



BRAND BOOK

2022

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WELCOME

Our Mission

Lily & Val blends nostalgia with whimsical charm to create heartfelt art that encourages, uplifts, and celebrates a slower way of living.





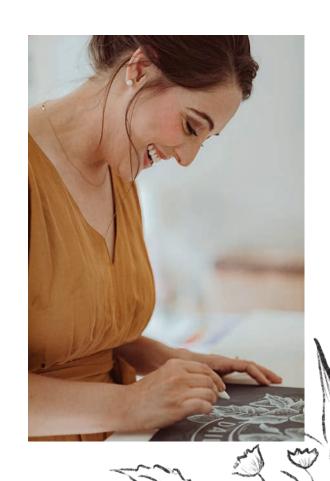
VALERIE MCKEEHAN WAS STANDING IN THE KITCHEN IN 2012, NEWLY MARRIED, WANTING TO CREATE A PIECE OF ART TO MAKE HER FIRST HOUSE FEEL MORE HOMEY. SHE DECIDED TO HAND LETTER A CHALKBOARD SIGN BECAUSE SHE LOVED THE NOSTALGIC, COZY LOOK.

Little did she realize then that this humble chalkboard was the start of a new journey and Lily & Val was born shortly thereafter. Discovering that other people wanted to hang her art in their homes was a complete joy and thrill!

Through the years Valerie has applied the same philosophy that started it all: create unique, meaningful artwork that she wants to own and be surrounded by.

Valerie hand letters, paints, and illustrates each design out of her home studio in Pittsburgh, Pennsylvania. Utilizing various mediums, she infuses each drawing with her signature flourishes, flowers, and recognizable typography.

You can expect a Lily & Val product to be truly unique and made with love.



ABOUT VALERIE



MY ARTWORK IS DRIVEN BY A SENSE OF NOSTALGIA.

When I think about my fondest memories, they involve scenes of cozy, simple, ordinary life. I grew up in rural Pennsylvania and my mother instilled in me a deep-rooted love of flowers and nature, which I am profoundly grateful for. I often look to happy memories of my childhood for inspiration. I believe it's the small things of everyday living that mean the most and this sparks much of my work.

Thank you for letting me share part of my heart and world with you!

Valerie Totechem

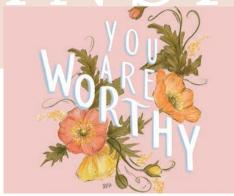
13 6 00 03 13 6 00 03





















PRESS

It is an honor to have been featured by these media outlets.

Better Homes & Gardens



GOOD HOUSEKEEPING







ALSO SEEN IN

Real Simple Life & Style BuzzFeed

The Knot

Stationery Trends Magazine

The Cooking Channel

The Huffington Post

Women's World Magazine

Country Living
Style Me Pretty
Flow Magazine
Beekman 1802











Artwork created for Bravo's Top Chef Season 18

CLIENTS

Valerie has produced art for several corporate clients including:











Etsy















RECENT PRODUCT Collaborations







PARTNERSHIPS

Partnering with some of the strongest manufacturers, publishers, and retail brands in the world, Valerie has created a vast collection of artwork for many categories including textiles, stationery, books, gifts, and wall art.

BARNES&NOBLE

Mixbook
PHOTO CO.

NORDSTROM

west elm

creativeco-op

LANG

HOBBY LOBBY

Michaels

ALSO PARTNERED WITH

Papyrus

Home Goods

TJ Maxx

Trader Joe's

Kirklands

Joann Fabrics

American Greetings

Workman Publishing

Crystal Art Gallery

Sellers Publishing

Orange Circle Studio

Fab Fit Fun

Plaid Crafts

Leanin' Tree

Demdaco

Creative Brands

Raz Imports

















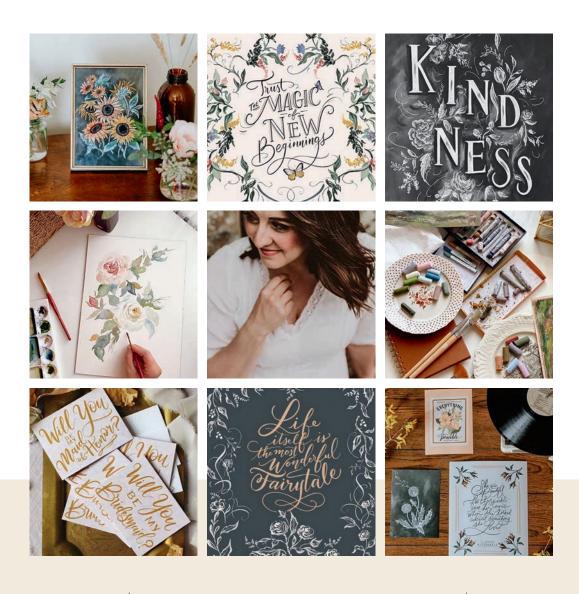




SOCIAL MEDIA

@LILYANDVAL • @VALERIEMCKEEHAN

Lily & Val's social media following offers a wonderful opportunity for cross promotion and support. We love sharing about our partnerships and collaborations.





