



## TYPOGRAPHY

Aa

**Bricolage Grotesque**

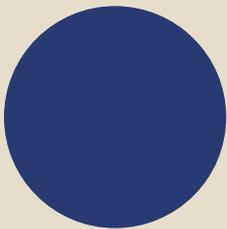
0 1 2 3 4 5 6 7 8 9 . ! ? ( ) @ # \$ % ^ & \* ~  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Aa

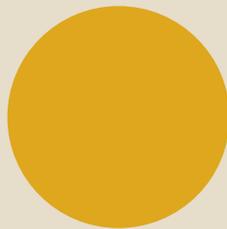
**PT Serif**

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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

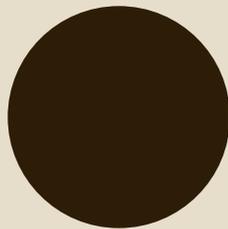
## COLOR PALETTE



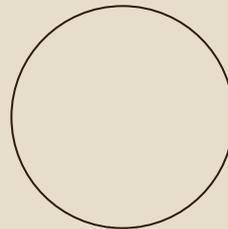
**Dark Blue**  
#2A3B74



**Golden**  
#DDA61D



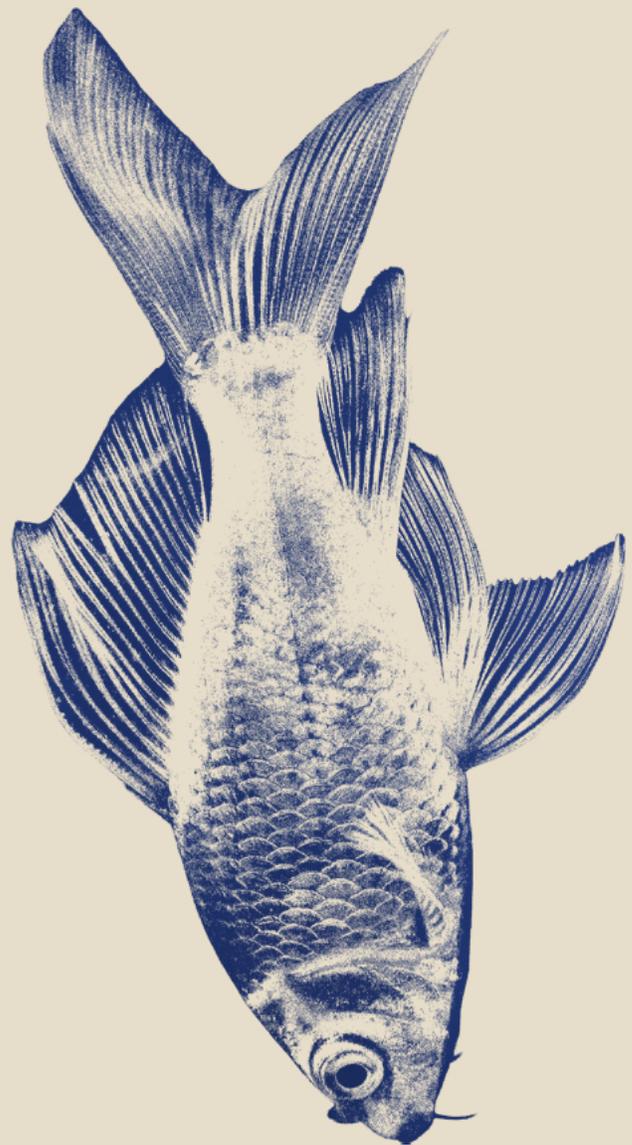
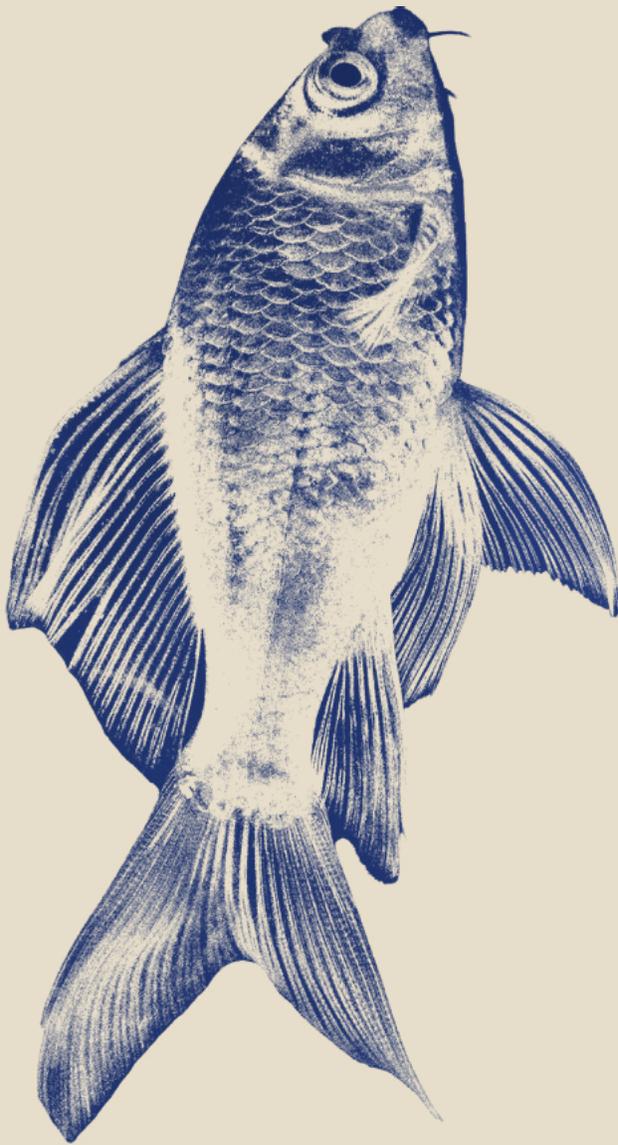
**Deep Brown**  
#2D1D07



