

A person is sitting at a desk, using a laptop and a smartphone. The laptop screen displays a social media dashboard with various posts and analytics. The smartphone screen shows a list of social media tips. In the background, there is a cup of coffee and some papers on the desk. The overall scene is a professional workspace.

Salt and Light Social Media

LOGO REDESIGN - DECEMBER 2021



what we wanted to achieve...

A LOGO THAT WOULD FLOW RIGHT IN

We wanted to create a logo that would give you some more consistency with your brand, but also not look like you did a complete 360. We worked with your original colors and polished them up so that they'll blend in with the original ones, we found a font family that is fun and showed your personality, and we of course created a logo family that will work for any situation.

The Logos

AND HOW TO USE THEM



SALT & LIGHT

S O C I A L M E D I A

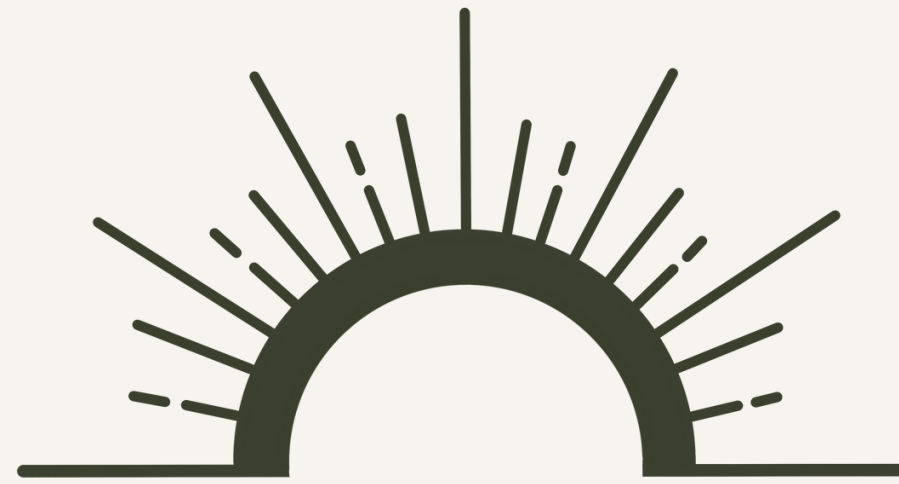


SALT & LIGHT

S O C I A L M E D I A

The Three Variations

And how to use them



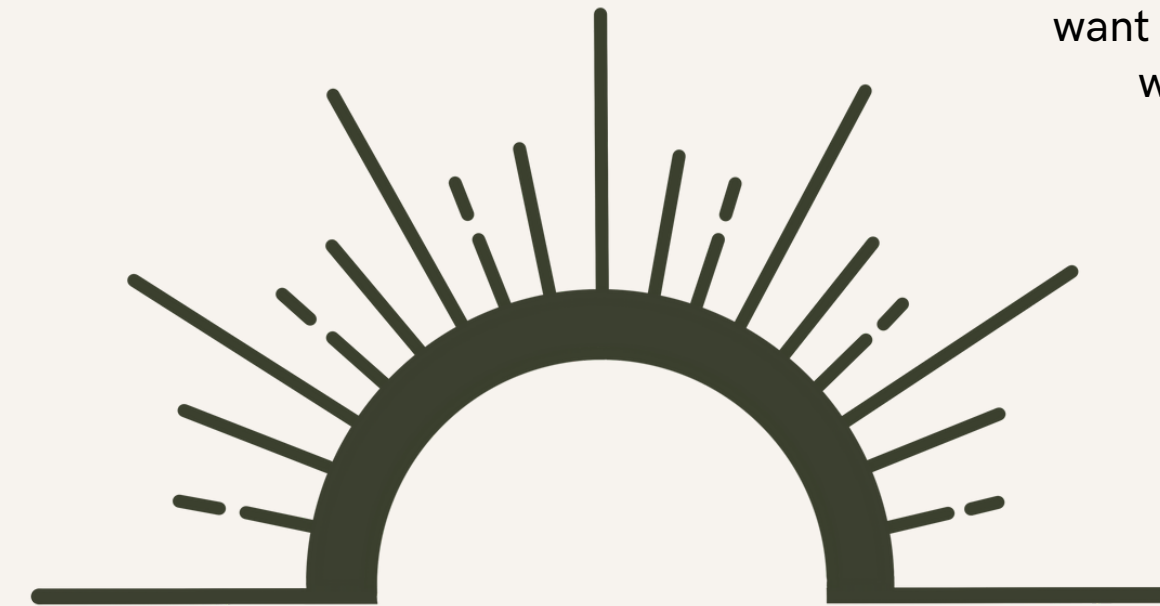
Long - This one is just as versatile as the stacked, but this one comes in handy for situations like email signatures, watermark on images, or any situation where it fits nicer!



SALT & LIGHT

S O C I A L M E D I A

Stacked - This will probably be your go to variation as it has your full name and everything is right next to each other. Especially use this when the setting is to build brand awareness, because you want people to know what you do!



SALT & LIGHT

S O C I A L M E D I A



Sun Burst - This one is so fun and has a lot of possibilities. The Burst doesn't have social media, so try to use this only when it comes to merch, or when your brand is well known by the audience.



