



th.

TARA HODGES PHOTOGRAPHY

Branding Guidebook
Developed by ARO Creative

Delicate, Abstract, Honest.

TARA HODGES PHOTOGRAPHY BRAND

Capturing the familiar, human element in every moment, the Tara Hodges Photography branding communicates honesty, creativity, and high-end quality. Shades of cool blues and natural tones embellish the brand, capturing a romantic and relaxed feeling. Contrasting typography of elegant serifs, modern typefaces, and vibrant script are well balanced throughout. This branding sets the stage for the beautiful, authentic photography Tara Hodges brings to the world.

A handwritten signature consisting of the lowercase letters "th." in a cursive, fluid style.



The Logo



TARA HODGES PHOTOGRAPHY

A handwritten signature in blue ink, appearing to read "J. H.". The signature is fluid and cursive, with a large loop above the letters and a small dot at the end of the "H".

Logo Spacing



The height from the top of the t's crossbar to the top of the h
should be applied to all sides of the logo for spacing purposes.



The height from the top of the t's crossbar to the top of the h
should be applied to all sides of the mini logo for spacing
purposes.

Logo Variations



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Typography

Montserrat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234556789

Light *Light*
Regular *Regular*
Semi-Bold ***Semi-Bold***
Bold ***Bold***
Black ***Black***

Cormorant Garamond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234556789

Light *Light*
Regular *Regular*
Medium *Medium*
SemiBold *SemiBold*
Bold *Bold*

Bollivia Rosilla

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234556789

Regular

The three fonts used are Montserrat, Cormorant Garamond, and Bollivia Rosilla. Montserrat should be for subheadlines, captions, and other special text. Cormorant Garamond should be used for main headlines and paragraph text. Bollivia Rosilla should be used for special text.

Images that capture how every moment feels.

SUBHEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

In love, with love.

SUBHEADLINE

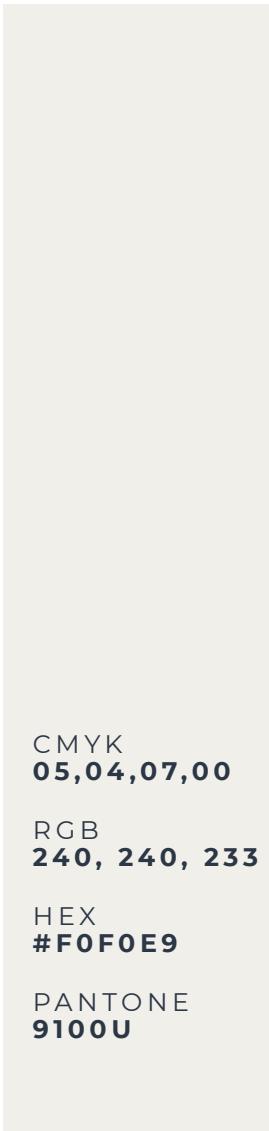
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

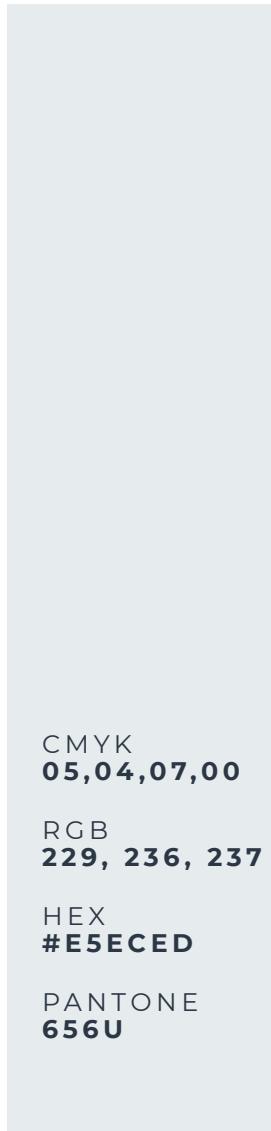
How Every
Moment Feels.

