



## BRAND USAGE GUIDE

*[www.alyssaarleneevents.com](http://www.alyssaarleneevents.com)*



WE DO NOT REMEMBER DAYS...  
WE REMEMBER *moments*

- *Cesare Pavese*



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# ABOUT

## WHO *we* ARE

Hi there! My name is Alyssa, owner of Alyssa Arlene Events. I currently live in Lafayette with my husband, Jeffery; my son, Gabriel; and my daughter, Evelyn. I wouldn't be the person or wedding planner that I am with out my family. One of the best things I offer my clients is a chance for them to enjoy being engaged without the stress that comes with wedding planning. It's the perfect opportunity for each family to truly embrace the this sweet time and enjoy the wedding day to the fullest. When I'm not planning weddings, I love being outside, reading (serious book worm), growing my faith, working out and eating (I know, those two don't go hand in hand). My favor is easily won with hugs and treats, I'm a big talker and I love doling out compliments to hopefully make someone's day.

I've always been a hopeless romantic, but never thought that my obsession with weddings, love and people would turn into such a lovely and rewarding career. I have the ultimate dream job. I get to bring all of your ideas and dreams together to create the most amazing event of your life.

From the hospitality of Cajun country to Callin' Baton Rouge and NOLA second lines, we've seen and done it all! No event is too big or too small, so give us a call today and let us make your wedding dreams a reality!

*Alyssa*



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*Every believer has received gifts, so use them to serve one another as faithful stewards of the many-colored tapestry of God's grace.* 1 PETER 4:10

## THE *gist* OF IT

ALYSSA ARLENE EVENTS IS A FULL SERVICE WEDDING PLANNING COMPANY BASED IN LAFAYETTE, LOUISIANA. WE LOVE TO TRAVEL AND OFFER WEDDING PLANNING SERVICES TO CLIENTS THROUGHOUT LOUISIANA.

SPECIFICALLY, BATON ROUGE, ST. FRANCISVILLE AND NEW ORLEANS WEDDINGS ARE OUR FAVORITES! WE OFFER 3 PLANNING PACKAGES ALONG WITH ADDITIONAL PERKS FOR OUR CLIENTS.



# THE AAE IDENTITY

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## LOGO, MARK *and usage*

*The logo combines three elements:*  
the "Alyssa Arlene" type element, the "events" tag line, and the floral illustrations bordering the logotype. These elements should never be changed or separated. Position, size, and color, along with the spatial and proportional relationships of the Alyssa Arlene logo elements, are predetermined and should *never* be altered.

*The mark consists of one element:*  
the signature Alyssa Arlene iris illustration. This mark should also never be changed or simplified. Position, size, and color, along with the spatial and proportional relationships of the illustration are predetermined and should *never* be altered.



THE LOGO



THE MARK



## REVERSED & GRAYSCALE

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color. You must honor the Alyssa Arlene Events palette when possible, using grayscale or white if necessary.



## Logo CLEARSPACE

The Alyssa Arlene Events Logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the letter width of the logo type.



It should never be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphic or typographical elements which could hinder legibility of the brand.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

## MINIMUM *sizes*

The Alyssa Arlene Event logo is the embodiment of the brand and must, at all times, be perfectly legible and without distraction. To ensure this, the logo and mark should never be smaller than the minimum sizes shown below. Even at its minimum, the logo must be surrounded by the appropriate amount of white space on all sides. Only use these smallest sizes when absolutely necessary.



### FULL LOGO

PRINT: 2IN / 5.08CM @300DPI

DIGITAL: 192PX @72DPI



### THE MARK

PRINT: 0.5IN / 1.27CM @300DPI

DIGITAL: 48PX @72DPI



## INCORRECT *usage*

We've taken special care in creating the specific personality of our logo and in selecting every rule laid out herein. The following are a few examples of practices that would violate our logo and identity system. Please use your best judgment so as not to violate any of the specific rules set forth here. If in doubt, check!



