

# BRAND BOOK

2024





# WELCOME!

Welcome to ABeals Art & Design. This document contains all you need to know about how my brand should be used in print & digital materials, ensuring it remains consistent throughout.

I refer to this guide when creating my website, business cards, note cards, stamps, stickers, and any other branded material. I hope you enjoy getting to know my brand!





My branding & colors were developed from the first canvas painting I did in 2017. The ABeals Art logo feels like a Trade Sign that could be seen hanging from the corner of this Studio & Café. This painting is on the back of all my business cards.





# LOGO

The single most identifiable element of my brand is my logo ABeals Art. Consistent use of this logo retains brand strength and communicates who I am as a business.

Combining wordmark and emblem attributes, it maintains a traditional appearance and expresses my brand personality effectively. It is also distinct enough to capture the nuance of my brand and the attention to detail.



# LOGO USE

My logo is used across website, social media channels, and promotional materials including, but not limited to, business cards, note cards, stamps, stickers, and any other branded material. It can be found on the back of all my artwork and is included in every commissioned work and art shipment.



# Palette

## BRAND COLORS

This color palette is consistent throughout all communications. A colour hierarchy has been implemented, ranging from Deep Lagoon being the most important to Light Cyan being the least used. Where possible Pantone colours should be used for printing. For extra impact, special print techniques such as embossing can also be applied.

**Color P**

19-4540 TCX

**Color CMYK**

100, 0, 0, 60

**Color RGB**

0, 82, 101

**Color Hex**

#005265

**Color P**

P 172-14 C

**Color CMYK**

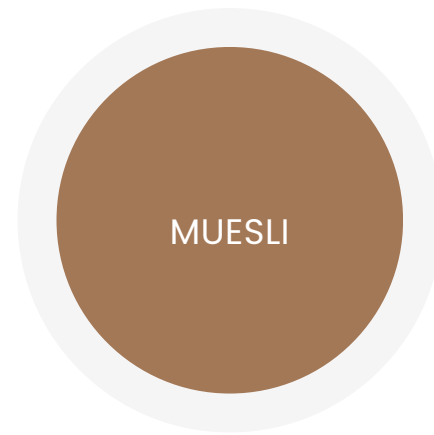
0, 0, 0, 67

**Color RGB**

84, 84, 84

**Color Hex**

#545454

**Color P**

724 UP

**Color CMYK**

0, 26, 47, 36

**Color RGB**

163, 120, 87

**Color Hex**

#A37857

**Color P**

16-5101 TPG

**Color CMYK**

0, 0, 0, 40

**Color RGB**

152, 152, 152

**Color Hex**

#989898

**Color P**

P 179-2 C

**Color CMYK**

0, 0, 0, 7

**Color RGB**

236, 236, 236

**Color Hex**

#ECECEC

**Color P**

P 115-2 U

**Color CMYK**

9, 2, 0, 2

**Color RGB**

227, 246, 250

**Color Hex**

#E3F6FA

# Palette

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## PRIMARY COLOR

Deep Lagoon is a moody blue-green shade of Blue & Green. It is a cool color that adds drama & depth. It works best at 100%. Contrast can be created in incremental tints. Color P is used to print the designs with Pantone color, rather than color CMYK. RGB & HEX are used for digital platforms.

# deep LAGOON

Color P  
19-4540 TCX

Color CMYK  
100, 0, 0, 60

Color RGB  
0, 82, 101

Color Hex  
#005265

10%

20%

30%

40%

50%

60%

70%

80%

90%

# Palette

## SECONDARY COLOR

Brilliant Licorice color is primarily a color from Grey color family. It is a warm color and works best at 100%. Contrast can be created in incremental tints. Color P is used to print the designs with Pantone color, rather than color CMYK. RGB & HEX are used for digital platforms.

# brilliant

## LICORICE

Color P

P 172-14 C

Color CMYK

0, 0, 0, 67

Color RGB

84, 84, 84

Color Hex

#545454

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

ACCENT COLOR

Muesli is a medium dark, medium bright shade of Brown & Orange. It is a warm color and works best at 100%. Contrast can be created in incremental tints. Color P is used to print the designs with Pantone color, rather than color CMYK. RGB & HEX are used for digital platforms.

MUESLI

Color P

724 UP

Color RGB

163, 120, 87

Color CMYK

0, 26, 47, 36

Color Hex

#A37857

10%

20%

30%

40%

50%

60%

70%

80%

90%

# Typography COLLECTION

## ALBEROBELLO SERIF

To be used for  
headings and titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&0+

## Brittany

To be used  
mainly for  
subheadings and  
secondary titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

## Poppins ExtraLight

To be used for  
main copy and  
body of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+



# PRIMARY FONT

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Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Alberobello Serif is my primary typeface, and it should be used in all heading & title text. There are no lowercase letters in this font.

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## ALBEROBELLO SERIF

ABCDEFGHIJKL

MNOPRSTUVWXYZ

1234567890!@#%&0+



# SECONDARY FONT

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Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Brittany Script is my typeface, and it should be used in all subheading & secondary text.

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Brittany  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&()+



Aa



# COPY/BODY FONT

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Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Poppins Regular & Poppins ExtraLight is my typeface, and it should be used in all body text where typography is required.

## Poppins Regular & ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+



# SIGNATURES

Amelia

'24





Allie Beals

**ABeals Art & Design**

Custom Acrylic Painter & Designer

[abealsdesign.com](http://abealsdesign.com)

[etsy.com/shop/ABealsArt](http://etsy.com/shop/ABealsArt)

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