



MONOGRAM & MUSE

BRAND STUDIO · ALABAMA

Brand Guidelines



VERSION 1.0 · SEPTEMBER 2026



CLIENT NO. 1 · PREPARED BY THE STUDIO TEAM

Contents



Sixteen pages that keep the brand consistent, from the first sketch to the last sticker.

THE BRAND

03 The idea

04 Positioning and pillars

05 Voice

THE LOGO

06 Logo suite

07 Clear space and sizes

08 Logo misuse

COLOR AND TYPE

09 Color

10 Contrast

11 Typography

12 Type hierarchy

TEXTURE AND IMAGE

13 Motifs and texture

14 Imagery direction

IN USE

15 Social

16 Stationery

17 Packaging

18 Website

CONTACT

19 Contact



THE IDEA

Every great brand needs a mark and a muse.

PRIMARY TAGLINE

The mark and the
muse.

ALTERNATES

Brands with presence.

Every brand begins with a muse.



THE MARK

The monogram: craft, precision, an
identity you own.



THE MUSE

The inspiration: research, imagination,
the story behind it. We give clients both.

POSITIONING

Who we are for

For Alabama small businesses, product founders and funded startups who have outgrown DIY but don't need a \$50k-\$100k agency, Monogram & Muse is the research-led brand studio with published, fixed packages that delivers a complete, ownable identity in 7 to 30 days.

BUYER FEARS, OUR ANSWERS

- Surprise costs —> Fixed, published packages
- Strategy that never pays off —> Every direction states its business case
- Print mistakes —> Supplier-checked dielines and proofs
- Slow agencies —> 7, 14 and 30-day timelines
- "Why not a \$300 template?" —> An ownable, screened mark and a complete system

FIVE PILLARS, IN THIS ORDER

- ## 1 Research first.

Every direction is backed by market, competitor and customer research.
- ## 2 Everything, together.

Strategy, logo suite, palette, type, social, stationery, packaging and website under one roof.
- ## 3 Fixed and published.

Packages from \$1,500. No hourly surprises.
- ## 4 Made to be owned.

Human-directed marks, trademark-screened, full rights assigned to the client.
- ## 5 Crafted to be touched.

Letterpress, foil, deboss: brands that feel as good as they look.

VOICE

Confident, warm and exact.

- Confident
- Glamorous yet modern
- Precise
- Warm
- Southern grace

SAY IT THIS WAY

SAY	DON'T SAY
◆ You'll see three directions in week one.	We craft bespoke visual narratives.
◆ Signature is \$4,500 and takes 14 days.	Contact us for a custom quote.
◆ We research your market before we draw anything.	We leverage data-driven insights to elevate your brand.
◆ You own the mark. Full rights are assigned to you.	Unlock the power of your brand.

SENTENCES

Short and declarative. Specific over clever.
Speak to the owner as a peer.

WORDS

No jargon, no hype, no exclamation marks.
Never elevate, unlock or synergy.

WIT

A little wit is welcome. Southern grace lives in the manners, not the volume.

LOGO SUITE

One mark, six forms.



Monogram

Full color · profile picture, favicon, foil marks



Monogram · brass line

For emerald and jade grounds, foil and deboss

MONOGRAM & MUSE

Wordmark

Where the monogram is already present

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Stacked lockup

Default signature · covers, packaging, posters

MONOGRAM & MUSE
BRAND STUDIO · ALABAMA

Horizontal lockup

Headers, letterhead, email, narrow spaces

M
FAVICON

Seal

Stickers, tissue, wax and the back of the card

CLEAR SPACE AND MINIMUM SIZES

Give the mark room.



Monogram · clear space $x = \frac{1}{4}$ of the monogram width



Wordmark · clear space $x =$ height of the capitals

MINIMUM SIZES · ACTUAL SIZE ON PRINT (1 IN = 96 PX)



Monogram

0.5 in / 48 px

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Wordmark

1.25 in / 120 px

The lockups follow the wordmark rule: the wordmark inside a lockup never falls below 1.25 in / 120 px. Keep the clear space free of type, edges, folds and other graphics. Below the monogram minimum, use the favicon.

LOGO MISUSE

Six ways not to draw it.



Don't stretch or squash.



Don't recolor outside the palette.



Don't add shadows or effects.



Don't tilt or rotate.

MONOGRAM & MUSE

Don't place on low-contrast grounds.

Monogram & Muse

Don't retype the name in another font.

Also never: recolor to silver or mixed metallics, add gradients, crop the frame, redraw the monogram, or place the logo on busy imagery.

COLOR

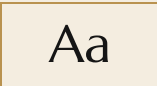
Emerald and ivory, set with brass.



