



Natalie Plumb

Welcome

to my Brand Style Guide

No matter where I am or where I'm going, art and the ocean always come with me. From finger painting in my driveway, to designing and developing user experiences, my love for design drives me. Growing up along the California coast, the ocean has always been my home. It is the source of my creative inspiration, where I am happiest, and where I have met an incredible community of like-minded women. You may ask how a surfer girl and ocean lifeguard found herself in the world of web design and user experience. To me, these worlds are one in the same. In both I feel alive, strong, and above all, at home.

- Natalie Plumb





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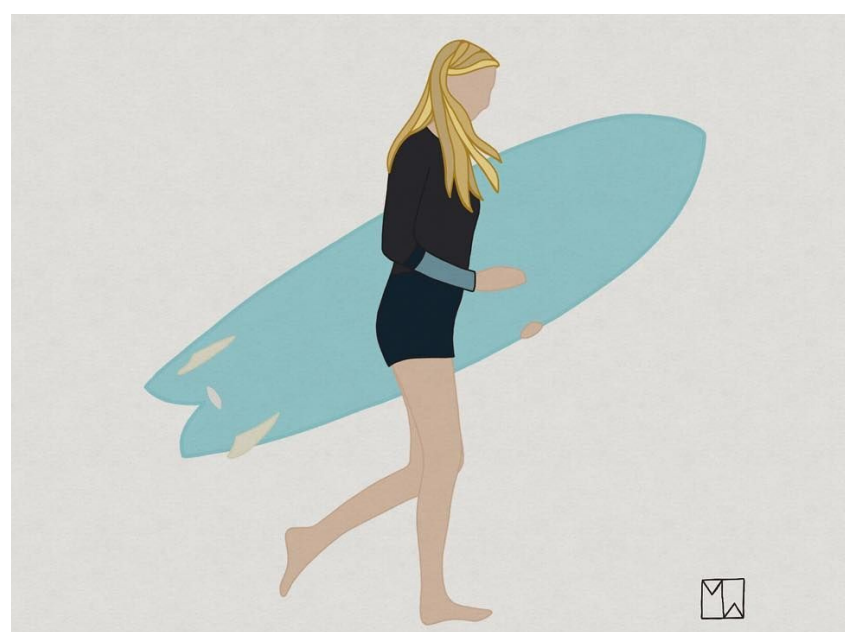
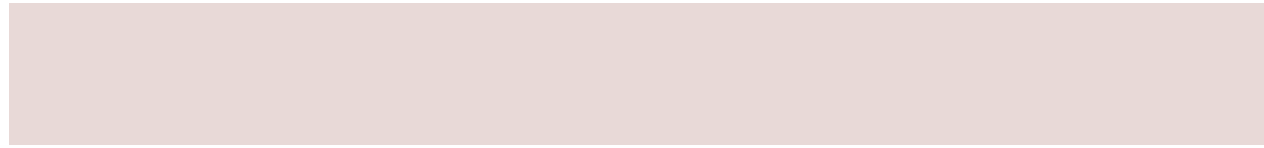


Brand Identity

Fearless, Resourceful, Feminine

I never do anything halfway. Whether I am designing a new website or jumping thirty feet off the Ocean Beach pier to rescue a swimmer in distress, I dive fearlessly into every new challenge. I believe in making my own luck. I dedicate myself entirely to the challenge in front of me and work tenaciously to accomplish my goals, professional, athletic, and creative. Through my fearlessness and resourceful tenacity, I seek to defy stereotypes and redefine femininity within a frame of strength, creativity, and intelligence.







Subject

Strong Women Exploring the Ocean

My illustrations feature strong women interacting with the ocean in an athletic, adventurous, and exciting nature. Such activities include surfing, diving, lifeguarding, etc.

Style

Simple Graphics & Solid Colors

My illustrations incorporate colors exclusively from my brand's color palette. My illustration style involves simple shapes and does not include faces, outlines, shading, or patterns.

