

# NICOLE

BRAND GUIDELINES

01

# HERNANDEZ

# TRAVELLING

# HYPONOTIS

NICOLE HERNANDEZ

Design by:  
JACQUELYN TIERNEY CREATIVE

2020

*NICOLE*  
*HERNANDEZ*

NICOLE HERNANDEZ

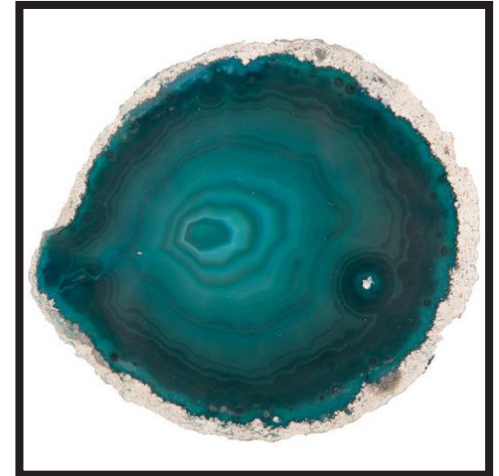
*Tagline:*  
THE TRAVELING HYPNOTIST

2020

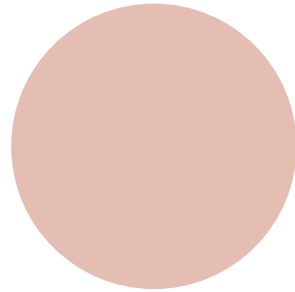


*Tagline:*  
THE TRAVELING HYPNOTIST

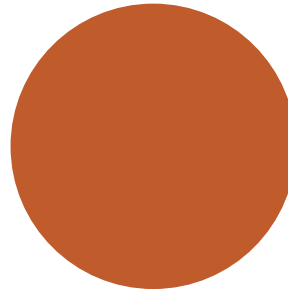
Source images that are black and white with grain, that having minimal and striking color, movement and scenes of the natural world and subconscious.



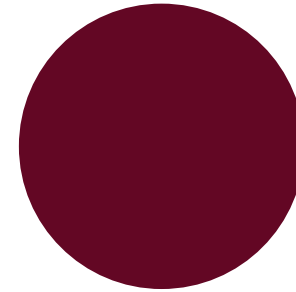
Brand Values:  
WANDER | PROSPERITY | CURIOSITY | CURATED



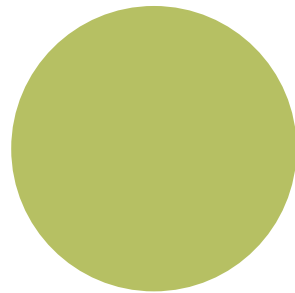
HEX #E4BDB3  
RGB (228, 189, 179)  
CMYK (0%, 17%, 21%, 11%)



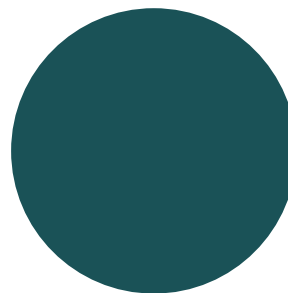
HEX #C05B2B  
RGB (192, 91, 43)  
CMYK (0%, 53%, 78%, 25%)



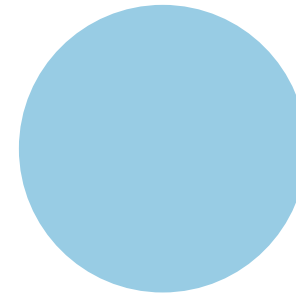
HEX #630A25  
RGB (99, 10, 37)  
CMYK (0%, 90%, 63%, 61%)



HEX # B7C062  
RGB (183, 192, 98)  
CMYK (5%, 0%, 49%, 25%)



HEX #195357  
RGB (25, 83, 87)  
CMYK (71%, 5%, 0%, 66%)

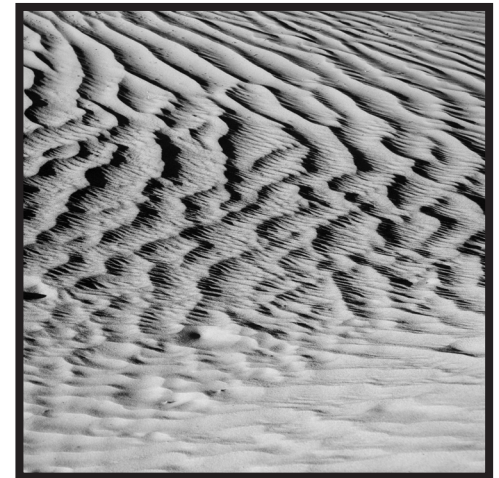


HEX #99CBE2  
RGB (153, 203, 226)  
CMYK (32%, 10%, 0%, 11%)



*Textures wtb heart, history and mystery lead this brand. Ex. leathers, grainy sands, metals dynamic paper patterns and watery undercurrents.*

TEXTURES



*Brand Values:*  
WANDER | PROSPERITY | CURIOSITY | CURATED

NICOLE HERNANDEZ Add contrasting shadow color to white and black text.

N I C O L E  
H E R N A N D E Z  
T R A V E L I N G  
H Y P N O T I S T

*Tagline:*  
THE TRAVELING HYPNOTIST

2020

# Moderno FbCond Light 60pt Spacing 50

ModernoFBCond Light / 25pt Spacing 25

**MACHO SEMIBOLD / 16PT SPACING 200**

Moderno FBCond Regular / 16pt Spacing 75

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.

*Typographic Key Words:*  
SCIENCE | APOTHECARY | MODERN