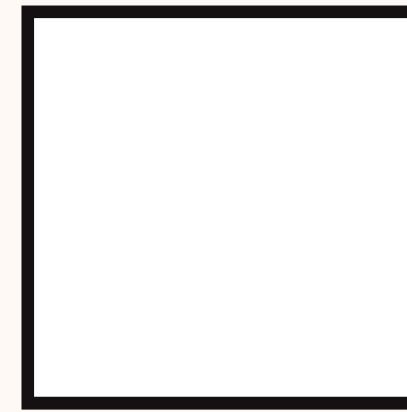RGB / 255, 192, 0
HEX / #FFC000

- used for accents

Snapshot White

CMYK / 0, 0, 0, 0
RGB / 255, 255, 255
HEX / #FFFFFF

- used as background color
- used for text on color
  backgrounds

Backdrop Green

CMYK / 0, 6, 51, 37
RGB / 160, 151, 78
HEX / #A0974E

- used for accents

Silhouette Black

CMYK / 0, 19, 10, 92
RGB / 21, 17, 19
HEX / #151113

- used as background color
- used for text on white
  and color backgrounds

Color Palette

Color Psychology

Pose Pink
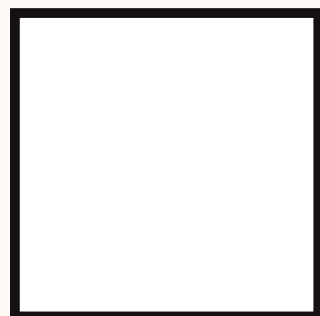playful, love, compassion, charming

Fiesta Orange
creativity, warmth, uplifting, energetic

Be You Yellow
happiness, joyful, stimulating, cheerful, exciting

Backdrop Green
youthful, fresh, secure, calm, peaceful

Snapshot White
pure, tender, soothing, clean, hope, goodness

Silhouette Black
formal, elegance, sophistication, professionalism

The color palette for Festiva Studios contains warm and bright colors to reflect the vibrant energy clients can expect from their photos. The use of pink, orange and yellow emphasizes the playful and celebratory tone of the moments Festiva Studios captures.

Green is also incorporated into the palette to add a more grounded element as the brand seeks to portray its clients' authentic selves. The addition of white and a slightly warmer black is used to contrast the palette by providing a sense of professionalism and high quality.

Logos

Wordmark

The Concept

Wanted a functional logo that could be used in a variety of settings and would represent the more grown up version of the "girl on the block." Handwritten, rounded edges, organic shapes

Variations

Logos

Pictorial Mark

The Concept

Movement is a big part of photography
Circular like a camera lens/shutter
Curved lines, rounded edges, repetition of line and color, radial balance

Variations

Logos

Combo Mark

The Concept

Reinforce the brand by combining the impact of wordmark and pictorial mark

Stacked logo, separated the wordmark to make it more horizontal

Variations

Logo Usage and Misuse

Usage

Full-color logos used on white or black backgrounds

Avoid using on photographs unless there is a transparent color overlay

One-color logo used on photographs and color backgrounds within the color palette

Misuse

Do not crop the logo

Do not distort the logo

Do not change the transparency of the logo

Do not rotate any part of the logo

Logo Mockups

Typography

ITC Avant Garde Garde Gothic M

Aa Bb Cc

This font can be utilized in the main headings of the design for the brand. It can be both used as a primary heading, or added as an artistic, bold background when designing promotional and communication pieces for Festiva Studios. Cannot be utilized as body copy.

Freight Big Book

Aa Bb Cc

This font is ideally used for more decorative uses, or as a secondary header if the primary header font does not match the message that is being communicated. For example, if a more classic or romantic feel needs to be emulated, then the variations within the Freight Big Book family can be utilized. It should be used, however, in conjunction with Avant Garde in order to offset the boldness of the above type.

Freight Big Light Italic

Aa Bb Cc

This font is ideally used for more decorative uses. It is used to stress specific words in a message, or for plain aesthetic feel. The italicized version of Freight Big Light allows for the movement aspect of the brand to become visualized, if used correctly. It should be used, however, very sparingly, and usually only in use with the Freight Big Book font type.

Typography

Body Copy

Freight Big Light

Aa Bb Cc

This font is used for the body copy in any communications or promotions created for Festiva Studios. It is serious enough to evoke a romantic feel, but if utilized correctly with colors and the Headings, then it will properly convey the Festiva Studios brand. This font is great for long pieces of text, such as with corporate documents, and it keeps up with the aesthetic of "serious, but playful."