Color Palette

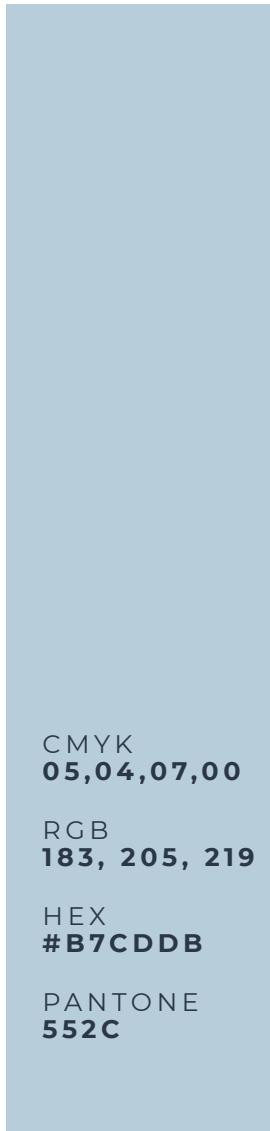
EGGSHELL



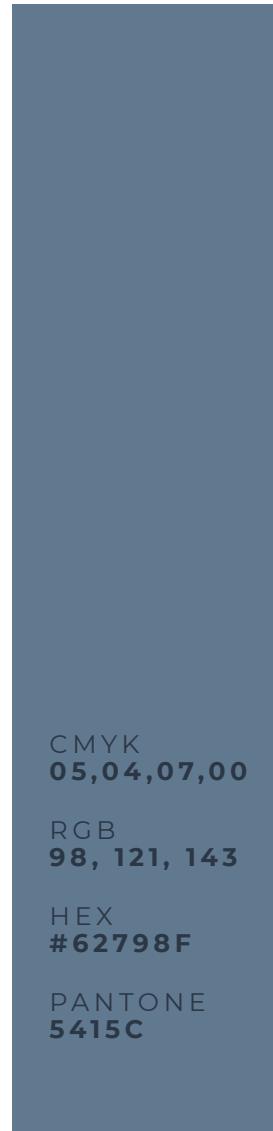
POWDER



FOAM



FRENCH BLUE



NAVY



CMYK
05,04,07,00

RGB
240, 240, 233

HEX
#F0F0E9

PANTONE
9100U

CMYK
05,04,07,00

RGB
229, 236, 237

HEX
#E5ECED

PANTONE
656U

CMYK
05,04,07,00

RGB
183, 205, 219

HEX
#B7CDDB

PANTONE
552C

CMYK
05,04,07,00

RGB
98, 121, 143

HEX
#62798F

PANTONE
5415C

CMYK
05,04,07,00

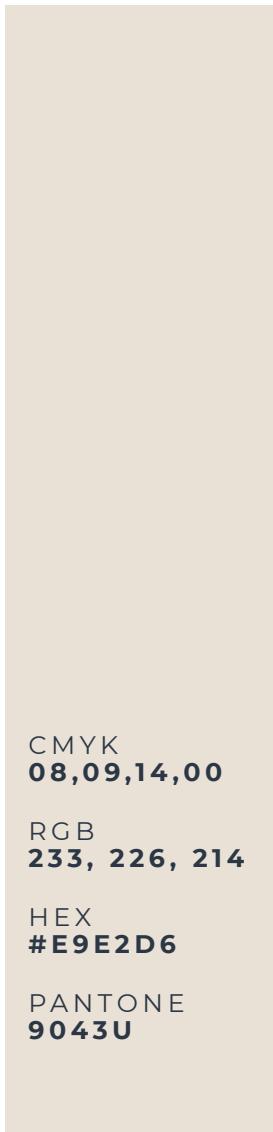
RGB
46, 56, 71

HEX
#2E3847

PANTONE
432C

Secondary Palette

SAND



CMYK
08,09,14,00

RGB
233, 226, 214

HEX
#E9E2D6

PANTONE
9043U

CLAY



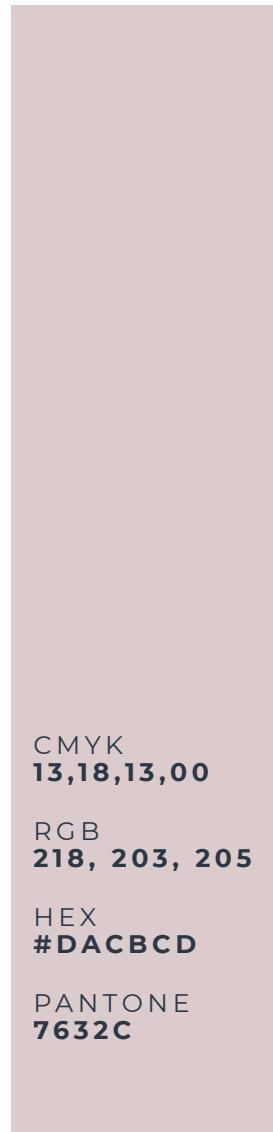
CMYK
17,24,32,00

RGB
212, 188, 169

HEX
#D4BCA9

PANTONE
481C

BLUSH



CMYK
13,18,13,00

RGB
218, 203, 205

HEX
#DACBCD

PANTONE
7632C

SAGE



CMYK
36,20,31,00

RGB
168, 182, 174

HEX
#A8B6AE

PANTONE
5655C

Examples



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2020 PHOTobook





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What Not To Do

A.X



B.X



C.X



D.X



E.X



F.X



G.X



H.X



- a. Don't rotate the logo
- b. Don't squash or stretch
- c. Don't add elements

- d. Don't resize parts of logo
- e. Don't rearrange composition
- f. Don't use off-brand colors

- g. Don't add dropshadows
- h. Ensure spacing guidelines are always met

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