Migdalia
CONSULTING

Brand Guidelines

Brand Guideline

This document will serve as your guide to everything that helps create the look and feel of Migdalia Consulting, and should be used when creating all brand and campaign materials.

Brand Strategy

Internal Summaries

Challenge Statement

Entrepreneurs working in the event industry or looking to break in for an additional revenue stream are seeking guidance on best practices in today's market because figuring out how to land their ideal bookings on their own has them feeling overwhelmed and not connected with their true business potential.

Transformation Statement

My event vendors now feel confident, accomplished, and inspired because my generational insight and strategies helped them connect with their ideal clients and realize their potential, allowing them to increase their revenue and be an integral part of their client's unforgettable event.

Marketing Statements

Tagline & Proposition Statement

Event Vendor Strategies

Accelerate your business with meaningful connections and creative strategies.

Brand Truth

I believe that the event industry is brimming with opportunities, and with the guidance of an experienced and creative business strategist, any vendor can confidently connect with clients who are looking for their unique services and talents.

Brand Pillars

My brand pillars truly represent the unique philosophies of Migdalia Consulting. These philosophies are ingrained in the way I approach all aspects of my business.

Industry Expert

With extensive knowledge of the event industry, I delight in guiding you through the ins-and-outs and connecting you to resources that will elevate your business.

Trend Spotter

In an industry that has changed greatly in the past 3 years, it has been a challenge for most vendors to keep up. I stay on top of industry trends so you are ahead of the curve.

Out-of-the-Box Thinker

This is the way we've always done it', let me help you step out of the box. There are at least 3 ways to do anything—let's expand on what has worked in the past to create effective solutions.

Local Supporter

When it comes to business, there's nothing like an in-person relationship to foster accountability, community, and opportunity. I will introduce you to other trusted local vendors, partners, and potential clients.

Brand Personality

Characteristic	Description
Creative Not a "one size fits all" approach	Each of my clients comes to me with different challenges. I spend time getting to know you and your goals then present creative but realistic solutions unique to you.
Passionate Genuine collaborator with a passion for your success	Your success is my success—I see your passion for others and will help you do more of what you love. Creating memories and making dreams a reality is what the event industry is all about. Let's work together to put a smile on more faces.
Honest Providing kind and sincere feedback to help you grow	To push past obstacles and plateaus, honesty is the best policy. Let's take a deep dive and find the root of what is currently stopping you from booking more events.

Using
Your
Brand

Logo System

There is not one, single logo for the company. A flexible system of logos has been established to provide variety in color, size, and format application. This document will serve as a guide for how to use the logo and its complementary colors and fonts.

Stacked Logo Layout

This stacked version of the logo includes the company name and descriptor. This should be used as often as possible, if the space allows.

Logotype

Migdalia
CONSULTING

Descriptor

Logo Variations

The different versions of the Migdalia Consulting logo are to be used in accordance to their given space to strengthen consistency of the brand.

Stacked Version
This version should be used as your main logo.

Wide Version
Use this version of the logo for short and wide applications. (Pens, would be an example).

Mark
The mark is for when space is limited or as an additional design element. It should only be used if the logo or name of the company is prominently displayed somewhere else in the same layout.

Stacked

Migdalia
CONSULTING

Wide

Migdalia CONSULTING

Mark

M.

Mandatory White Space

Always maintain generous margins throughout printed and online materials to allow elements to have proper breathing room and to aid the reader's eye in navigation.

Your Margin

Always maintain a clear space greater than or equal to the height of the lowercase 'a' in the logo every version of the logo.

Incorrect Logo Usage

Using a logo correctly is essential in maintaining a strong brand identity. If a logo is used incorrectly, it can create a confusing message and negatively impact a brand's credibility.

1. No Recoloring

Do not use colors or logo variations other than the ones provided.

2. No Complex Background

Never use background images or colors that would compromise the logo's legibility.

3. No Stretching

The logo should never be stretched, shrunk, or distorted.

4. No Extra Elements

Do not add extra graphic elements including drop shadows.

5. No Logo Alternatives

Never re-create the logo, only use supplied logo files.

6. No Close Graphic Elements

To avoid illegibility, the logo should never have elements in close proximity to it.

Logo Color Usage

Full-Color Versions

The primary color choice for the logo is one of the full color versions, either on a light or dark background. Use these versions in all possible print and web applications.