Imagery
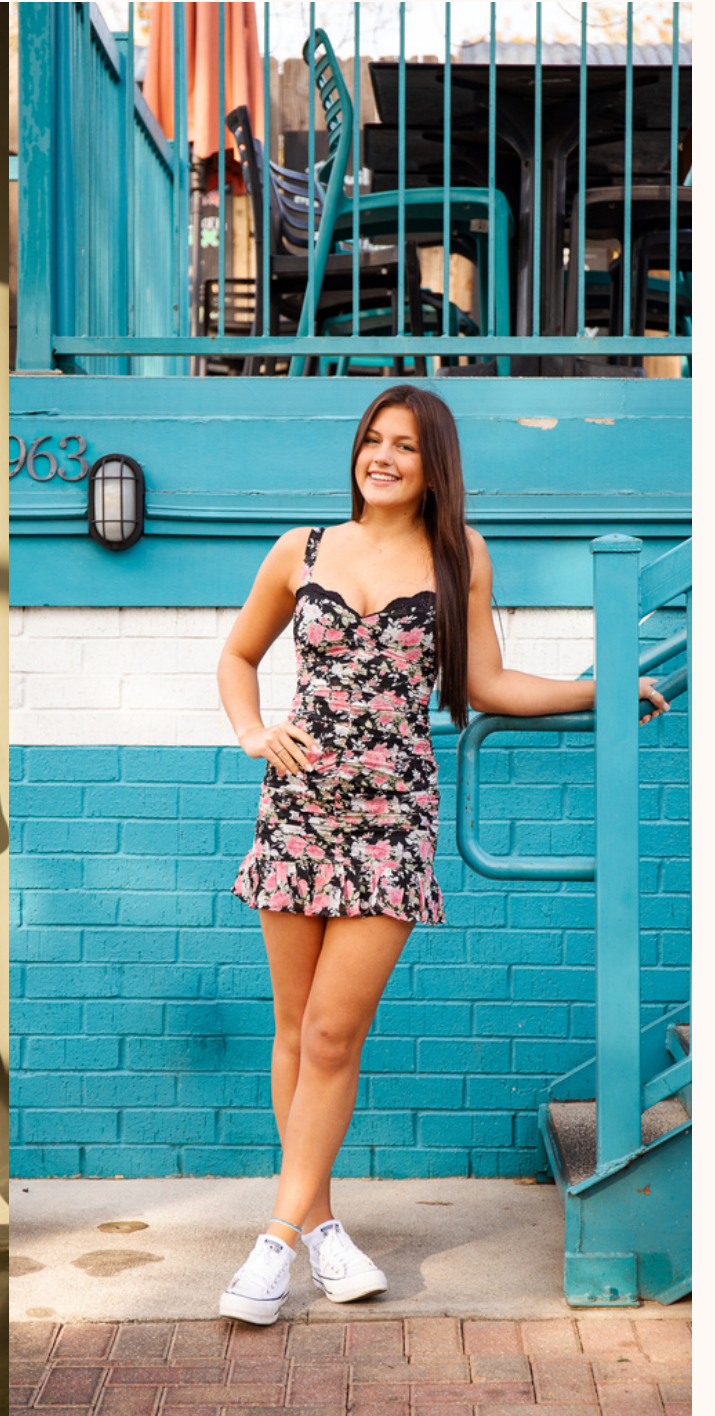
Mission Statement

Festiva Studios mission is to grow a community of people seeking a photographer that brings proper representation to all walks of life. Festiva Studios aims to capture people who love bright, colorful and vibrant photographs that emulate life. By ensuring consumers are comfortable with their photographer, their true selves shine through the lens and in the final photo. Connecting with others and meeting new people drives Festiva Studios ambition.

Tagline

"Capturing Your Truest Self"

Brand Language

Grammar: Conversational lingo. Made to seem friendly and welcoming, a place where people want to join the community.

Abbreviations: Can go by either Festiva Studios or Festiva.