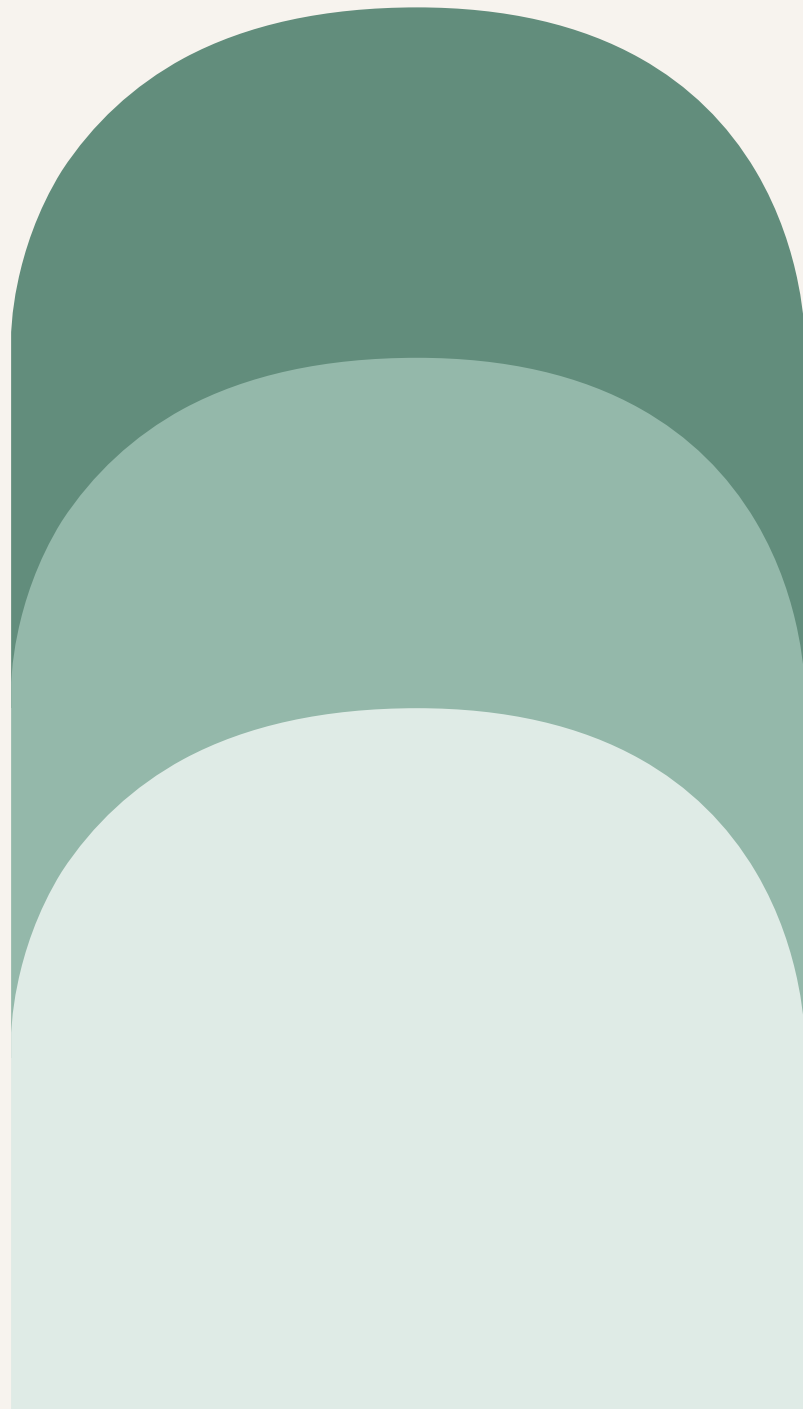
Colorful Variations

Multiple Color variations of all logos can be made if needed!