One-Color Versions

The one-color version of the logo should only be used in applications that are strictly limited to one color or if the full color version is not legible on the given background. It should never be adapted into any of the other brand colors —if full color can be used, you must use the full-color version of the logo.

Dark Backgrounds

The full-color-reversed version of the logo or the beige version are to be used when the logo needs to be on a dark background. If the full-color-reversed version is clearly legible, this version is preferred.

Clarity

Avoid using the logo on extremely busy backgrounds or in contexts where the contrast is low. The logo needs to always be crisp and pop against whatever background is chosen for the design.

Full Color

One Color

Full Color Reversed

Beige

Brand Colors

The Migdalia Consulting color palette highlights your fun, professional, and forward thinking approach.

CMYK

The CMYK breakdown is to be used in any printing job that is done digitally or as a 4-color job on a press.

RGB

The RGB color version is to be used in any screen-based medium. This ensures that the color will present as accurately as possible on screen.

HEX

HEX colors are the hexadecimal way to represent a color in RGB format and is used in web-based formats.

Primary

Poppy cmyk 0 86 57 0 | rgb 255 73 89 | Hex #FF4959

Cosmos cmyk 52 100 13 5 | rgb 140 25 129 | Hex # 8C1981

Magnolia cmyk 0 2 4 0 | rgb 255 249 241 | Hex #FFF9F1

Secondary

Orchid cmyk 12 73 0 0 | rgb 227 100 185 | Hex #E364B9

Lavender cmyk 23 36 2 0 | rgb 193 164 201 | Hex #C1A4C9

Citron cmyk 13 12 100 0 | rgb 229 207 3 | Hex #E5CF03

Deep Violet cmyk 70 100 36 50 | rgb 66 0 64 | Hex #420040

Accent

Prismatic Horizon

Typography

Brand Fonts

To the right are the fonts used in all of your brand elements.

H1s

For headlines, Orpheus Pro is used.
Digital Alternative: An equivalent system font would be Palatino Linotype

H2s

For secondary headlines, use Alegreya Sans Bold.
Digital Alternative: An equivalent system font would be Tahoma Bold.

H3s

For tertiary headlines, Orpheus Pro is used in a smaller size than the H2s.
Digital Alternative: An equivalent system font would be Palatino Linotype

Body

For body copy, use Alegreya Sans Regular.

Emphasis Text

For emphasis text, use Alegreya Sans Italic.

Orpheus Pro

The Quick Brown Fox Jumped Over the Lazy Dog.

Alegreya Sans Bold

The Quick Brown Fox Jumped Over the Lazy Dog.

Alegreya Sans Regular

The quick brown fox jumped over the lazy dog.

Alegreya Sans Italic

The quick brown fox jumped over the lazy dog.

File Types

In the logo package provided, you will find several variations of your logos and marks. We've organized the elements by file type, which is distinguished by the extension following the period in the name. (ex:.jpg)

.eps (Vector)

A vector file is ideal for printing, embroidery & etching. The edges will always be sharp regardless of how large you scale it. Whenever a printer asks for your logo, send them this version to scale as they need without pixelated edges.

.jpg (Print)

A rendered, or rasterized, file that is commonly used and easily shared. These files can be shrunk, but never stretched any larger than their original size, or they will appear blurry. A .jpg will always save with a white background. This will be a large file, 300dpi, good for printing in the CMYK color space.

.jpg (Web)

As described above, except it will be a very small file size, and saved in the RGB color space.

.png

A rendered, or rasterized, file that saves with a transparent background instead of white. These files can be shrunk, but never stretched any larger than their original size or they will appear blurry. Use these over .jpgs wherever possible.
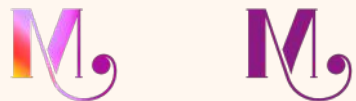
Your Provided Files

The following elements are provided in various formats and file types in your logo package. The entire set of files in your Final Logo Files package are shown visually on the following pages.

· Stacked Logo

· Wide Logo

· Mark

Provided Files

Modern Millennial

Bright, warm color palette

Focus on Elise

Subtle Surprises

Holographic Touches

Migdalia CONSULTING

M.

Event Vendor Strategies

We delight in helping you learn the ins-and-outs of the event industry. We'll connect you to the resources you need, so you can elevate your business.

Out-of-the-Box Thinkers

Industry Experts

Trend Setters

Local Supporters

Migdalia CONSULTING

Accelerate your business with meaningful connections and creative strategies.

Migdalia CONSULTING

EVENT VENDOR STRATEGIES

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