Acronyms: No acronyms

Brand Voice Chart

Trait	Description	Do	Don't
Personalized	The subject is the main concern during a session ensuring photos are unique to oneself.	• Be self-confident • Be genuine • Be distinctive	• Be aggressive • Be discriminating • Be phony
Self-Expression	Consumers know that their true self is their best self.	• Be adventurous • Be creative • Be charming	• Be timid • Be reserved • Be uncharismatic
Vibrant	Bright colors match the tonality of the brand voice. Consumers are drawn to what is eye-grabbing, which is what Festiva Studios is about.	• Be bold • Be positive • Be animated	• Be dull • Be pale • Be lacking ambition

Personas

USER PERSONA: Isabelle

Descriptor:

Early 20's UGA Student in need of someone who takes professional graduation photos.

Goals:

Doesn't want just your run of the mill graduation photo that everyone gets. Is looking for a studio that is as unique and vibrant as she is to take this picture of her.

Attitudes:

Loves to be the center of attention. Wants high-quality photos of themselves that make them look great. The brand needs to understand how special a day this is for them. The camera needs to make this a moment worth remembering.

Personal Quote:

"Periodt."

Who is it?

22-year old UGA senior who graduates in May.

Behavior while using the service:

Loves the concept of colorful photography. Wants to make sure the pictures are not only done well, but also in a timely manner as she has to study for Finals. Wants to make sure the photographer has experience in handling grad pictures and that she can completely trust their vision.

USER PERSONA: Drew

Descriptor:

He lives with a group of friends in an apartment in Athens. He has been given the opportunity to be featured in a UGA publication highlighting some of his most recent work. The publication is showcasing his expressive arts. He loves the outdoors, bright colors, and using his creativity.

Goals:

To be able to truly capture his work to show others what he can do.
To bring inspiration to the community through his editorial.
To ensure all the photos of himself show his personality.

Attitudes:

Loves to be surrounded by others. Wants others' input on his work. Carefree and super go with the flow.

Personal Quote:

"Create every single day. Even if it's all garbage, you can't improve on a blank canvas."

Who is it?

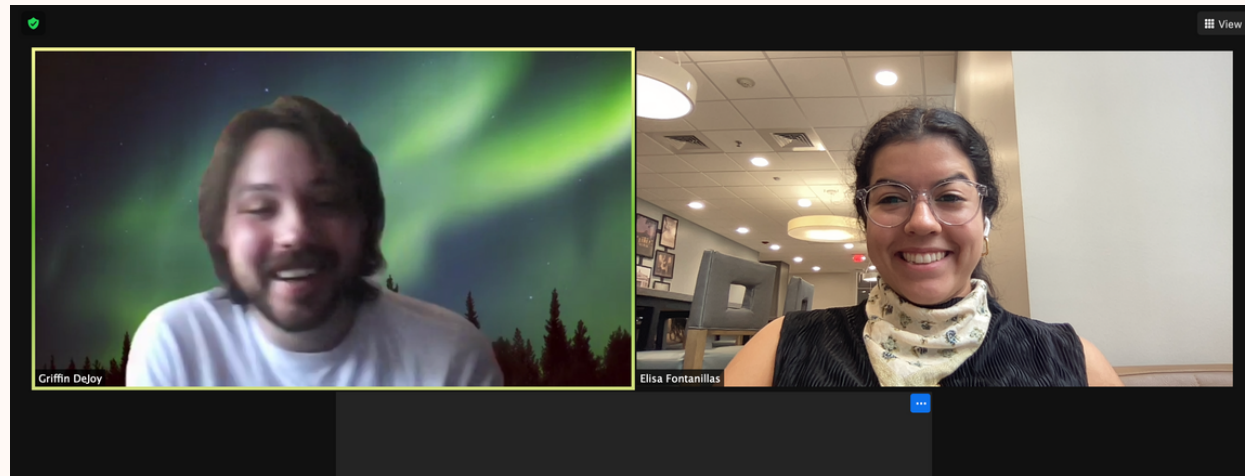A 19 year old male who is a freshman at the University of Georgia.

Behavior while using the service:

Loves the options of lots of colors and backgrounds for photos. Enjoys getting to have fun with the photographer and the session being more personable. Loves the opportunity to show his uniqueness through the photos captured.

Meeting with Griffin

Elisa met with Griffin on Wednesday and here are the key pointers discussed:

- Ensure that the logo has enough weight on the thickness of the letters
- This allows for the logo to be properly used in small and larger settings and to be visible no matter the size
- In order for the brand to continue to potentially reconsider the combination of the Sans Serif and Serif fonts utilized
- Stated that this was his own opinion, but it was something to consider in order for brand to continue being seen as timeless