



BRAND BOOK: BRITTANY GERVIN

Guidelines for [Brittanygervin.com](https://brittanygervin.com) and Other Online Channels
(2022)

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WEBSITE THEME



Brittanygervin.com uses the [Sela](#) WordPress theme by Automattic. I have slightly modified the colors and text sizes from the original template using CSS. Learn more about how and why I selected Sela in [this blog post](#).

BRAND COLORS

Primary Color



“Dark Puce”

Hex: #563440

RGB: (86, 52, 127)

Credit: coolors.co

Secondary Color



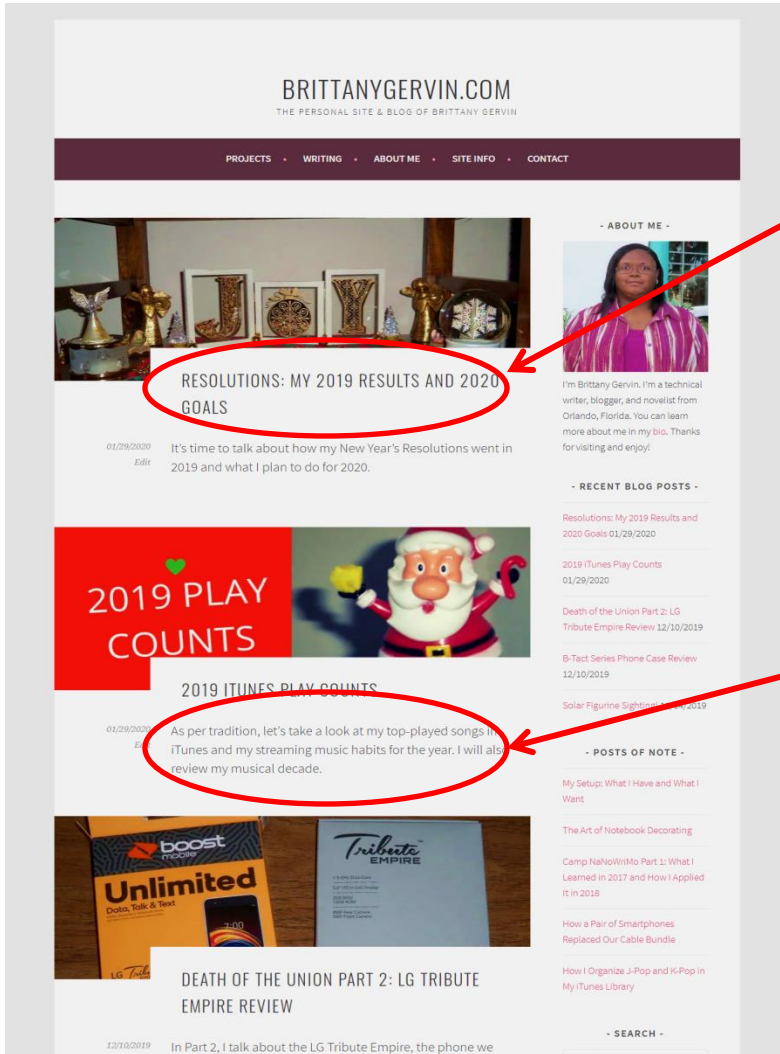
“Bright Pink” or “Cerise”

Hex: #e52471

RGB: (229, 36, 113)

Credit: HTMLCSSColor.com and ColorHexa.com

WEBSITE FONTS



Header Text

Oswald

24pt

Paragraph Text

Open Sans

18pt

WEBSITE LOGO

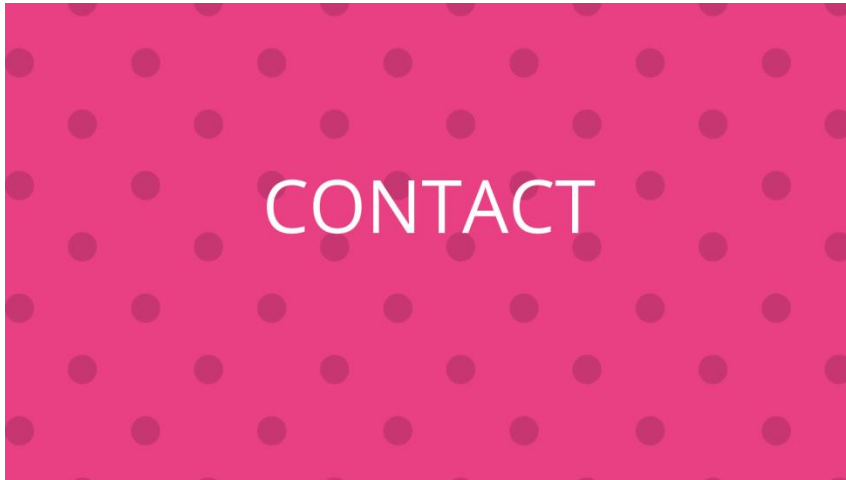


This is the logo and favicon for Brittanygervin.com. I made it using [Namecheap's Logo Maker app](#). You can learn more about the design process in [this blog post](#).

Credits:

- Icon = Gregor Cresnar
- Font = Istok-Bold (Andrey V. Panov)

PAGE HEADERS



Every page on Brittanygervin.com has a header like this that I made with [Canva](#).

The page name, which sits in the center, is written in the Oswald font and is white. The text size varies.

The background is bright pink/cerise with dark pink polka dots.

SPECIAL POST HEADERS



Certain posts on Brittanygervin.com have a special header like this (made with Canva).

The left side has the name of the post type in the Oswald font. The background is either dark puce with white text or bright pink/cerise with black text.

The right side is an image. It defaults to a different solar figurine image, like a Christmas figurine for end-of-the-year posts. In rare instances, the image is a real photo, like a DVD cover for a movie review.

BLOG POST ANNOUNCEMENTS

"The Best of
Bloganuary 2022"



The proper way to announce a new blog post on social media depends on the number of posts I'm sharing and where I'm sharing them.

New Blog Posts

A single post announcement uses the featured image that's included in the post's link preview.



"Resolutions:
2021 Results and
2022 Goals"

A combined post announcement uses a grid image like this (made with Canva). It does not take a filter on Instagram. Alternatively, Twitter and Facebook announcements can use the featured image from one of the posts' link preview.

DEFAULT IMAGES

Profile Pic



Me.jpg

Header



May Flowers Solar
Figurines ink sketch.jpg