Ivory carries the page, emerald the brand, onyx the text. Brass is for rules, ornaments and foil, never body text. CMYK values are approximate: the printer converts from RGB and a physical proof confirms the match.

CONTRAST

Legible first, luxurious second.

SAMPLE	PAIR	RATIO	USE
	Ivory on emerald	8.4	AA · all text
	Ivory on deep jade	11.9	AAA · all text
	Onyx on ivory	15.7	AAA · body text
	Champagne on emerald	6.4	AA · all text
	Cognac on ivory	4.6	AA · small labels
	Brass on emerald	3.4	Large text and ornament only
	Brass on ivory	2.5	Ornament only, never text

Ratios per the brand brief. Brass on ivory (2.5) fails for text, so it appears only as line, foil and ornament.

THE RULES

Body text

Onyx on ivory. Ivory on emerald or jade.

Small labels on ivory

Cognac or emerald. Not brass.

Brass

Rules, ornaments, foil and very large display type on emerald. Never text on ivory.

Test

WCAG 2.x ratios, checked for every new pairing before it ships.

TYPOGRAPHY

A carved serif and a quiet sans.

Aa

Marcellus

DISPLAY · GOOGLE FONTS · OFL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & . , ; : ? “ ”

Headlines in title case. Labels in capitals, tracked 0.12 to 0.2 em.
One weight only.

Aa

Outfit

BODY AND INTERFACE · GOOGLE FONTS · OFL

The mark and the muse.

300 Light · Lead paragraphs and large text

The mark and the muse.

400 Regular · Body copy

The mark and the muse.

500 Medium · UI, buttons, data

The mark and the muse.

600 SemiBold · Emphasis, small headings

TYPE HIERARCHY

Seven levels, no more.

RESEARCH-LED

Three directions in week one.

You choose, we refine.

Every direction is backed by market, competitor and customer research, so the identity you choose is one you can defend.

Lead paragraphs use Outfit Light at a larger size for calm, luxurious rhythm.

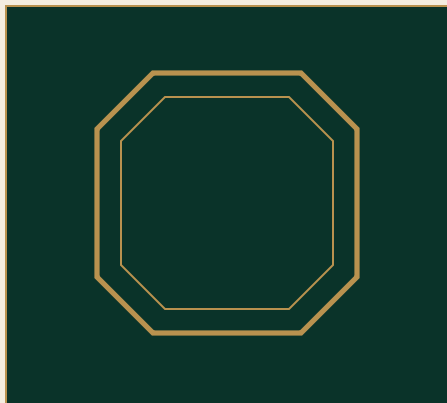
Book a call

Caption: sizes are print px at 96 dpi

LEVEL	FONT	SIZE / LEADING	TRACKING	COLOR
Display / H1	Marcellus	56 / 1.05	Title case	Emerald · ivory on emerald
H2	Marcellus	32 / 1.15	Title case	Emerald · ivory on emerald
Label	Marcellus caps	12 / 1.3	0.16 em	Cognac on ivory · champagne on emerald
Lead	Outfit 300	20 / 1.5	Normal	Onyx
Body	Outfit 400	15 / 1.6	Normal	Onyx
UI / button	Outfit 500	14 / 1.2	0.04 em	Ivory on emerald
Caption	Outfit 400	12 / 1.5	Normal	Cognac or onyx

MOTIFS AND TEXTURE

Deco geometry, real materials.



Stepped octagon frame

Cut corners. Heavy outer line, hairline inner. Frames pages, cards, seals.



Nine-ray sunburst

Rises from a horizon rule. Nine rays, alternating long and short.



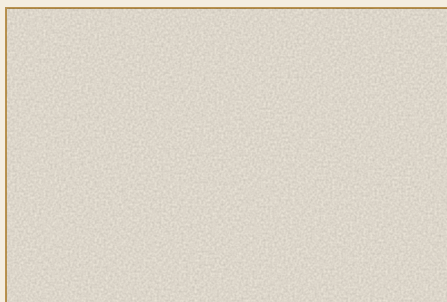
Triple brass rules

Heavy, hairline, hairline. Dividers and page edges.



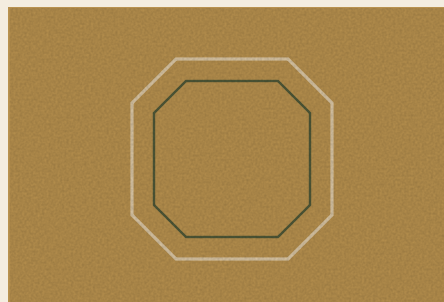
Brass diamonds

Bullets and separators, never larger than the type beside them.