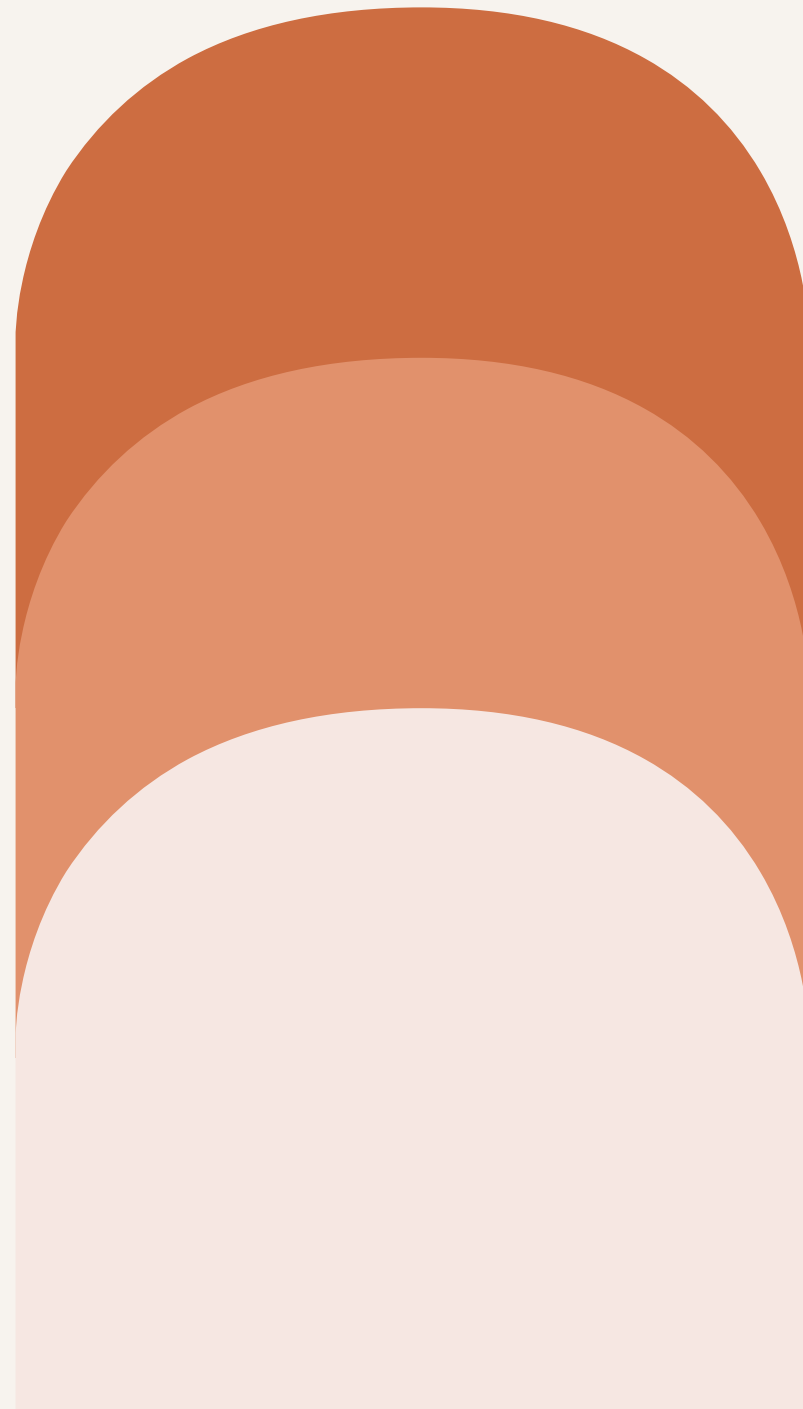


Updated Colors

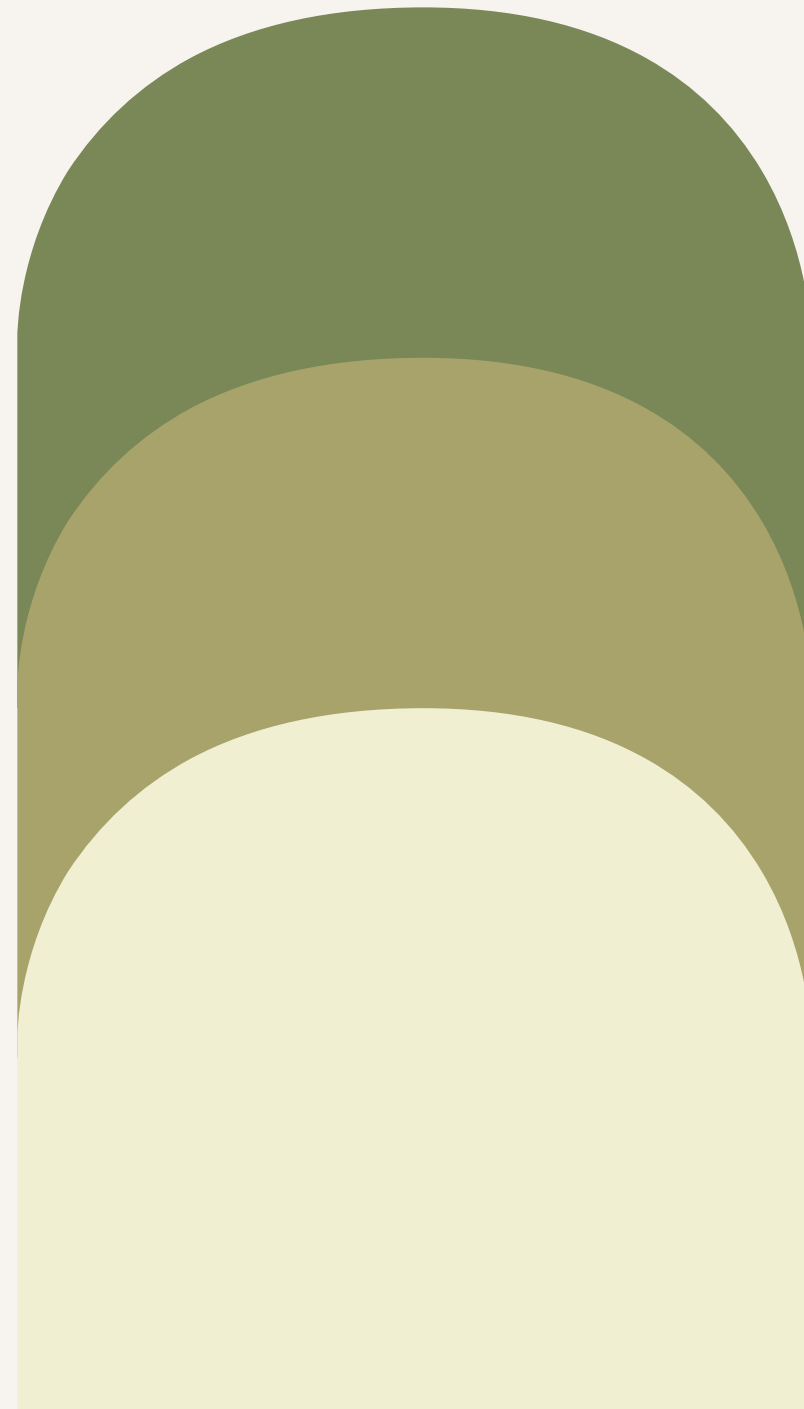
Sea Salt Blue



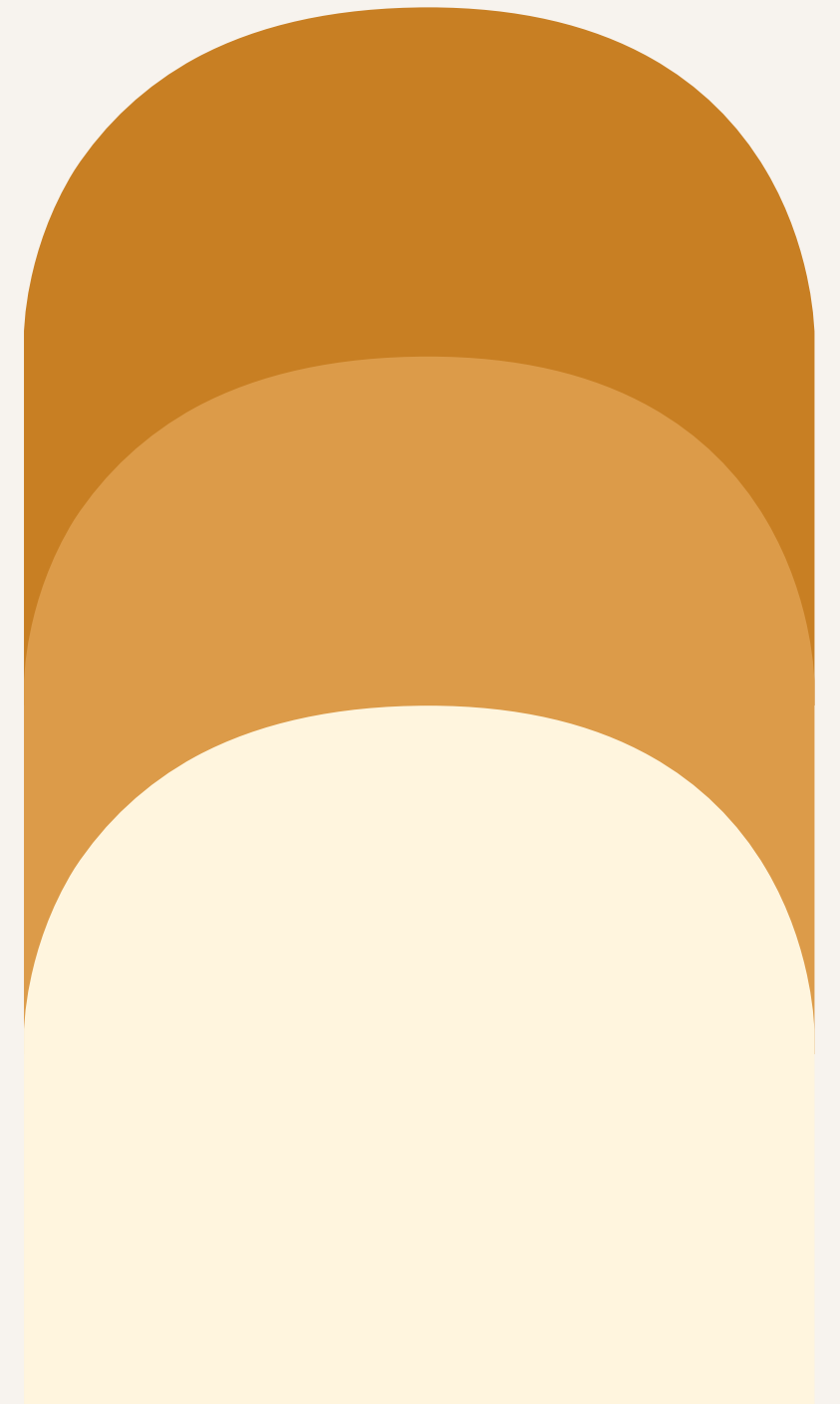
Terracotta Dust

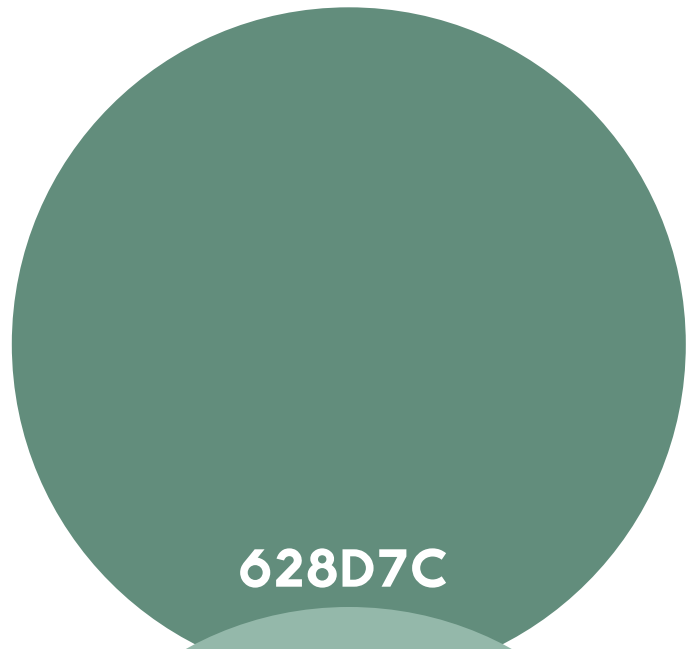


Simply Sage

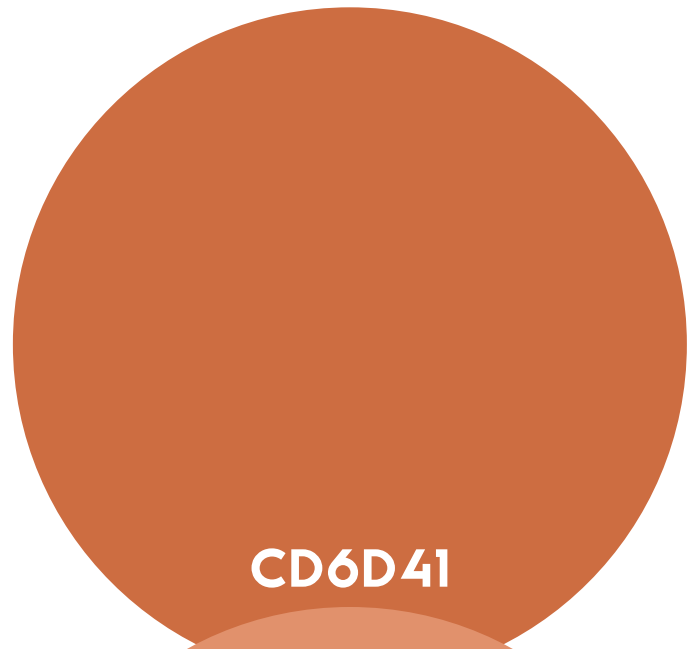


Indi Yellow

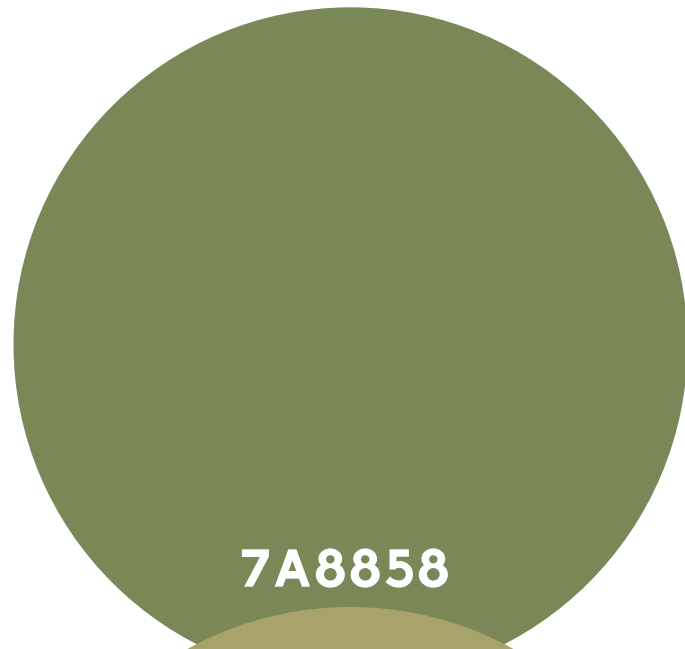




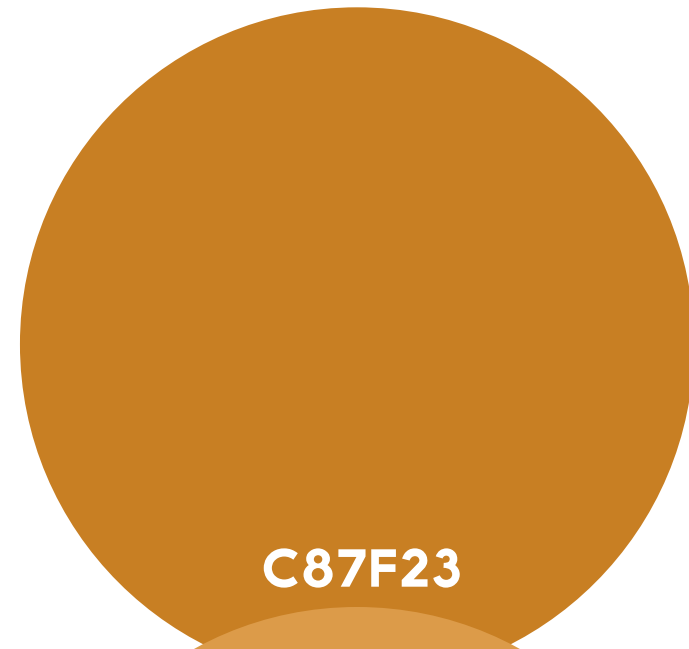