*Off-brand effects should not be used and/or applied to the AAE logo or mark*



*No elements in the full logo should be altered or adjusted*



*Do not use non-approved palettes in the AAE logo or mark*



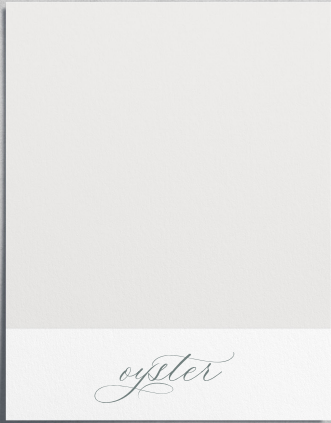
*Don't scale, tilt or distort the shape of the AAE logo*

# PALETTE

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## BRAND *colors*



CMYK 5 / 4 / 4 / 0  
RGB 239 / 237 / 237  
HEX #EFEDED  
PANTONE 7541 U



CMYK 17 / 7 / 11 / 0  
RGB 209 / 220 / 220  
HEX #D1DCDC  
PANTONE 7542 U



CMYK 40 / 22 / 28 / 0  
RGB 158 / 176 / 176  
HEX #9EB0B0  
PANTONE 5565 U



CMYK 53 / 36 / 41 / 4  
RGB 126 / 140 / 139  
HEX #7E8C8B  
PANTONE 444 U

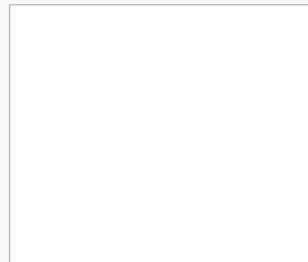
## ABOUT THE PALETTE

The Alyssa Arlene Events palette is drawn from everything that encompasses the brand and the true elegance seeping from southern moments of wedded togetherness. The colors are meant to feel like sipping fresh shucked oysters at mid-day beneath the Spanish moss of a hundred year old oak while the scent of eucalyptus and peonies graze your nostrils from a cascading floral arrangement just beyond your eye-shot. Effortless and classic with a touch of nostalgia and the feeling of home....the palette and aesthetic of AAE is aimed at capturing everything that makes celebrating love with your favorite people so full of bliss and embodying the graceful, picture perfect vision the ideal AAE client has of their Wedding Day.



## ADDITIONAL *colors*

|   |
|---|
|                          |
| <i>silver sage</i><br>CMYK 38 / 30 / 31 / 0<br>RGB 173 / 171 / 170<br>HEX # A4A5A4<br>PANTONE COOL GRAY 6 U |

|   |
|---|
|  |
| <i>peony</i><br>CMYK 0 / 0 / 0 / 0<br>RGB 255 / 255 / 255<br>HEX # FFFFFFFF         |

*"I found I could say things with color and shapes that I couldn't say any other way."*

*-Georgia O'Keeffe*

## HOW & WHERE *to use this palette*

### CMYK

**se primarily to produce digitally printed applications with images.**

Examples of where to use CMYK: *binder covers, informational brochures, letterheads, etc.*

### RGB/HEX

**RGB and HEX codes should be used for all digital, screen based applications.**

Examples of where to use RGB and HEX: *websites, apps, photos saved for web*

### PANTONE

**Uncoated Pantone colors are used for print with only a few colors and no images, or specifically for print methods like screen-printing and letterpress when specific pantone inks are used as a universal language for matching color amongst manufacturers. The Pantone color palette is an abridged version of specific colors made from mixing colors of inks. Therefore, these will not be exact matches to the digital palette but the closest, complimentary match within the Pantone palette.**

Examples of where to use Pantone: *t-shirts, tote bags, apparel, etc.*

The palette allows the addition of secondary colors to enrich the Alyssa Arlene visual identity as a whole. Lighter tints (up to 20 %) of these colors are also allowed.

