

Scribbling Side Hustlers

BRAND GUIDE – 2023



PLAYFUL. POLISHED. PROFESSIONAL.

The goal for Scribbling Side Hustlers was to create a brand that matched your energy and voice. **Playful** designs, **Polished** colors, and fonts that represented **Professionalism** were all at the forefront when creating. Making the brand look approachable but still professional was important, as these qualities are the key factors in attracting your ideal clients and helping your business grow in the direction you are wanting. So let's get started!

Logos Variations

Scribbling Side Hustlers

Using The Variations

Scribbling Side Hustlers

WRITE YOUR WAY OUT

Long – This secondary logo is clean and sleek. With no icon and your catchphrase attached, this is meant for more professional settings. Some great situations for this would be at the bottom of blog posts or email signatures,



Solo Icon – This colorful airplane comes in a circle shape and is great for social media profile pictures and any small icons where text would be hard to read. This version does come in one with text attached to it as well just in case!

Main Multicolor – This is your GO-TO! It brings in all of your colors and has a thick outline so it is sure to stand out against almost all backgrounds. Because this will be your main variation, it will come in solid black and white as well for a less bold look.

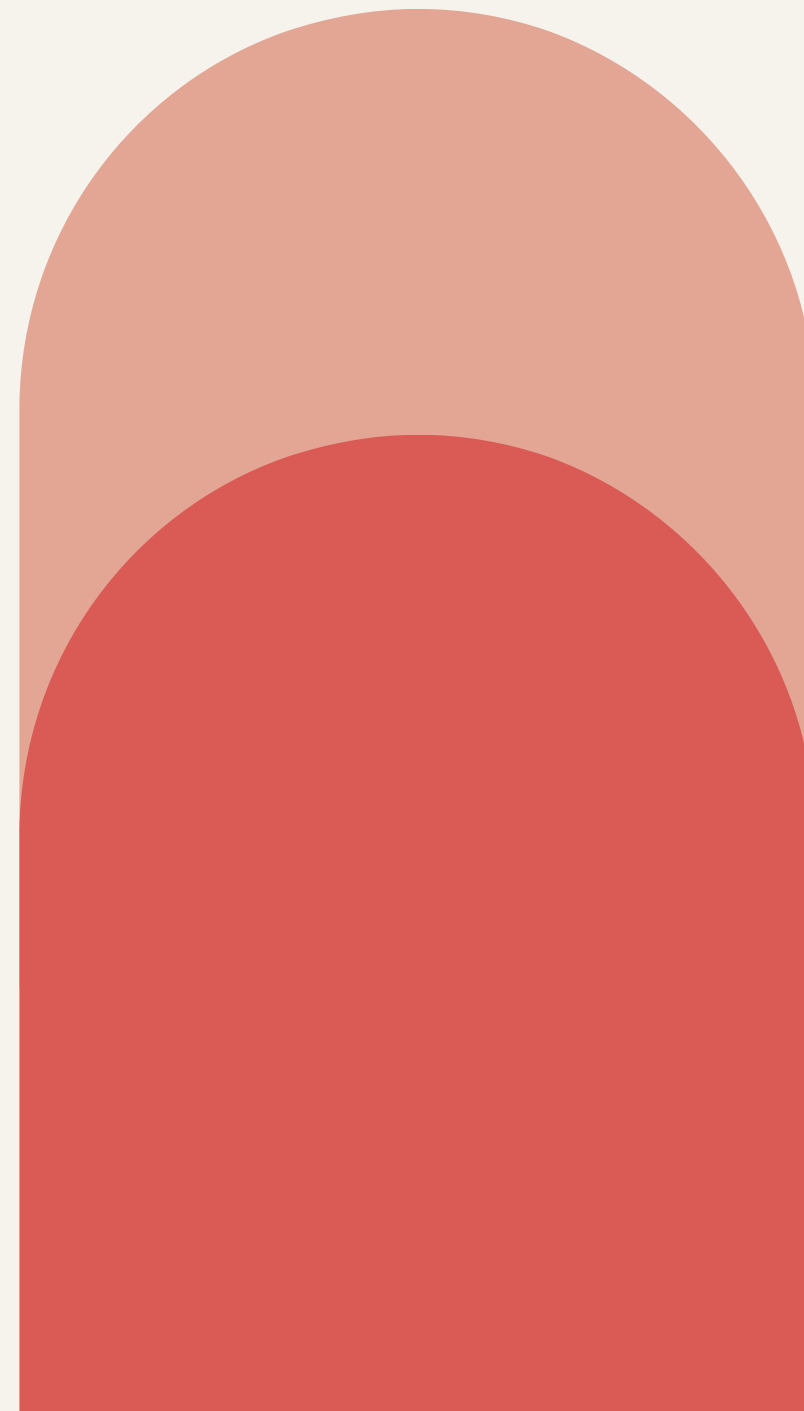
Scribbling Side Hustlers 

Color Family

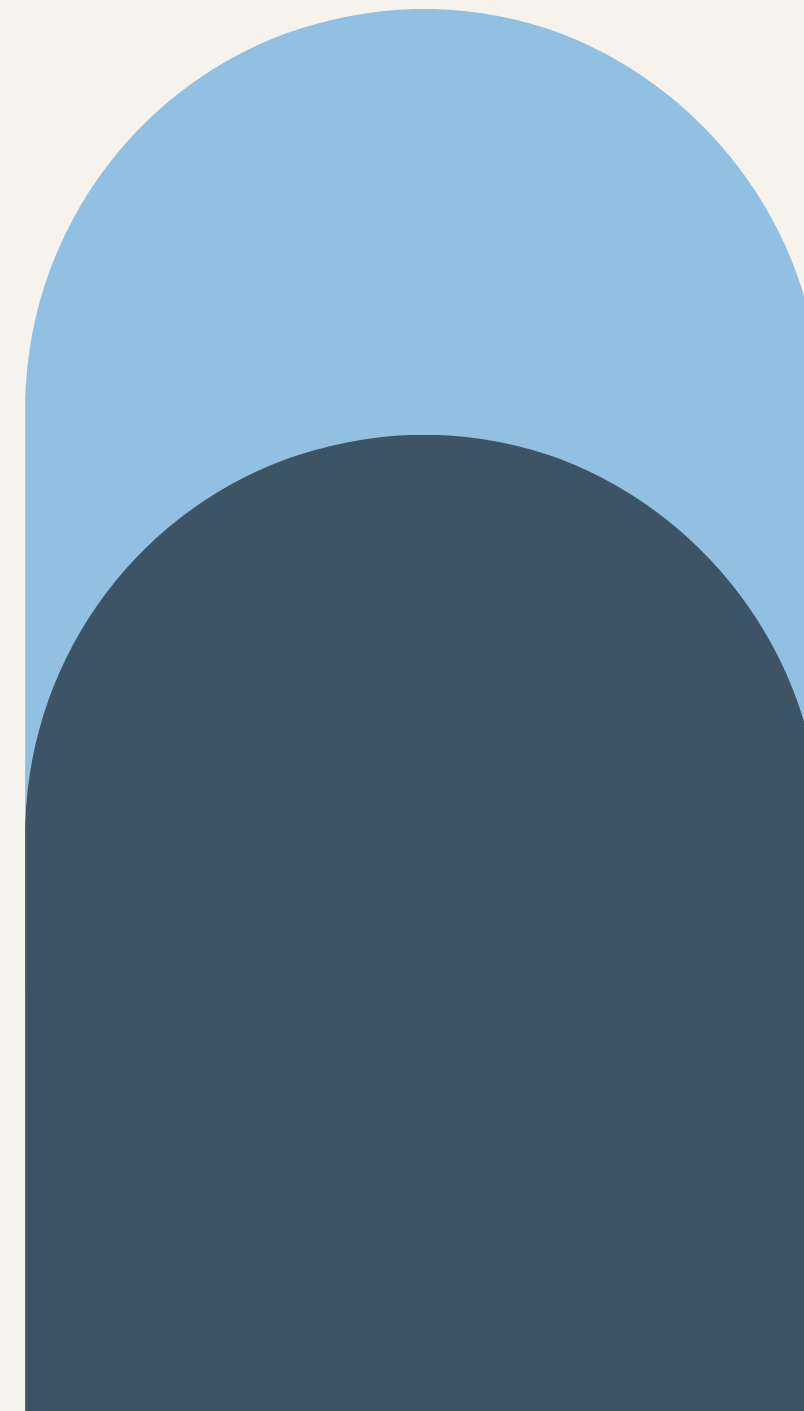
This is your Color Family - **South African Orange**, **Japan Pink**, **Icelandic Blue**, and Amazon Green. Each color comes with a corresponding lighter version to use when the situation is needed and to add dimension. When using the colors, try to make sure there is enough contrast to help with visibility. The best way to make sure your colors pop is to use opposite tones together! *For example*, use the cool tone of **Light Icelandic Blue**, and place the warm **African Orange** on top.