628D7C



CD6D41



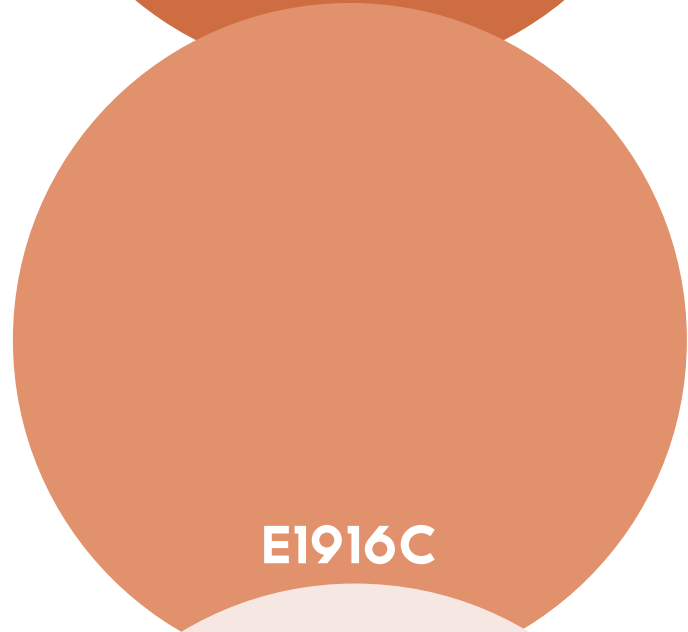
7A8858



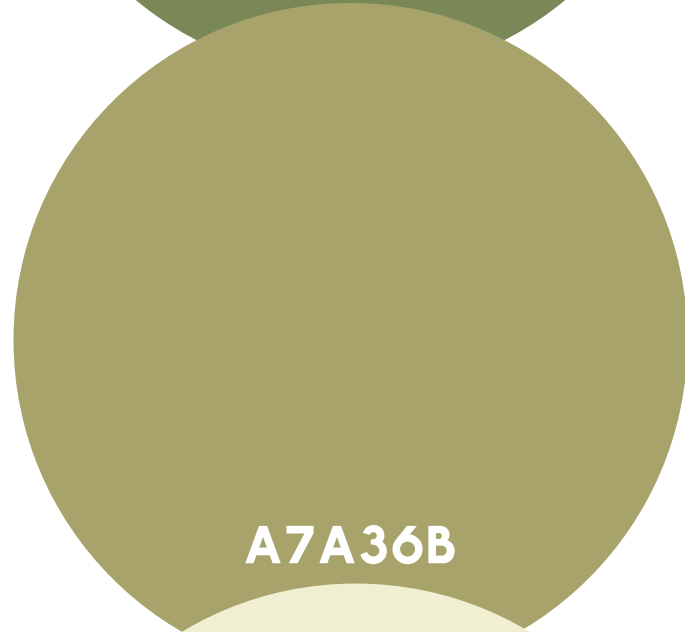
C87F23



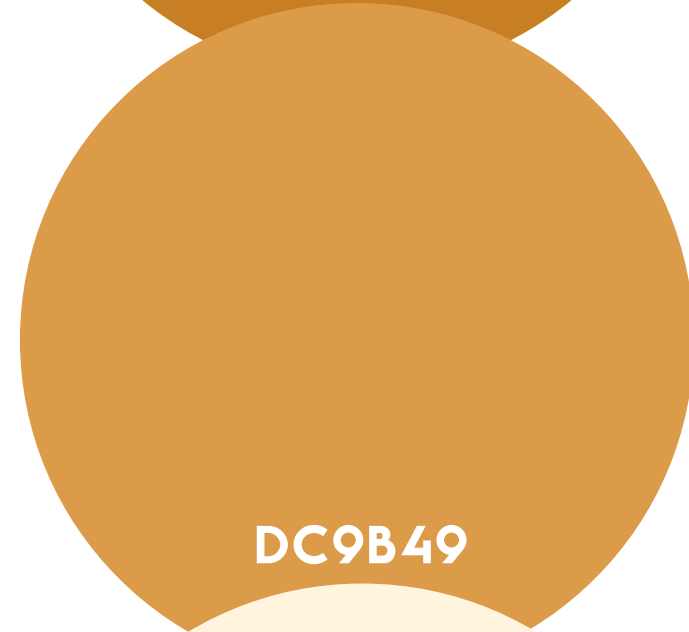
94B8AA



E1916C



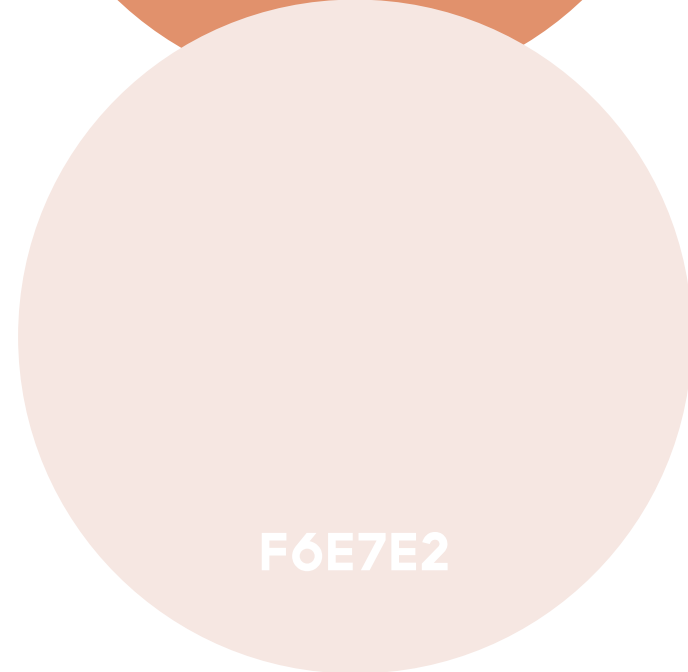
A7A36B



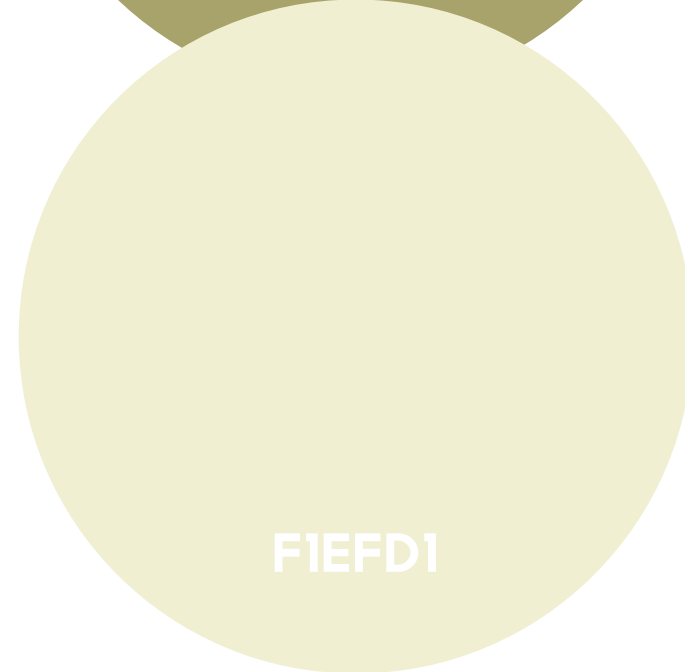
DC9B49



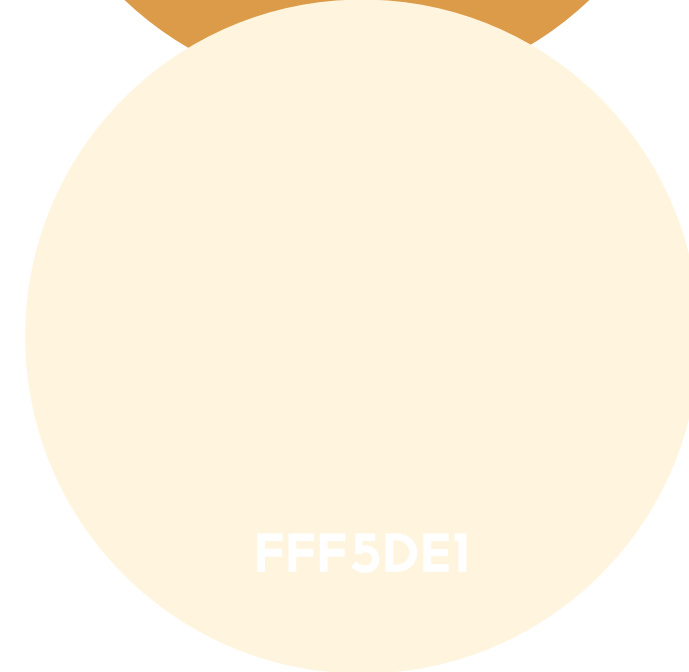
DFEBE6