Size & Situation

Large graphics Used Sparingly

My illustrations should be used sparingly and should appear only when providing a design function, such as leading the viewer's eye toward relevant copy. Illustrations should also make up approximately 1/3 to 1/2 of the page.



Color Palette

from the pale pink of dawn, to the deep blue of the Pacific

My color palette reflects my connection to the California coast. As an avid surfer and ocean lover, I am constantly surrounded by the ocean's natural beauty. The colors in my palette are taken directly from pieces of the ocean and coastline that I repeatedly encounter. These colors range from the pink sky I see every morning when I paddle out at dawn, to the deep blue I am surrounded by when I dive to the bottom of the Pacific looking for seashells and other hidden treasures. Their names reflect their natural sources, and their muted, earthy hues reflect the strength and femininity of the ocean.

Dawn

Hex: E8D9D7
CMYK: 0, 6, 7, 9
RGB: 232, 217, 215

Terracotta

Hex: c79081
CMYK: 0, 28, 35, 22
RGB: 199, 144, 129

Plum

Hex: 624E53
CMYK: 0, 20, 15, 62
RGB: 98, 78, 83

Seafoam

Hex: C8D6D3
CMYK: 7, 0, 1, 16
RGB: 200, 214, 211

Abalone

Hex: 617377
CMYK: 18, 3, 0, 53
RGB: 97, 115, 119

Pacific

Hex: 2E3A46
CMYK: 34, 17, 0, 73
RGB: 46, 58, 70





Typography

*pairing the perfect wave's bold lines
& nature's elegant femininity*

As a female surfer, my femininity is often seen as a weakness in the lineup. There is no better feeling than catching the biggest wave of the day, made even better by the shocked expressions on the faces of the men who doubted my abilities. In and out of the water, women are constantly underestimated, viewed as weak. I aspire to challenge these misconceptions every day in virtually every way, including through my choice of fonts. I have combined the bold geometric sans-serif font, League Spartan, with the elegant serif font, Vollkorn, to convey the strength and femininity I see every day in the ocean and which I constantly aspire to emulate in my life.

League Spartan

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

Vollkorn SemiBold

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

Vollkorn

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

Titles

42 pt, leading 1.3

Titles should never be bolded, italicized, underlined, or in all caps. If being resized, title must be 3x the pt. size of the body copy. League Spartan is a geometric sans-serif font that is clean and bold.

Subheadings

21 pt, leading 1.3

Subheadings must always be italicized. If being re-sized, must be 1.5x the size of the body copy text. Vollkorn SemiBold is an elegant serif font that is feminine and professional.

Body Copy

14 pt, leading 1.3

Body copy should be the color pacific at 100 percent opacity, unless being used on a solid plum background; then it should be white. It should never be italicized or underlined.