# TYPE

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## *primary typeface* CARTER

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

## ABOUT THE TYPE

Carter is an all-caps, hand-illustrated serif font created with the purpose of adding a soft sophistication to any design. Utilize the letters individually to create stunning monograms for new or potential client proposals, or use the font as normal and create elegant, vintage-style headings on its own or in tandem with the secondary typeface.

secondary typeface *Ms. Claudy*

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  
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  
0 1 2 3 4 5 6 7 8 9

## ABOUT THE TYPE

Ms. Claudy is a beautiful modern calligraphy script perfect for feminine branding and reminiscent of Save the Dates and Invitations that feels familiar to potential clients in the Wedding Industry. The typeface includes a full set of Uppercase and Lowercase Basic Characters, Numerals and Punctuation. It also contains ligatures and a lot of stylistic alternates to perfectly re-create natural calligraphy.

# THE HIERARCHY

Carter / Long or Mixed Headings / Regular / All Caps / 14pt. / Character Spacing: 200

THIS IS FOR HEADINGS

Carter / Quotes / Regular / Mixed Caps / 14pt.

THIS IS FOR QUOTES AND PARAGRAPHS

Ms. Claudy / Short or Mixed Headings / Regular / 40pt.

*This is for short or mixed headings or attributions*

Garamond / Paragraphs / Regular / 10pt.

This is for paragraphs and longer, larger areas of text

Garamond / Paragraph Emphasis / Italic / 10pt.

*This is for emphasis within paragraphs*

## *The Rules of Usage*

These fonts should be used in all Alyssa Arlene Events communication to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

The font Ms. Claudy is available in 1 weight as well as Carter. Ms. Claudy is to be used for short or mixed headings. Carter should be used in regular weight for the same purpose - as headings in all caps or quotes and key, short paragraph highlights in mixed caps. Garamond is available in 3 weights - we use 2 of them for any body paragraphs and emphasis. The regular format for paragraphs and the italicized version for emphasis.



# IMAGERY AND PRINT DESIGN

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## MOOD & AESTHETIC

*Bright, cool, and airy*

All photos should aim to be light and cool-toned in nature and feel.  
Images below 300dpi should never be used in print materials and full,  
high-resolution files are optimal and preferred, when available.

For photos that do not fit into the AAE aesthetic and mood, grayscale  
can be used for cohesion.





## business CARDS

The business card should be used for all official contact and communication of Alyssa Arlene Events. This is the approved structure and layout - always use double sided cards when adhering to this layout.

DIMENSIONS: 3.5 x 2 inches  
PAPER: 240lb. Ultra White Eggshell

### BUSINESS CARD FORMAT

NAME  
Title  
contact information



## business STATIONERY

The business stationery should be used in tandem with the business cards for all official contact and communication by Alyssa Arlene Events. Above is the approved structure and layout.

DIMENSIONS: 4.25 x 5.5 inches (folded)  
PAPER: 100lb. Ultra White Eggshell



# USAGE CHECKLIST

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## *questions* TO ASK...

*Best to have a checklist! Before you've used or represented the official Alyssa Arlene Events Brand Identity anywhere, be sure to ask yourself the following questions. If all answers are yes, then you know you've done everything perfectly and are good to go!*

- ✓ 01. THE LOGO  
Have I only used approved versions of the logo and/or mark? Have I respected the minimum size and exclusion zone requirements? If the logo is appearing on a colored background, have I used the reversed version in white or grayscale?
- ✓ 02. COLOR  
Have I only used approved primary and secondary colors or tints or shades of those colors? Am I using the correct color codes for the type of print method needed?
- ✓ 03. TYPOGRAPHY  
Have I used the correct typography for the nature of my text? Have I adhered to the guidelines for headings, quotes, and body text? Have I applied the right character and line spacing?
- ✓ 04. IMAGERY  
Do my photos feel like the brand? Are they primarily cool, bright, and airy in nature? If not, can I use or present a grayscale version for continuity with the AAE aesthetic?
- ✓ 05. PRINT MATERIALS  
Have I used the provided grids and approved layouts for all printed products and Alyssa Arlene Events stationery?





## THANK YOU

*For inquiries regarding this guide, please contact:*



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collective

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