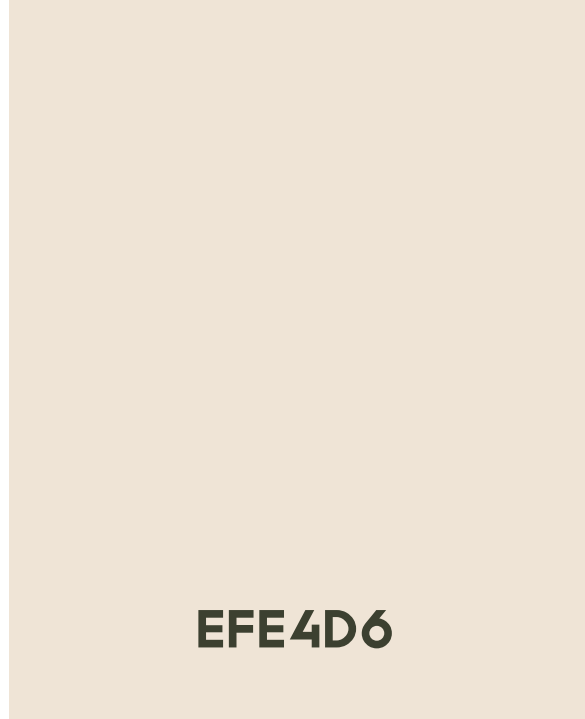
F6E7E2



F1EFD1



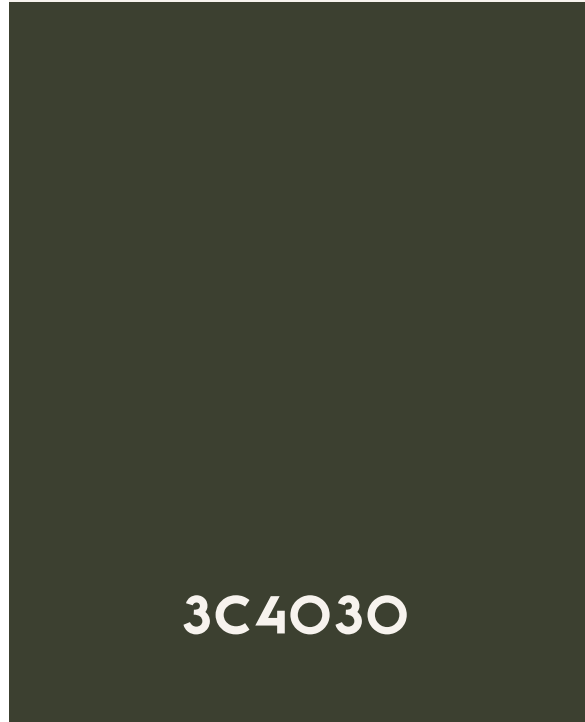
FFF5DE1



EFE4D6

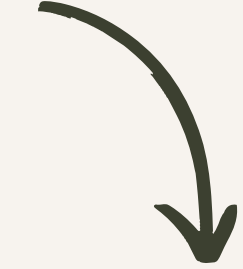


F7F3EE



3C4030

The lighter version of each color are to mainly be used for **backgrounds**, and as **text color overlay on images**



The Darker versions of each color are to mainly be used for
Text on light backgrounds and small accents, and to add
low opacity color overlays to images



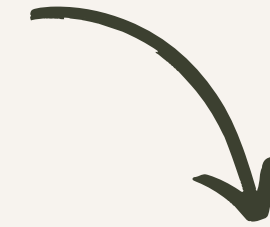
30 - 40% opacity
should usually work for any picture

Fonts

AND HOW TO USE THEM



This font is what is used in your logo in all caps. This will be a great header text to use either in all caps for shorter headers, or like this. (TIP - if using all caps set the tracking a little bigger so the text has some breathing room)



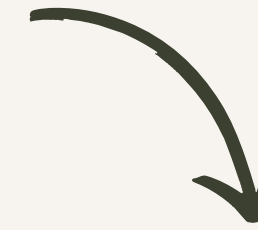
Transeity Regular

I've seen you use this text shadow effect on Canva and I think this is a great way to add some dimension to your posts. (TIP - play around with your medium and darker colors with the text shadow like seem here!)