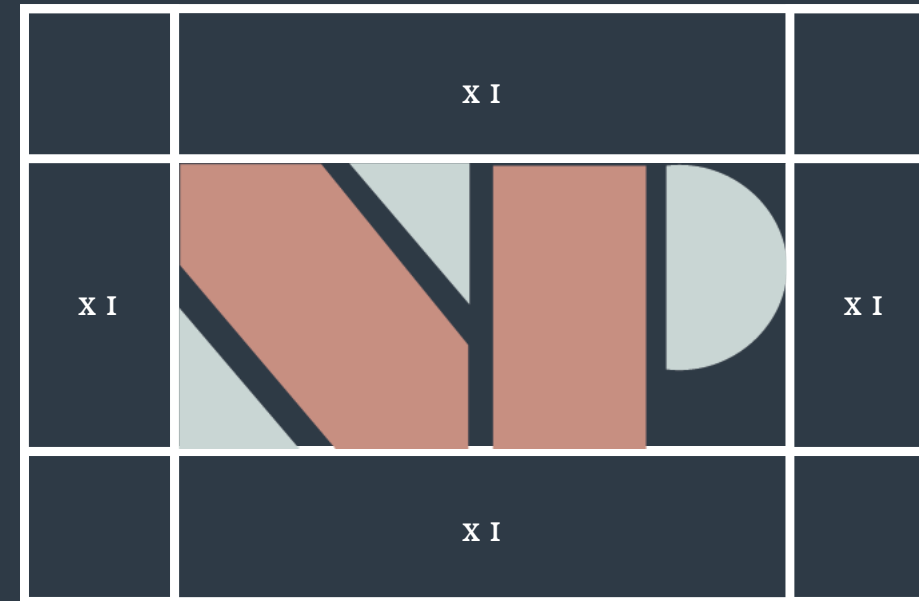
Logo

*bold and unyielding,
yet passionate and creative*

I have always found beauty in simplicity. While I am precise and detail oriented, I constantly seek to achieve balance in my life and in my work as a designer. White space is my best friend. Clean lines and simple shapes follow closely behind. My logo, while simple, embodies my entire identity. The blocks composing my initials stand confidently and speak for themselves, no embellishment necessary. Yet, like the pairing of Seafoam and Terracotta, I am simultaneously passionate and creative.

