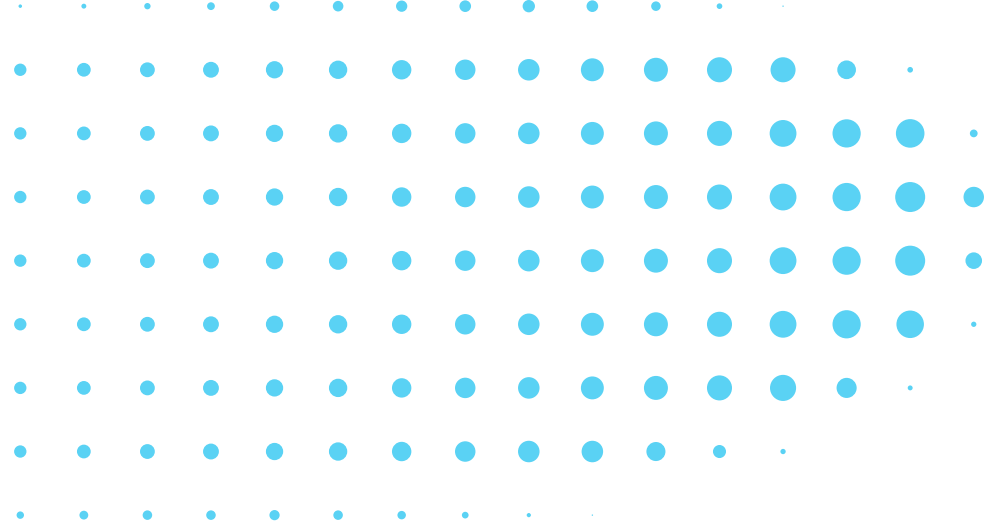


# **BRAND BOOK**

**Guidelines for [Brittanygervin.com](https://brittanygervin.com)  
and Social Media Accounts**

**By Brittany Gervin**

Version 2 | 2024



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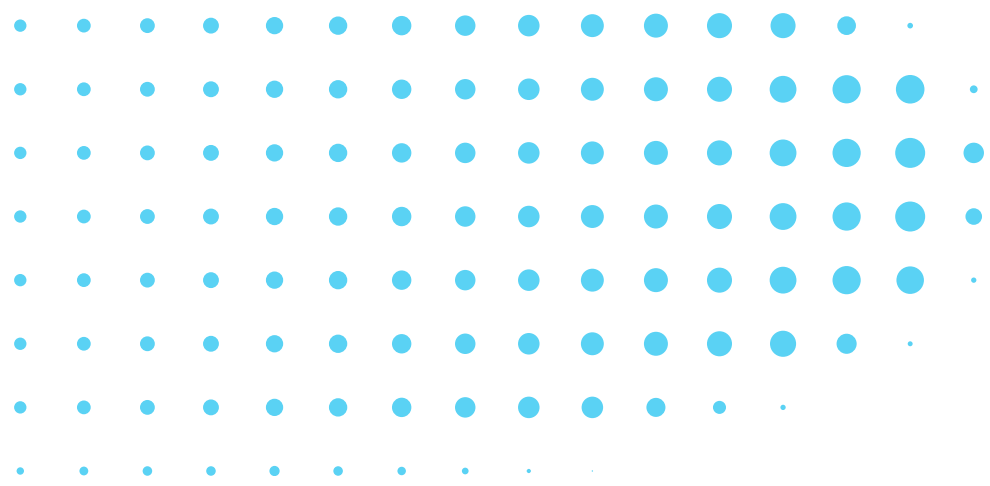
**Brittany Gervin | 2024**