Something Fun

This font is a good sub-header font to use. Its clean and bold and with a wide tracking, it adds a little bit of modern to your 70's vibe main font. Use mainly Bold, but if the Thin is needed that will work too! (TIP - This wont look good if the sub-header text is super long. Only short sentences, just a few words only)



M O M C A K E B O L D

M O M C A K E B O L D

Thin looks nice too! Use when it looks better in your opinion

HK Grotesk Pro Medium



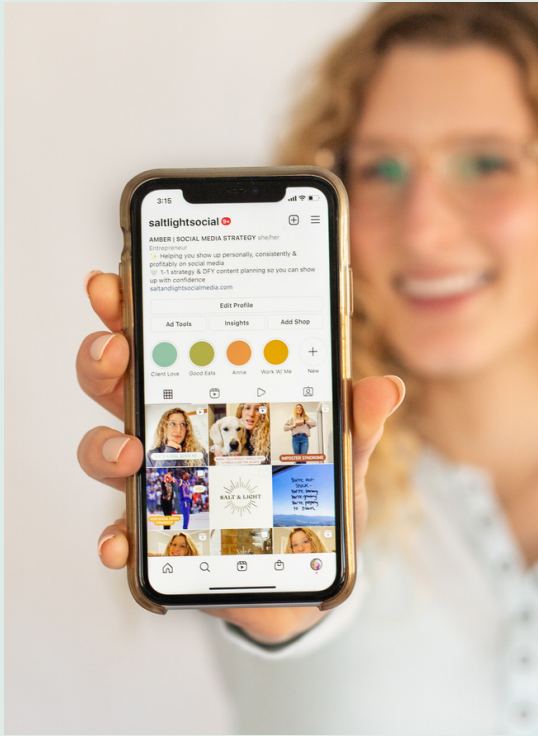
I've been using this for your body text font. I think it looks nice and clean when scale down. This can definitely be changed but for now I think this is a great option.

Photography and Patterns

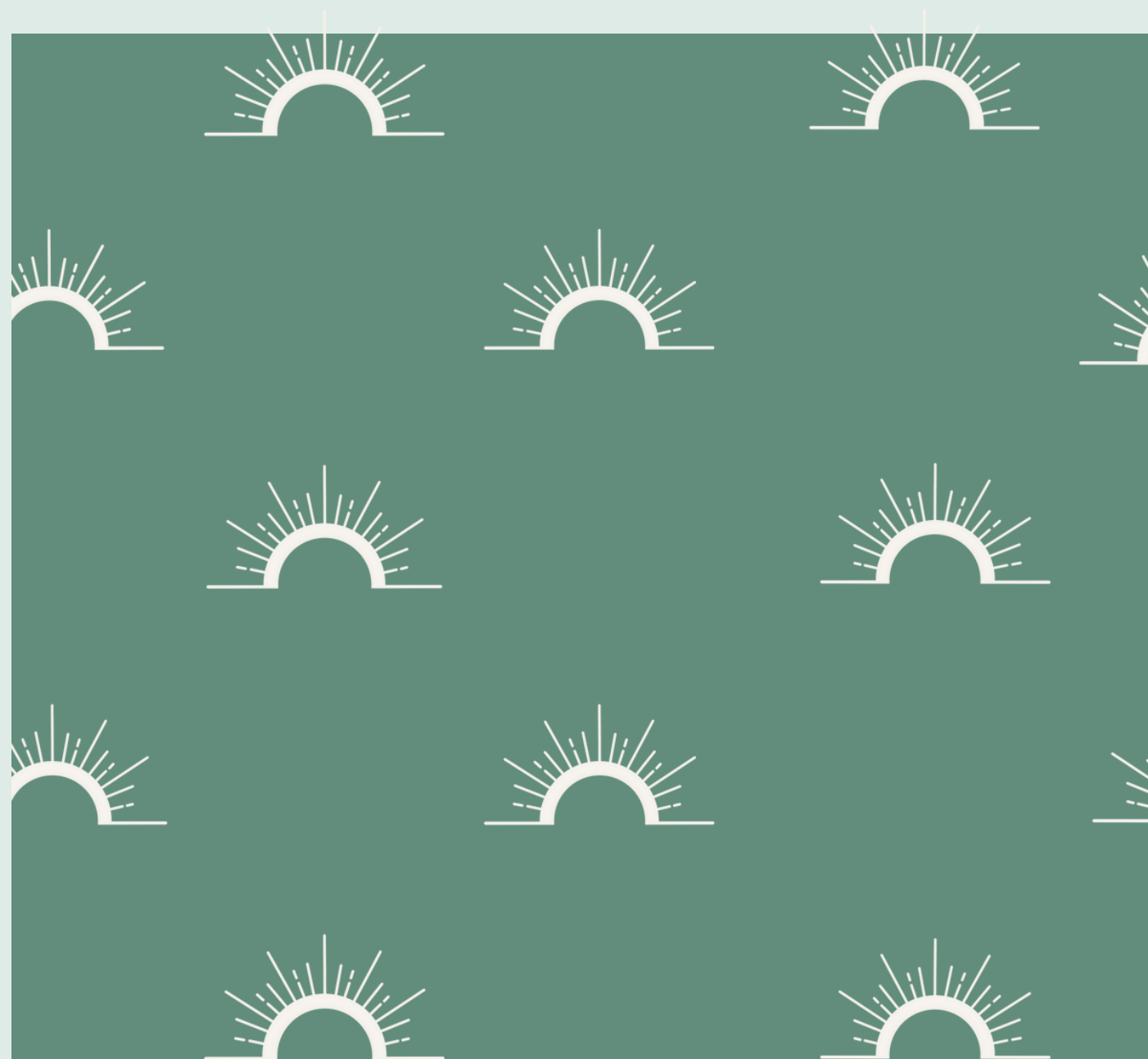


PHOTOGRAPHY STYLE

Photography consistency is super important when it comes to your business being recognizable, so maintaining the same style of editing is key. Lots of natural light, almost over exposing the photos, and adding some slight warm tones is how I edited these photos.



LOGO PATTERNS



These can be turned down to a lower opacity so they can be used as backgrounds for posts and website page backgrounds

SHADOW OVERLAYS

These shadow overlays I think are a great way to add LIGHT to your business posts and graphics. Its plays off of your name, adds dimension, and gives a really soft look to whatever you're creating.

Turning down the opacity again will help it to be a little less harsh if it is needed. These can all be found in Canva under "Tree Shadows", "Shadows" or "Window Shadows"



thank you!