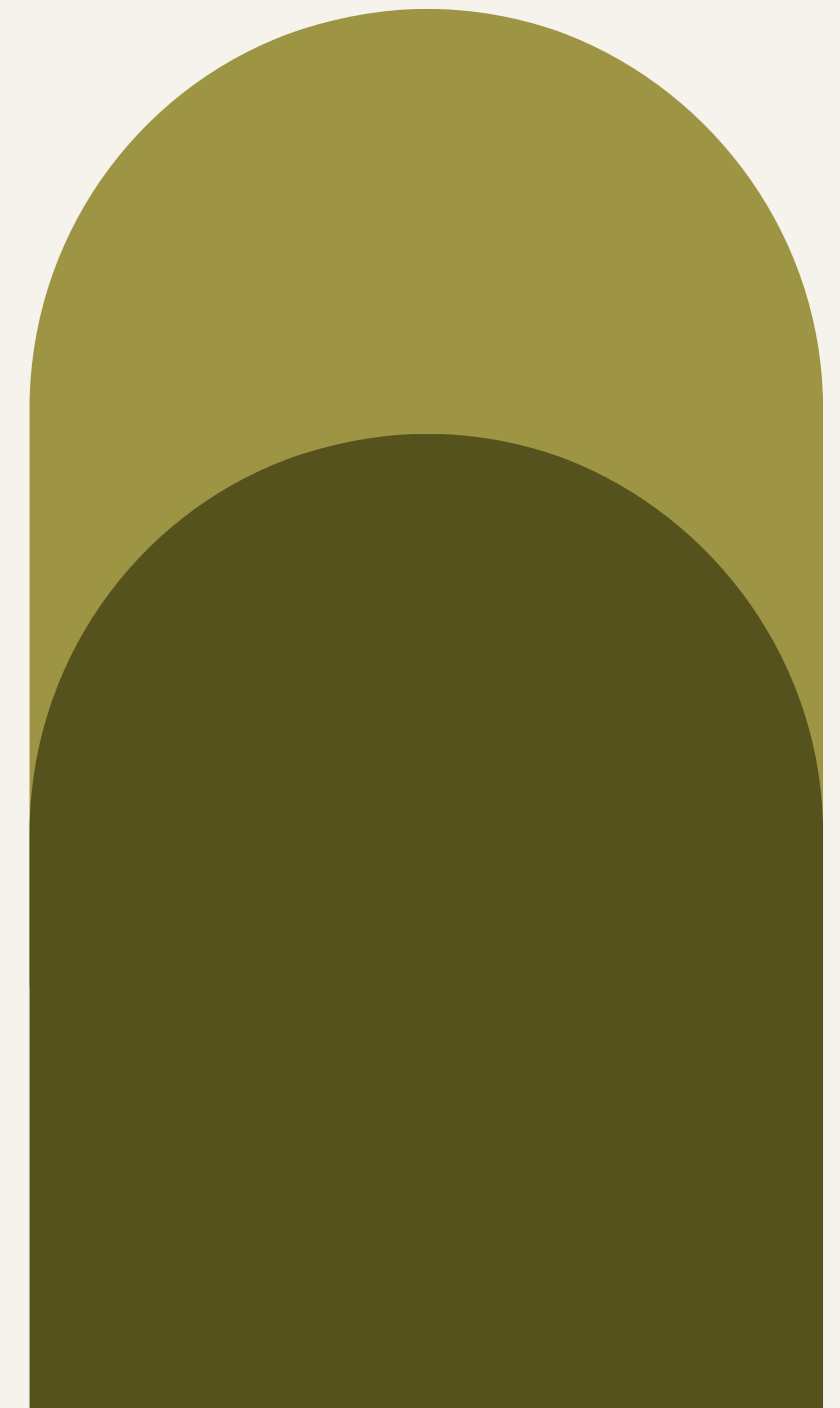
South African Orange



Japan Pink



Icelandic Blue



Amazon Green

W A R M T O N E S

C O O L T O N E S



Use this instead of white!

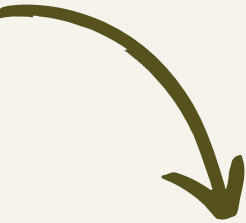
#F6F3ED

Use this instead of black!

#1C222B

Typography

Yeseva One - Your main header font! This is what makes up your logo. This playful font has the traditional aspects of a serif font, but also the fun and playful aspects with the nontraditional curvatures in the letters. This font really speaks to both the playful and professional parts of your brand. This will be your **Headliner** font.



Yeseva One

The **Lift** effect on Canva is a great way to add some dimension to your posts. I like to set it at around 30% but use your discretion as it depends on the project!



Something Fun

The Girl Next Door – As requested, we wanted to add in a playful handwritten font that was easy to read but gave that look of reading a handwritten letter. This font is perfect for giving that personal touch to any sentence. This will be your **Sub Header** font.



The Girl Next Door

Poppins Regular – This font is a lovely modern Sans Serif font that is easy to read and goes so well with other fonts. Poppins comes in many variations so it will fit in almost every situation you come across. This will be your **Body Text** font.



Poppins Regular

Yeseva – Headliners

The Girl Next Door - Sub Header sentences.
No more than one to two sentences.

FUN TIP! We love to see a dashed line to separate text. Plays off of the Paper airplane logo

