



BRAND GUIDELINES 2022

EST. 2015



Table of Contents

03 OUR BRAND

04 Mission Statement

05 About Allison

06 VISUAL REPRESENTATION

07 Concept x Vision

08 Mood Board

09 Colors, Logos, Fonts

10 CONNECT WITH US

11 Social Media

17 Contact





OUR
brand



MISSION STATEMENT

Loveall Design Co seeks to spread the joy of Christ with blooming hand-painted florals and inspirational lettering.





Allison Loveall

FOUNDER X ARTIST

Allison Loveall is a self-taught artist & illustrator based out of Phoenix, AZ. She is a wife, mother, and full-time business owner of an all woman operated team. Her journey as an artist began in 2015 as she searched for a hobby during her freshman year of college. Her vibrant and inspirational art quickly became loved by friends and family – motivating her to start selling her work online. After graduating with a Bachelors Degree in Elementary Education in 2018, Allison decided to run Loveall Design Co full time. She has honed her artistry the past six years, which has allowed her to cultivate a sincere love for producing art that captures the beauty of nature and maneuvering words to look just as beautiful as their meaning. She specializes in acrylic paintings and illustrating digitally on her iPad.



VISUAL
representation

Blooming. Vivid. Delightful. Inspirational.

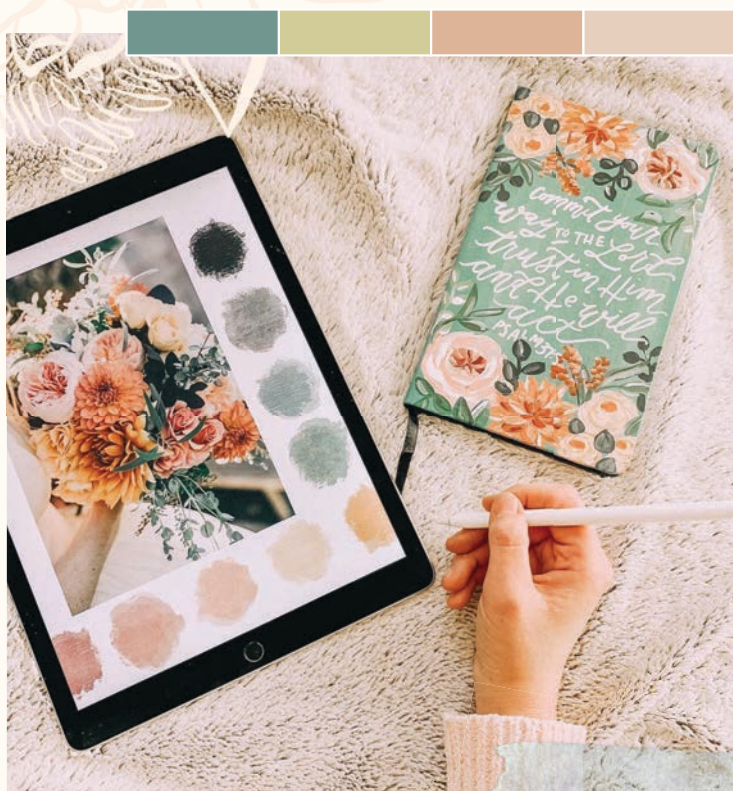
BRAND CONCEPT x VISION



Loveall Design Co conveys warm, vivid, and blooming floral designs along with inspirational, modern hand-lettering. Designs are produced on stationery, calendars, notebooks, book covers, drinkware, phone cases, home decor, and more.