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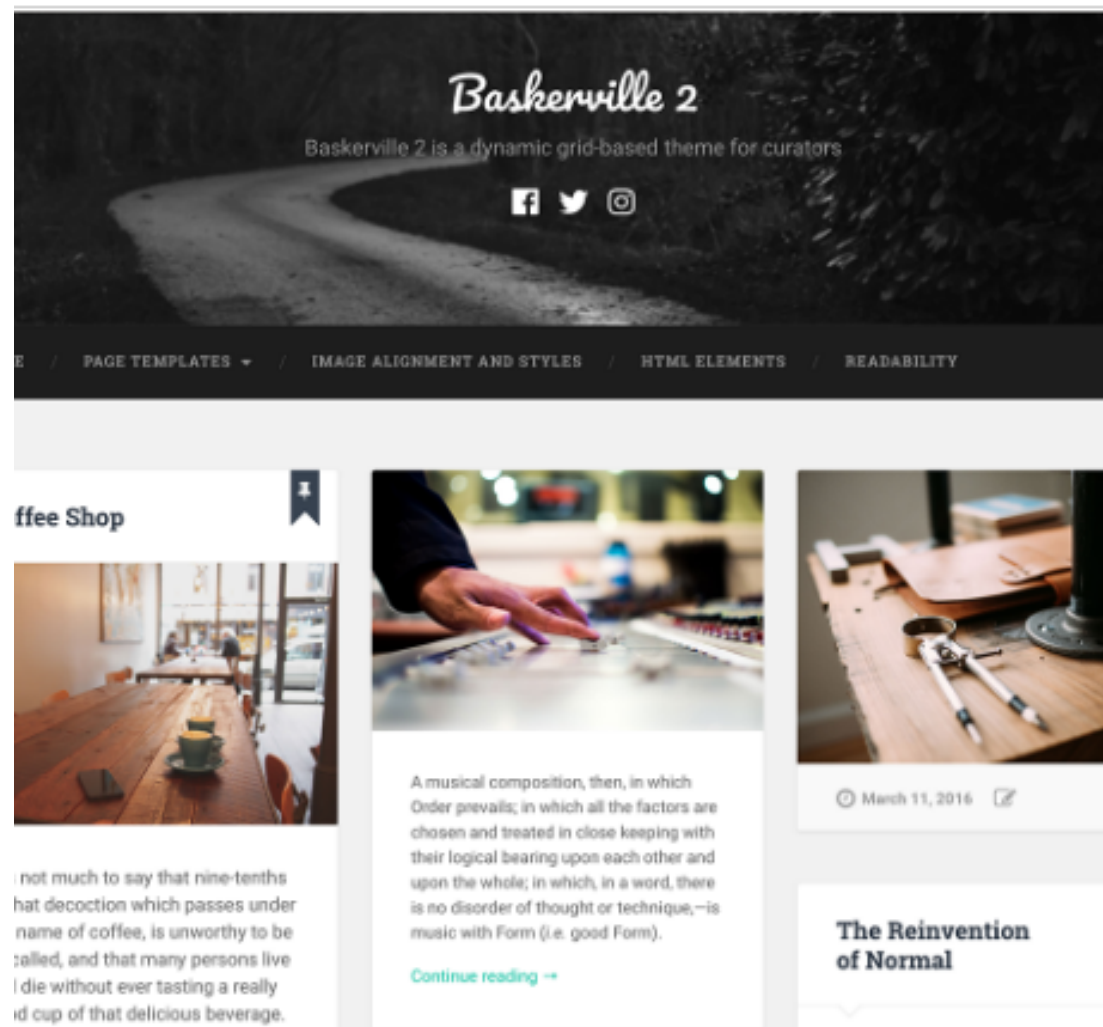
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# LOGO



**This is the logo and favicon for [Brittanygervin.com](https://brittanygervin.com). I made it using [Namecheap's Logo Maker app](#). The icon is by [Gregor Cresnar](#) and the font is [Istok-Bold](#) by [Andrey V. Panov](#). You can learn more about the design process in [this blog post](#).**

# THEME



Brittanygervin.com uses the Baskerville 2 WordPress theme. It was originally created by Anders Norén as Baskerville and later modified by WordPress.com. I customized some of the colors and text sizes using the plugin SiteOrigin CSS.

# BRAND COLORS

## Primary Color

NAME: "Eggplant"

HEX: #563440

RGB: (86, 52, 127)

## Secondary Color

NAME: "Razzmatazz"

HEX: #e52471

RGB: (229, 36, 113)

## Accent Color

NAME: "Vivid Sky Blue"

HEX: #5AD2F4

RGB: (90, 210, 244)