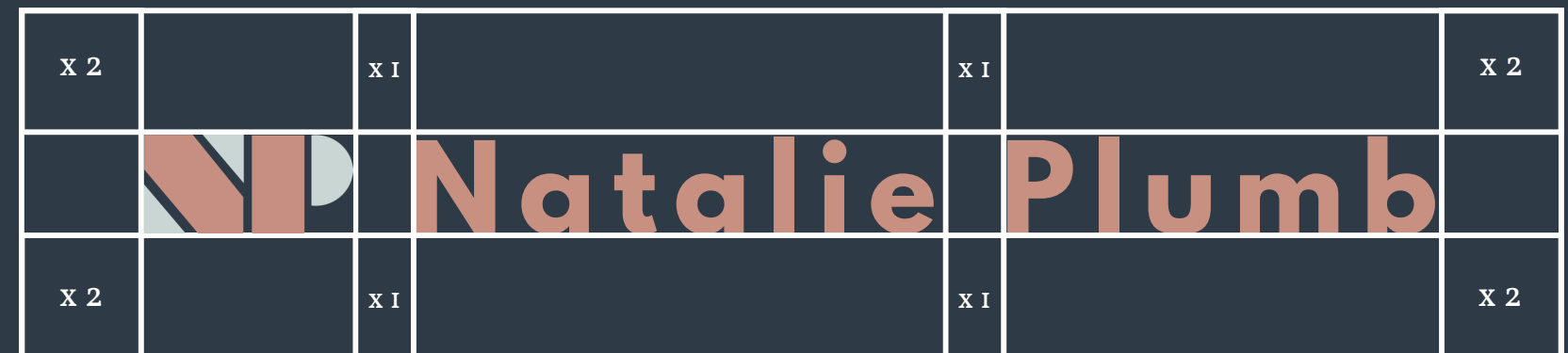
Primary Logo

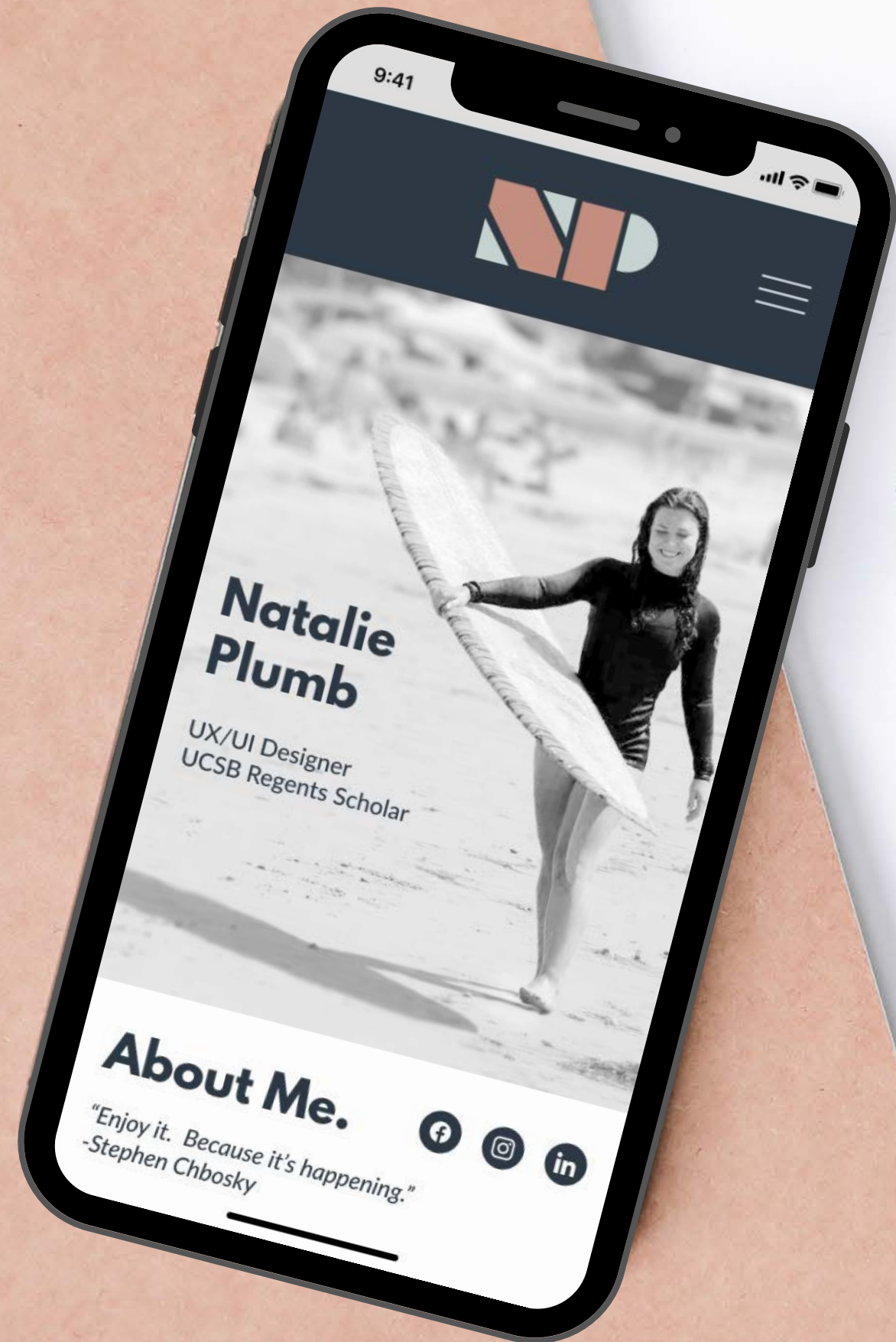
The primary logo is the two-toned lettermark. It should appear on a solid Pacific background or a black and white photograph of the California coast. If used on top of a b&w photograph, the logo should appear in the lightest area of the photograph and set to 50% logo opacity. Other acceptable backgrounds include solid Plum and Abalone; however, only a solid white logo can be used in this case. To ensure legibility, always keep a minimum clear space around the primary logo, which corresponds to the stem of the P's height and width.



Secondary Logo

The secondary logo lockup pairs the geometric two-toned lettermark with my first and last name in League Spartan font. The secondary logo should only be used on a solid Pacific background exactly as it appears to the right. The minimum clear space must be 2x the stem of the P's width.





Logo Application

*optimized for web applications
and business cards alike*

As a UX designer and digital illustrator, I primarily use my logo within digital mediums. The bold, clean letters align with aesthetic practices characteristic of the tech world, yet the muted color palette allows me to stand out from the crowd. Whether being displayed on a mobile app or business card, my logo establishes a visual identity that invokes professionalism through simplicity and uniformity of colors, alignment, and usage. I look forward to the day that people all over the world come to recognize my logo.

 **Natalie Plumb**

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Thank you.