100K+ FOLLOWERS



23K+ AND 1.5 MILLION+ IMPRESSIONS PER MONTH



12K+ FOLLOWERS

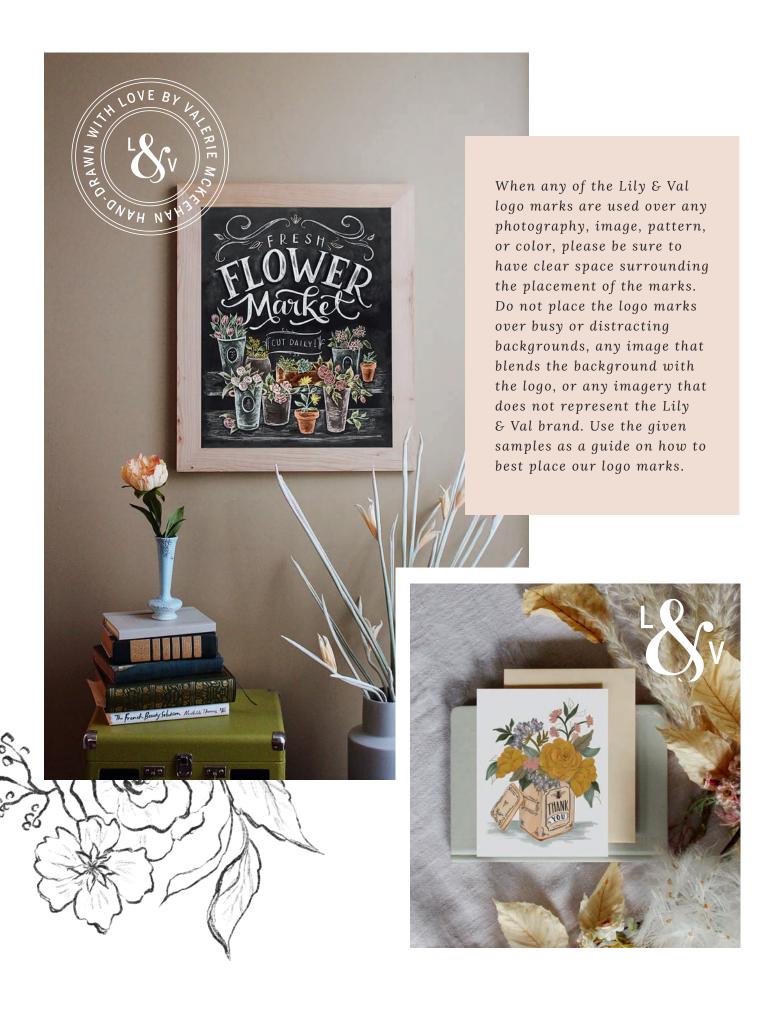




HERE ARE A FEW HEAD SHOT VARIATIONS OF VALERIE THAT ARE ACCEPTABLE TO USE FOR PROMOTIONAL PURPOSES

These are examples of head shot angles and styles to be used of Valerie McKeehan when and where applicable. Any images used should remain unedited, cropped without cutting any part of face, and used alongside any bio information in regards to both Valerie and Lily & Val.







PACKAGING SUGGESTIONS

Below you will find examples of packaging design. Though these suggestions are generic in nature, we would look forward to the opportunity to modify them into custom packaging solutions for your needs.





For special use permissions or questions, contact: mak@lilyandval.com

LOGO MARKS

Our visual brand identity combines logo mark and logotype features to both complement and represent the core values and mission of Lily & Val. This combination of design elements creates marks that are approachable, cozy, and friendly, balanced with subtle femininity and a timeless aesthetic.



PRIMARY LOGO



VARIATIONS





ALTERNATE LOGO



SUBMARK BADGES





PRIMARY LOGO

ALTERNATE LOGO





SUBMARK BADGES







CLEAR SPACE

It is important to keep the Lily & Val primary logo, and all other logo marks, clear of other graphic elements. Spacing must scale with the logo size adjustments.