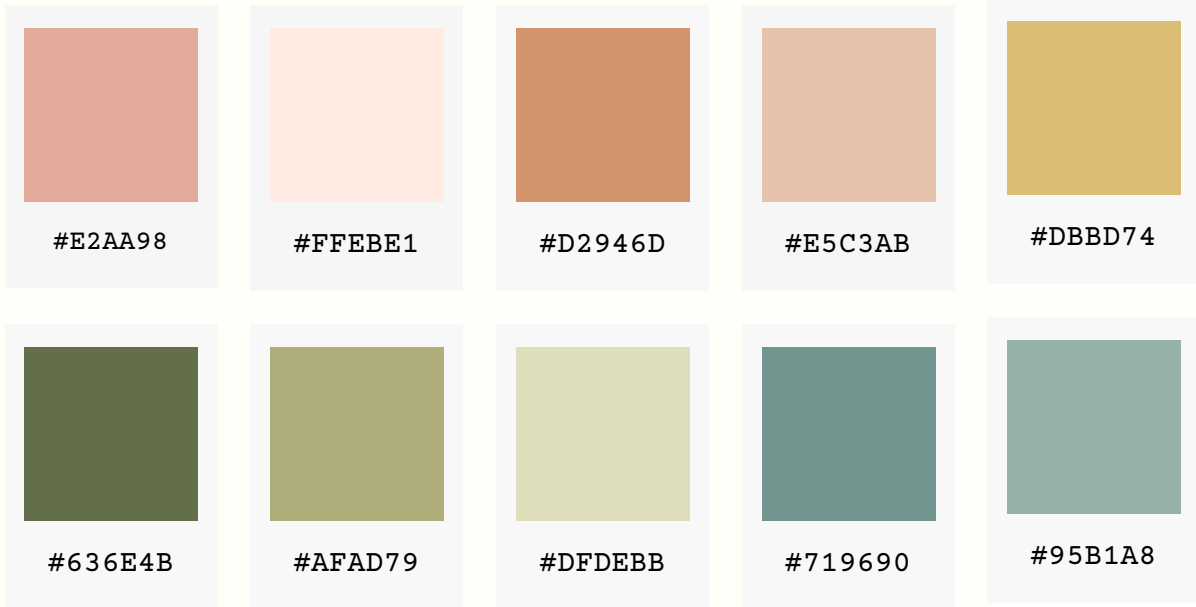


MOOD BOARD



WWW.LOVEALLDESIGN.CO

COLOR SCHEME



MAIN LOGO



ALTERNATIVE LOGO



FONTS

NOIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

COURIER PRIME

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

CANTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&



CONNECT
WITH US

SOCIAL MEDIA

Loveall Design Co has cultivated a community on social media that offers perfect opportunities to share about partnerships & collaborations.



40k+ active followers



4.9k+ followers and 3.3M monthly impressions



160k+ followers and 4 posts with 1M+ views



HOBBY LOBBY





Andrews McMeel
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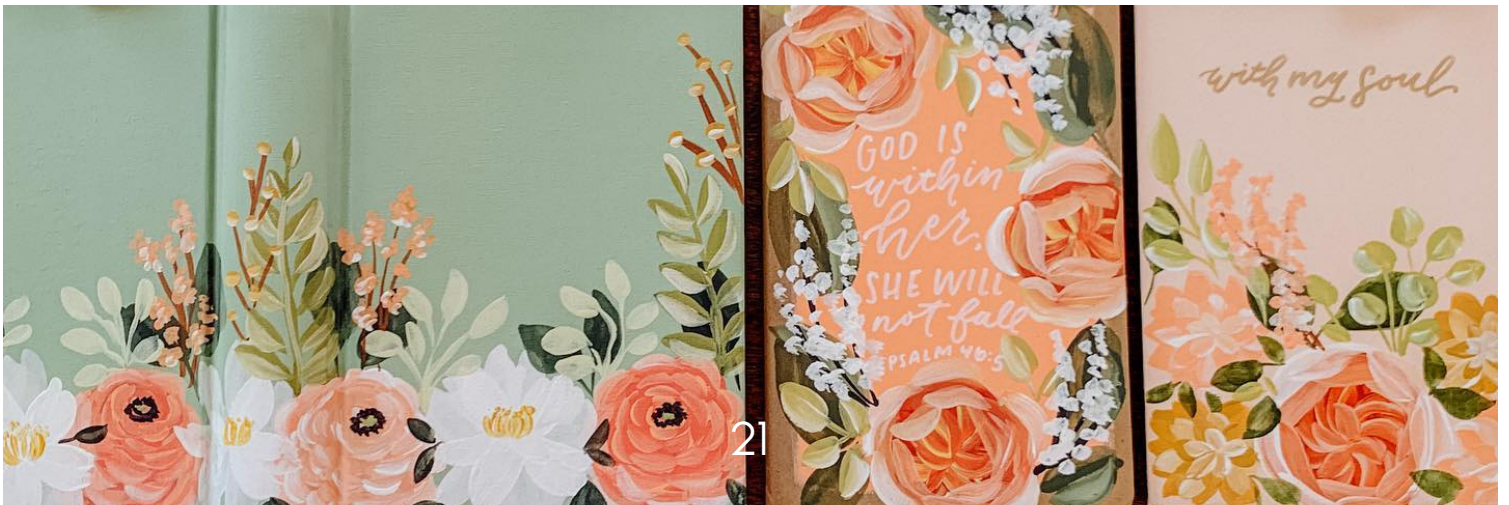












look forward
to working
with
you!

CONTACT US

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Sincerely,
Allison Loveall