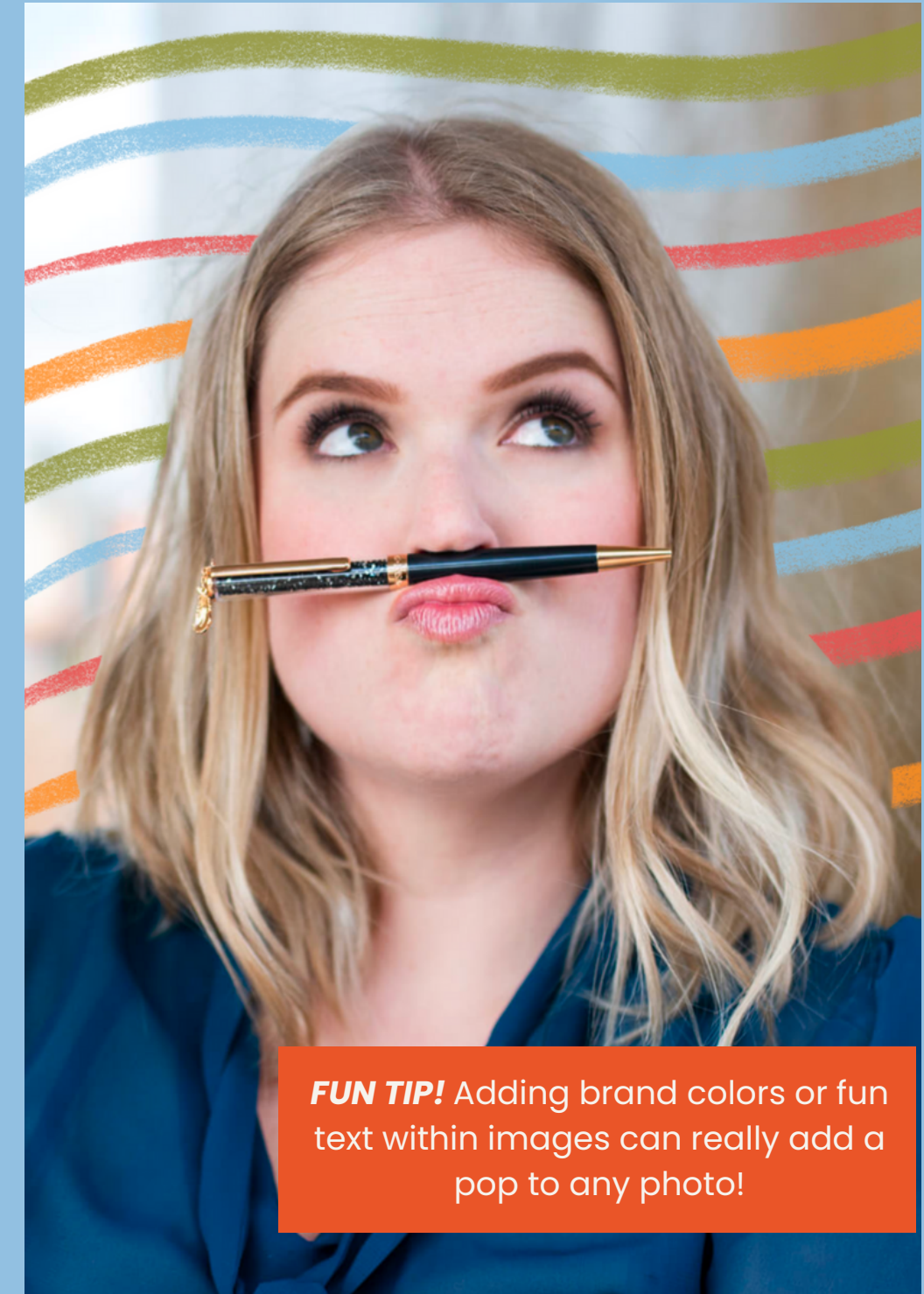
Poppins Regular - Body Text (NOTE: Keep text from being too close by adjusting line spacing. This type example is set to be double spaced) ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. In dictum non consectetur a erat nam at. Sapien faucibus et molestie ac feugiat sed lectus vestibulum mattis. Sapien eget mi proin sed libero enim.

Ac placerat vestibulum lectus mauris ultrices eros in cursus turpis. Imperdiet sed euismod nisi porta lorem. Lacinia at quis risus sed vulputate. Nisl tincidunt eget nullam non nisi est sit amet facilisis. Scelerisque viverra mauris in aliquam sem fringilla ut morbi. Risus feugiat in ante metus.