MINIMUM SIZE

Please do not scale the logo marks below the recommended sizes. The minimum size for the primary logo must be no smaller than $250 \, \mathrm{px} \times 83 \, \mathrm{px}$ digitally, or 3" x 1" on printed materials. The minimum size for the alternate logo and submark badges is $185 \, \mathrm{px} \times 185 \, \mathrm{px}$ digitally, or 1.25" x 1.25" on printed materials.

KEY GUIDELINES

HOW TO USE THE LILY & VAL BRAND MARKS CORRECTLY

- #1 The logo type, logo marks, nor any other aspect of the Lily & Val name may be used in any other organization name, product service name, domain name, or website title.
- #2 The marks may never be associated with products, marketing material, or designs that were not developed by Lily & Val.
- #3 The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. This includes removing the words Lily & Val, Est. 2012 or any other design elements.
- #4 If your organization offers licensed
 Lily & Val products you must include
 the words "Officially Licensed Product"
 centered, directly above, or below, the
 Lily & Val logo marks using Libre Franklin
 Regular in white (#FFFFFF) or Lily & Val
 Black (#251D12) as shown on page 13.
 Size not to exceed more than 12pt, or
 smaller than 8pt.

- #5 The official Lily & Val primary logo color is gray and the web hex is #8B8B87. The Lily & Val gold color (#B58A46) and blush color (#F2ELD9) are also used in the logo badges with the same Lily & Val gray. Logo marks may be shown in white (#FFFFFF) or Lily & Val Black (#251D12).
- #6 The marks may be resized, but the proportions must be maintained. The lettering inside the marks must remain legible when reproduced for print or digital formats.
- #7 Logo and licensing copy must not be larger than 20% of the surface area where the logo is displayed.
- #8 The words "Lily & Val" are always to be written utilizing an ampersand (&) and never the word "and." Limited Liability Corporation (LLC) initials are only to be used when referring to a copyright, otherwise no LLC should be included.

INCORRECT USAGE





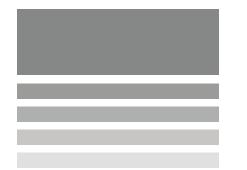




COLOR PALETTE

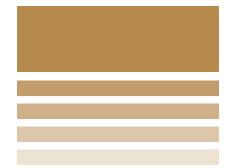
Color is an important part of our brand identity. Our carefully selected colors display a sophisticated, feminine, and welcoming aesthetic that embodies the Lily & Val brand.





STONE GRAY

CMYK 50, 40, 42, 5 RGB: 139, 139, 135 HEX: 8B8B87 PANTONE: 423C

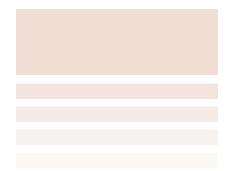


ANTIQUE GOLD

CMYK 28, 45, 80, 5 RGB: 181, 138, 70 HEX: B58A46 PANTONE: P 19-5C



CMYK 40, 20, 40, 3 RGB: 161, 177, 154 HEX: A1B19A PANTONE: 4184C



BLUSH PINK

CMYK 5, 12, 12, 0 RGB: 242, 225, 217 HEX: F2ELD9 PANTONE: P 31-1C



IVORY LACE

CMYK 4, 7, 11, 0 RGB: 245, 235, 224 HEX: F5EBE0 PANTONE: 9224C



CMYK 22, 10, 22, 0 RGB: 205, 213, 199 HEX: CDD5C7 PANTONE: 4176C



LILY & VAL BLACK

CMYK 0, 0, 0, 100 RGB: 37, 29, 18 HEX: 251D12

PANTONE: Process Black C

TYPOGRAPHY

When used consistently, typography is a powerful statement to brand identity. The typefaces we have chosen to represent the Lily & Val brand are clean, modern, and timeless. These selected True Type fonts should be used across all print and web applications, including, but not limited to, any promotional material or packaging.

Aa

- Use for product titles and headlines
- Use in upper-case only unless a special request is made

PT SANS BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # &

Aa

- Use in italics only for all body copy, or subheads
- Use sentence case for all body copy and may use upper-case sparingly

Lora Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#&

NOTE: When offering officially licensed Lily & Val product, you must include copyright information in Libre Franklin Regular, between 8-12pt sizes only (see page 13).





CONTACT US

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