



Style Guide

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Overview

PANCAKES OVER PERFECTION

Pancakes Over Perfection, a new social media lifestyle brand, will focus on helping and inspiring women on *Redefining "Perfect"* as a Woman, Mom, Wife and Friend through video and written content on social media and a brand website. This brand will start at the foundation of self-love and positive body image by empowering women to love themselves right where they are in the stage of life they are in now, realizing that the idea of “perfection” and a “perfect” body and life is our own choice with our own perception and parameters. This concept of redefining perfection will extend far beyond just physical attributes, with content ranging from friendships, marriage, parenting, fitness, nutrition, cooking, hobbies and everything in between, all with a twist of humor.

AUDIENCE



MOMS

with newborns, toddlers, pre-teens, teens & young adults



YOUNG WOMEN

who are in high school or college, and throughout their 20s



WORKING WOMEN

who are also pursuing a side hustle/passion project

Every woman has a different life story and experiences, but also has shared values and connected emotional desires. The brand's most essential objective is to understand and identify the perceptions and misconceptions of women related to themselves, their identities, roles, and relationships in order to provide relatable and impactful content that will result in authentic connections and drive positive change and action in their own lives and within the virtual community.

Fonts

HEADERS

Shrikhand ***Display Typeface***

This font is intended for a size of 14 points and above, and thus has been chosen for brand headers. It has a big, bold and unapologetic style, just as this brand intends to encourage and inspire women to love themselves right where they are at in every stage of life, and always stand firm in who they are.

Visual Character Examples:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz123
4567890!@#\$%^&*()

SUBHEADERS & TEXT

Lora *Contemporary Serif*

This font is well suited for body text, and makes a memorable appearance with its brushed curves in contrast to driving serifs. When Lora is paired with the the boldness of Shrikhand, an attractive contrast suitable for a social media post is achieved.

Visual Character Examples:

ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz1234567890!
@#\$%^&*()

ADDITIONAL TEXT

TT Norms *Sans Serif*

This font, with clean proportions and a straight forward look, has a total of 18 styles with 9 weights each, including Regular, Bold, ExtraBold, Medium, Light, ExtraLight, Thin, Black, and ExtraBlack (each with italics). It provides an additional option, with a more delicate and feminine touch, in addition to the other two strong fonts.

Visual Character Examples:

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyz1234567890!
@#\$%^&*()

Colors

The colors reflect the brand's identity and personality. The pink, aqua and purple shades give a feminine feel, along with a fun, vibrant, joyful, full-of-life POP!

Hex Code
#FF52B4

CMYK
0%, 67.8%, 29.4%, 0%

RGB
255-82-180

Hex Code
#582BAF

CMYK
49.7%, 75.4%, 0%, 31.4%

RGB
88-43-175

Hex Code
#00C2CB

CMYK
100%, 4.4%, 0%, 20.4%

RGB
0-194-203

Hex Code
#E4FCFF

CMYK
0% 0% 0% 0%

RGB
255, 255, 255

Voice and Tone

By immersing consumers in the brand's story and "why", and the purpose of redefining perfection in life, roles, relationships, self-love, and more, a strong voice of an online community of support and engagement for women will be created. Although there will be important real-life, serious topics that will deeply resonate with women, there will always be an underlying tone of entertainment and humor to uplift the consumers and bring moments of joy and laughter.

Example - This brand name was created from a "lightbulb" moment of realization, and the text below demonstrates how the brand's story will be communicated in a humorous way:

"Have you struggled with body image issues at some point in your life? I see you, and can relate. For me, this began during childhood and continued into motherhood, as my once "perfect" chest now looks more like two pancakes instead! ;) However, I had a revelation ... I *LOVE* pancakes! They're amazing y'all! So why can't we all learn to love our bodies and our *pancakes* now?! We get to choose what perfection is! I choose PANCAKES OVER PERFERCTION!"



Social Media

The social media platforms of YouTube, Facebook, Instagram and Twitter will be utilized to reach the three niche consumer groups, along with a company website and email distribution list.

The biggest possible reach and most significant impact is estimated to be generated from YouTube with both short videos (3-5 minutes) and longer videos (10+ minutes). Facebook, Instagram and Twitter will still be high priority touchpoints with daily live video “stories” of impromptu content, along with posts of photos and accompanying written content, which can be tied together and posted simultaneously. These platforms will also be used to post links to already created YouTube content. Website and email may not be visited and utilized often until a consumer base has grown, but will still be used for additional engagement.



Photography Style

Images that represent mothers, young women and working women will be used to represent the three main targeted consumer groups.

Every day life in action, including work and play, will be promoted with image coloring being bright and playful.



Contact

Follow **Pancakes Over Perfection** to learn how to "Redefine Perfect" in your life!

@PancakesOverPerfection

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