**Light Cream**  
#E5DDC9



**Sky Blue**  
#C5CDE8



## THE FISH

Losing Kate is my personal blog. The writing style is genuine, witty, and honest. As well as featuring personal essays, the website has a list of publications, about section and a links to my favorite charities.

The blog started as a way to publish travel essays on how often I lose things. It slowly morphed into being about emotional loss and grief.

The logo of the fish comes from a blog post about a funeral for my pet goldfish, Gatsby.

As well as referencing one of my favorite essays, it represents my relationship to loss. The fish is a creature that relies on water, an ever changing environment. Both a haven and a danger.

When using the fish in design, it should be used in patterns and cropped. This is so the focus is drawn into the various aspects of the fish, creating a disjointed yet repetitive feeling, what loss often feels like.

## ALTERNATIVE BRAND MARK



### COLOR DISTRIBUTION

The primary background color is light cream, with deep brown making up the body text. The second most common color in the palette should be dark blue with golden as a secondary accent.

Alternative color combos with either a dark blue, golden, or dark brown background should be reserved for boxes of extra text, buttons, and forms.

All color pairings should follow the highest accessibility standards when legibility

is imperative. Inaccessible pairings include golden and light cream. This color pairing is only acceptable in print when artistic value outweighs readability. This should be used sparingly.

### SITE ICON

The site icon is what appears on the tab by the site title. Because it is small, high contrast colors were used for recognizability. The fish is cropped to align with brand guidelines and legibility.





## KEY PHOTOGRAPHS

These key photographs embody the moody feel of the writing. They should be used sparingly, as the main focus is the writing.

I took both photographs, the first in Ireland and the second on a camping trip in Canada. All other photographs used should be personal photographs.

Exceptions are photos taken of me in blog posts and in the about section.



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LOSING KATE BRAND GUIDE

