

WWW.DEMIBANG.COM

DEMI BANG  
*demibang*

BRAND  
GUIDELINES

2019

DEMI BANG





# INTRODUCTION

01

Demi Bang is a college lifestyle blogger and influencer in Scottsdale, Arizona.

DemiBang.com is a lifestyle blog based in Scottsdale, Arizona with an emphasis on Beauty, College, Relationships, and Travel.

# COLOR PALETTE

02

## MAIN COLORS



HEX: #e6c3bf



HEX: #dbdbdb

## COMPLEMENTARY COLORS



HEX: #f9f9f9



HEX: #f3dfde



HEX: #ededed

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THE LOGO

03

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# TYPEFACE

04

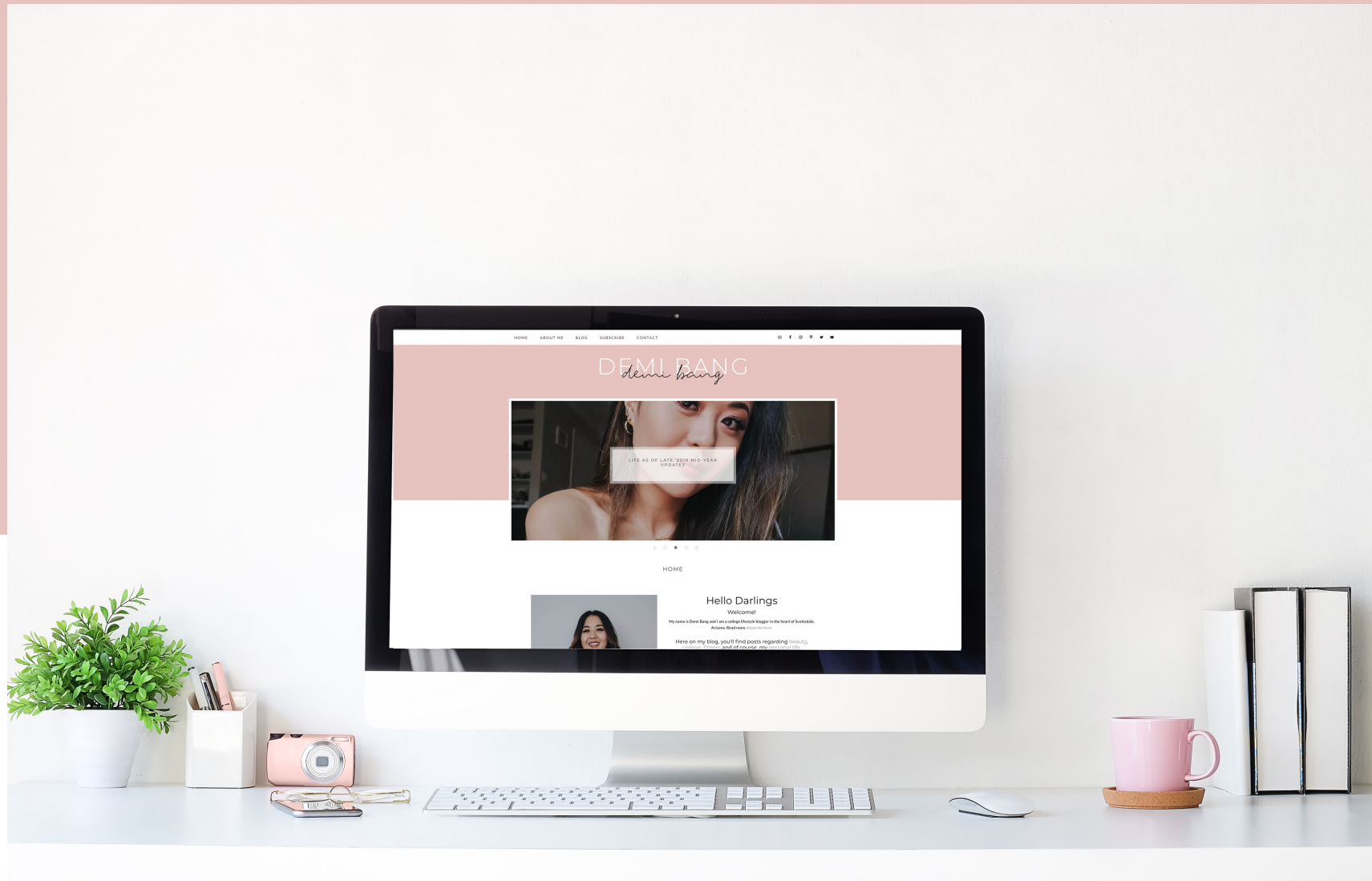
LATO - HEADERS

ALL CAPS - SPACED 360

Montserrat Light - Body

normal caps - spaced 150

also used in subscript logo: tiffany script



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