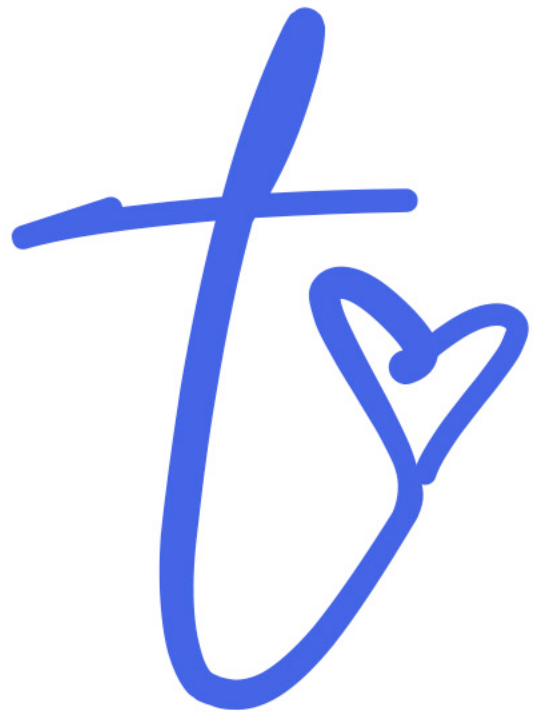




TANISIAMOORE

Author. Speaker. One Dope Mama.

Brand Guidelines

Brand Identity & Logo Guidelines

FONT USAGE



SIGNATURE FONTS:

"TANISIA MOORE":

Museo Sans 100

TAG LINE:

William Signature Regular

Brand Identity & Logo Guidelines

SIGNATURE COLORS {Digital Applications}



HEX CODES:

4465e6

VIBRANT VIOLET

b7299c

DARK MAGENTA

e5bbd8

SOFT PINK

2738aa

DEEP VIOLET

RGB Color Applications:

Whenever possible, use the above HEX Codes. Otherwise, use corresponding RGB color builds as follows:

Vibrant Violet – R:68 G:101 B:230

Dark Magenta – R:183 G:41 B:156

Soft Pink – R:229 G:187 B:216

Deep Violet – R:39 G:56 B:170

Brand Identity & Logo Guidelines

SIGNATURE COLORS {Print Applications}



CMYK (full-color process) Color Applications:

For full-color process (CMYK) printing, use the following CMYK color builds:

- Vibrant Violet – C:77 M:64 Y:0 K:0
- Dark Magenta – C:31 M:94 Y:0 K:0
- Soft Pink – C:8 M:31 Y:0 K:0
- Deep Violet – C:94 M:88 Y:0 K:0

Brand Identity & Logo Guidelines

LOGO USAGE {Authorized Uses}



GENERAL GUIDELINES:

ALTERNATE COLORS & COLOR SWAPPING – TANISIA MOORE Brand colors are the signature colors of the Brand and should **never** be changed or swapped for any other colors.

LAYOUT CHANGES – TANISIA MOORE Brand logo elements should **never** be rearranged, reconfigured, separated, or altered in any way, **with one exception:** *The vibrant violet “t{heart}” and “tee{heart}” icons may be used separate from the name/tag line, ONLY if explicitly authorized by owner Tanisia Moore. Any requests for use of these icons individually must be authorized by Tanisia Moore and will be approved, with parameters, on a case-by-case basis.*

ALTERATIONS – TANISIA MOORE Brand logos should **never** be stretched horizontally or vertically, rotated, or reshaped in any way.

Brand Identity & Logo Guidelines

LOGO USAGE {Authorized Uses}



ALTERNATE 1-Color (Black) LOGO VERSIONS:



ICON-ONLY LOGO VERSIONS: (*Pre-authorization is required for use*)



Brand Identity & Logo Guidelines

LOGO USAGE {Unauthorized Uses}

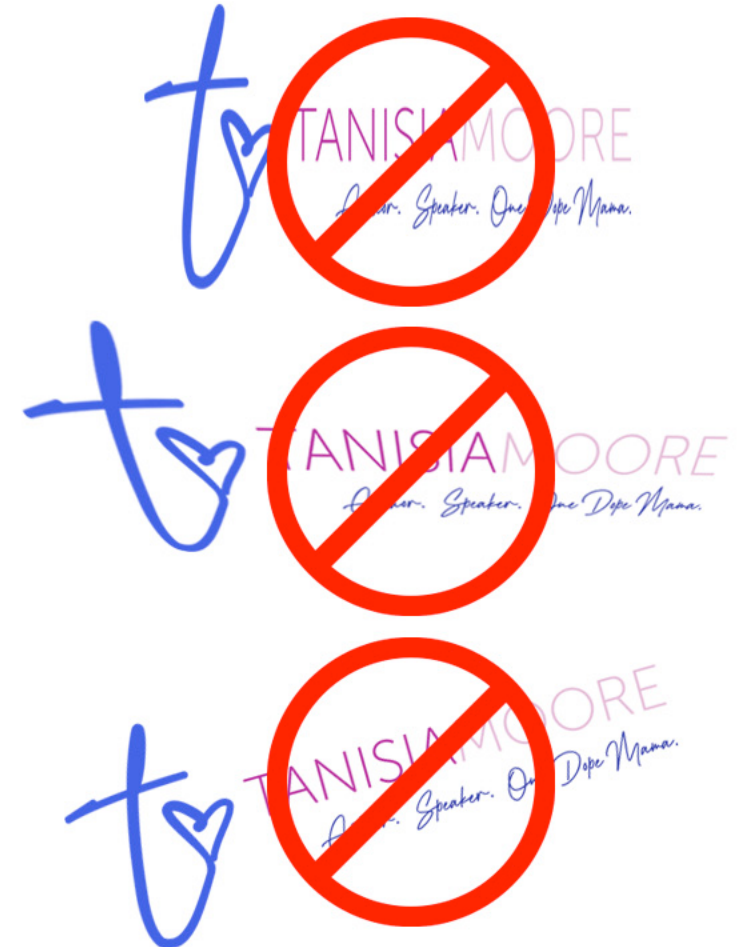
NO ALTERNATE COLORS OR COLOR SWAPPING

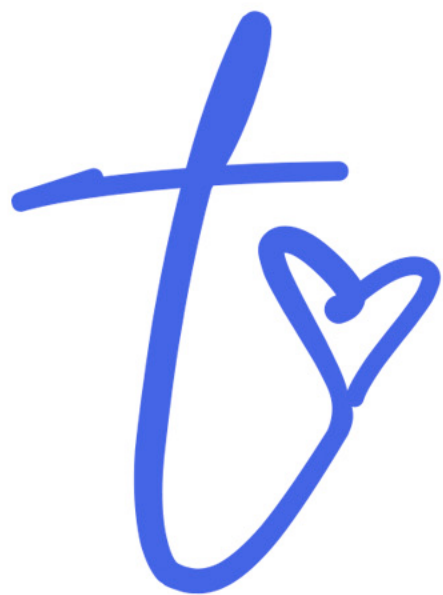


NO LAYOUT CHANGES OR SEPARATING ELEMENTS



NO ALTERATIONS NO STRETCHING • NO DISTORTING • NO ROTATING





TANISIAMOORE

Author. Speaker. One Dope Mama.

Questions? Please contact us!

email: **hello@tanisiamooore.com**

or visit us online at **www.tanisiamooore.com**