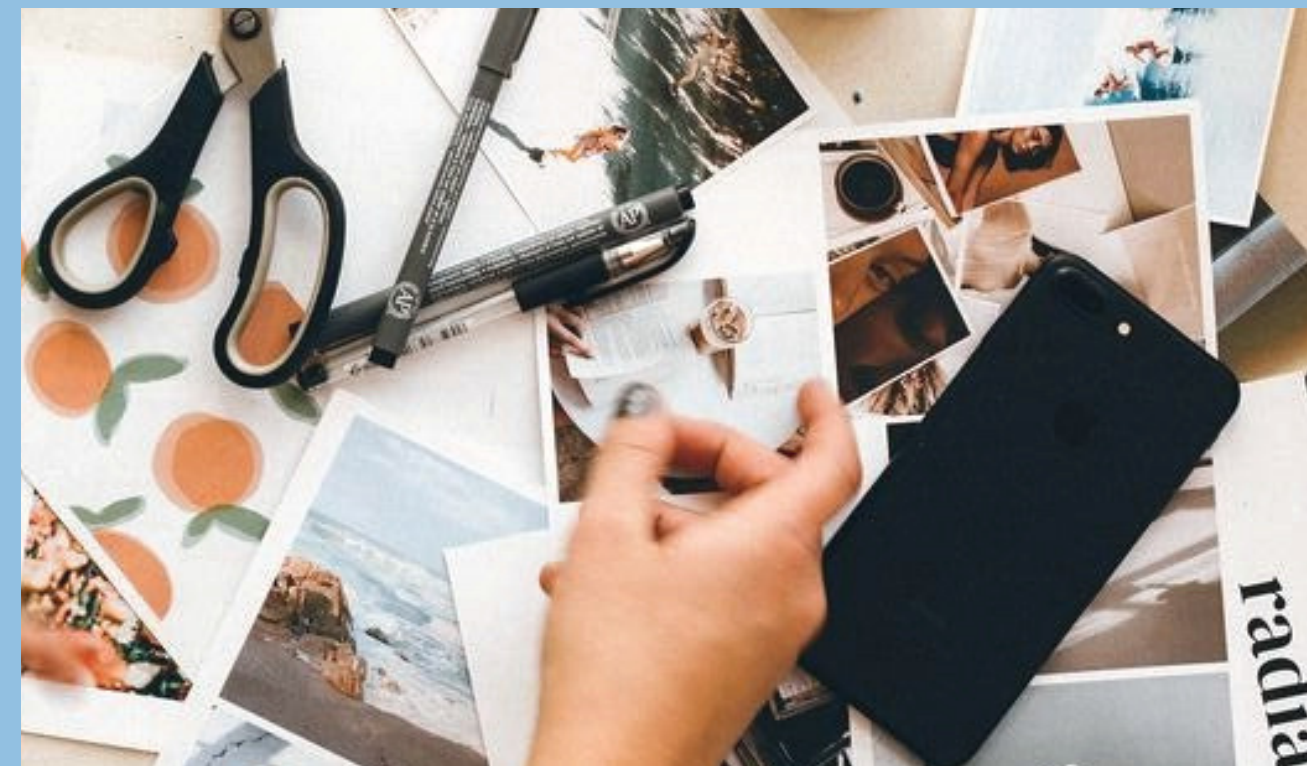
Photography & Patterns

Photography Style

Just like your brand, photography should be fun and colorful! Branding photography should represent you and what you do. Backdrop settings like office spaces, coffee shops, bookstores, and even outdoor settings are great locations that remind your clients that freelancing writing gives you the freedom to work wherever! Try to wear colors in your brand's color family, or neutrals with the backdrop being in your colors. Flat lays are also a great way to show different details and they also make great backgrounds for social and website pages.



FUN TIP! A fun shoot idea would be to fold some actual paper planes and have a solid background and play around with them!



FUN TIP! Adding brand colors or fun text within images can really add a pop to any photo!



Paper Airplane Pattern



These can be turned down to a lower opacity so they can be used as backgrounds for posts and website page backgrounds. This is set to 30%

Color Pattern



Text Pattern

Side Hustlers scribbling Side Hustlers scribbling Side Hustlers scribbling Side Hustlers scribbling Side Hustlers scribbling
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This pattern also comes in "Write Your Way Out" text!

Mockups

Website Home Page Mockup



Home

Services



About

Contact

Scribbling Side Hustlers

Home

Services



About

Contact

Scribbling Side Hustlers

Write Your Way Out

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. cursus. Sagittis orci a scelerisque purus. Et ultrices neque ornare aenean. Mattis nunc sed blandit libero volutpat sed cras. Amet mattis vulputate enim nulla aliquet. Blandit libero

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-Tayla



MORE ABOUT ME

What I Have to Offer...



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LEARN MORE

WRITE YOUR WAY OUT - WRITE YOUR WAY OUT - WRITE YOUR WAY OUT - WRITE YOUR WAY OUT -



why don't we connect!



Scribbling Side Hustlers

Home

Services

About

Contact

I WOULD LOVE TO GET TO KNOW YOU!

Name

email

Message

Instagram Grid Mockup