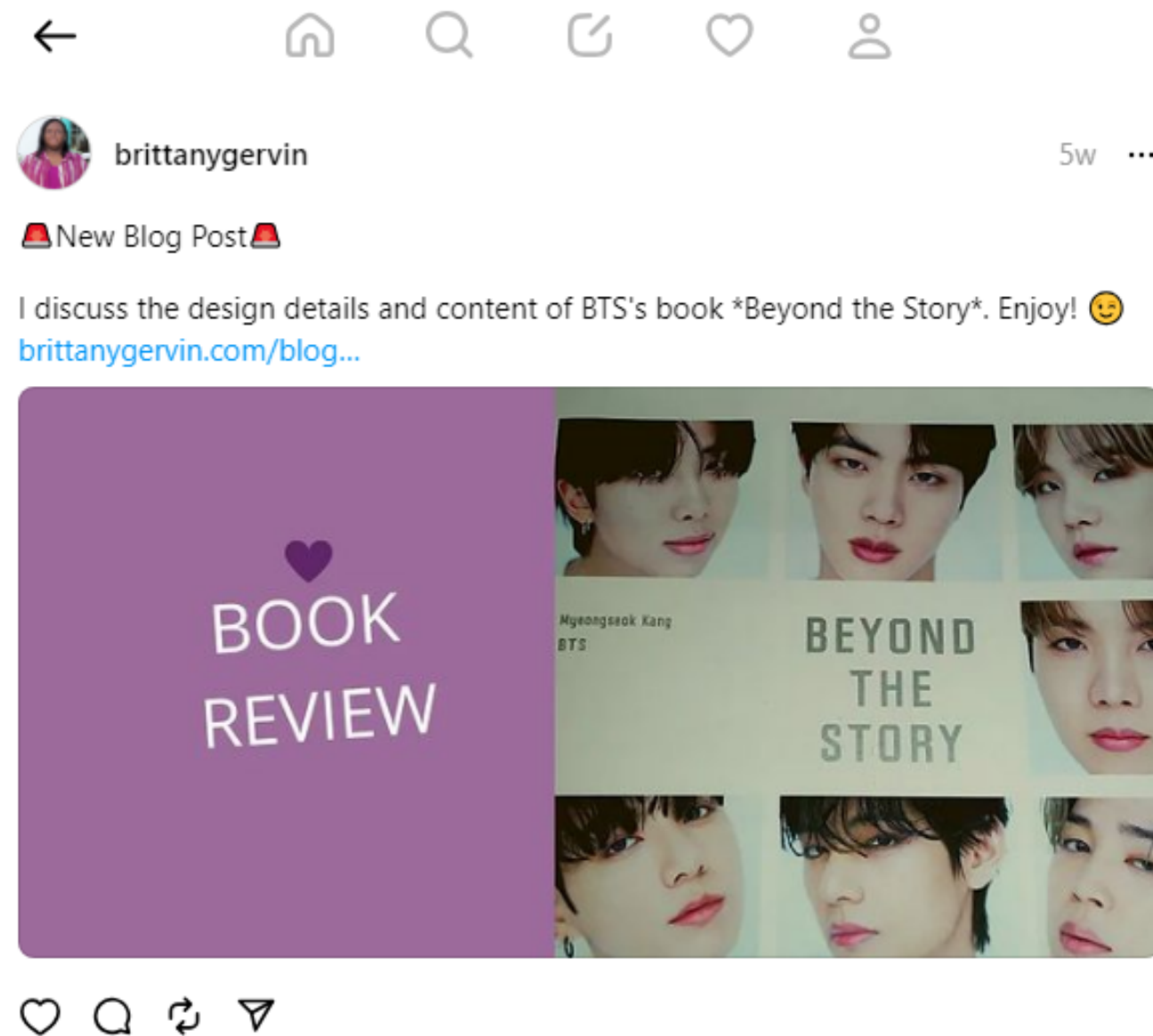
# HEADERS



Blog posts use a header like this one (made with Canva) as a featured image. The left side names the post type over an eggplant or razzmatazz background with white text. The right side is an image relevant to the post.



# POST ANNOUNCEMENTS



Blog post announcements for my social media accounts look like this example from Threads. It consists of the following parts:

- Two alert emojis (🔴) on either side of the words "New Blog Post" or just "Blog Post" for reposts.
- A short description of the post, ending with the word "Enjoy!" and a wink emoji (😊).
- A link to the post.
- The post's featured image (not the link preview!).

LinkedIn has the same format but without the emoji.

# PROFILE PICTURES

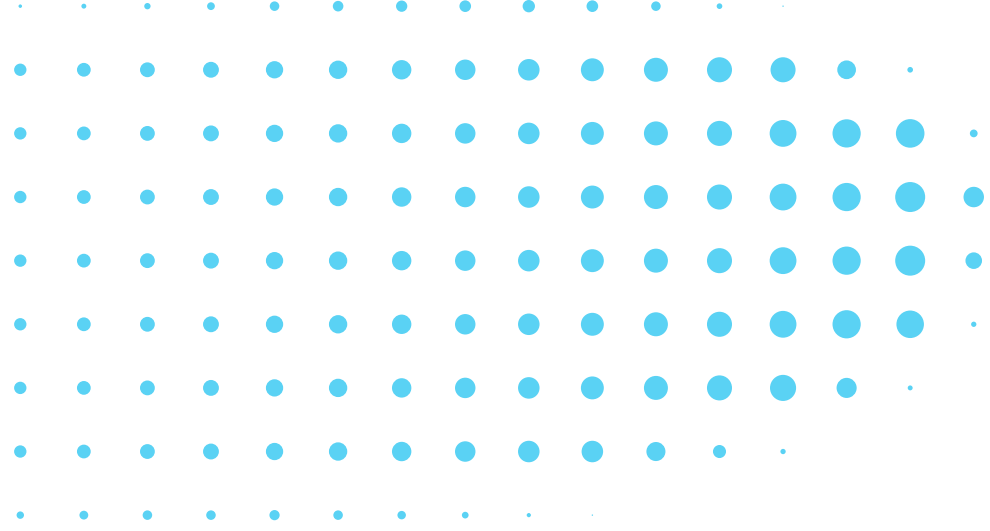
Me.jpg



Site logo.png



**“Me.jpg” is the default image for my personal social media accounts (Threads, Bluesky, IG, LinkedIn, etc.), while “Site logo.png” is for my professional accounts (FB & Mastodon). A larger version of “Site logo.png,” called “Cover.png,” is my default header/banner.**



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