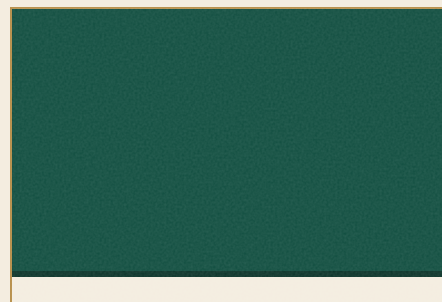
Fine grain

On ivory grounds and print. Subtle, never a filter.



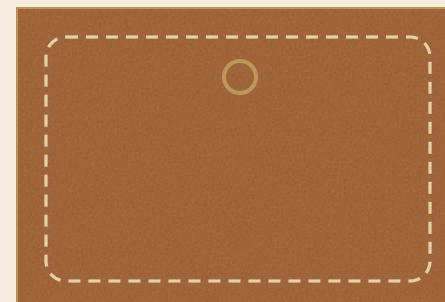
Brass foil

Frames, monogram and rules only. One metallic, always brass.



Emerald duplex paper

Cards, boxes and tags. Show the pale core on the edge.



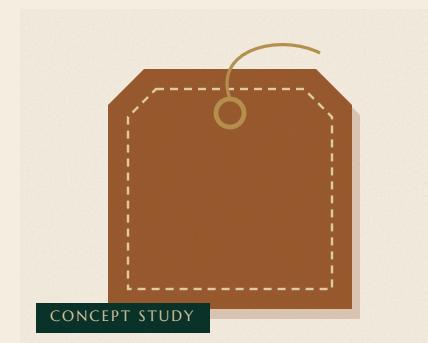
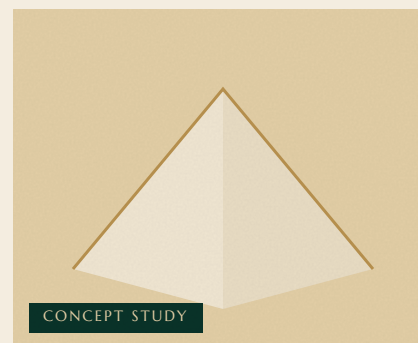
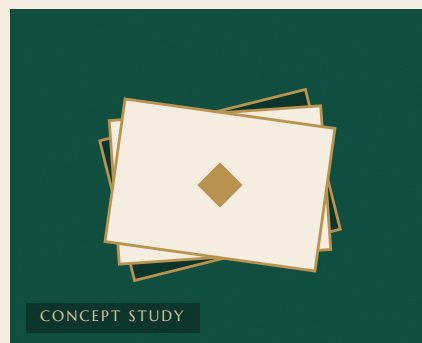
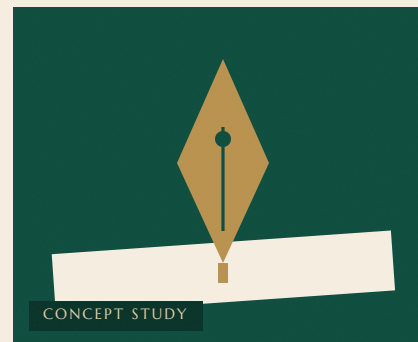
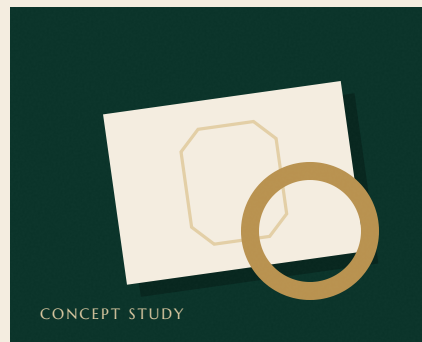
Cognac leather tag

Stitched hang tags and pulls. Champagne stitch.

IMAGERY DIRECTION

Still lifes with a pulse.

- ◆ Moody, jewel-toned still lifes
- ◆ Textured paper, visible grain
- ◆ Brass objects, one metal only
- ◆ Hands at work: craft in motion
- ◆ Warm neutrals with jewel accents
- ◆ One soft light source



DO

Show the material: paper tooth, foil edge, brass weight.
Crop close. Let emerald and ivory carry the frame.

DON'T

No gradient washes, neon, silver or mixed metallics.
No stretched or recolored logos over photos.

Stand-in imagery is labelled “Concept study” until the real photograph is made. Every AI-assisted visual is directed and refined by a human before a client sees it.

SOCIAL

Quiet, framed, unmistakable.



POSTS

1080 × 1350 (4:5). One idea each. Frame: stepped octagon.

STORIES

1080 × 1920. Keep the top 250 and bottom 340 px clear.

HIGHLIGHTS

1080 × 1080. Brass line icon, champagne label.

PROFILE

1080 × 1080. Monogram on deep jade, circle-safe.

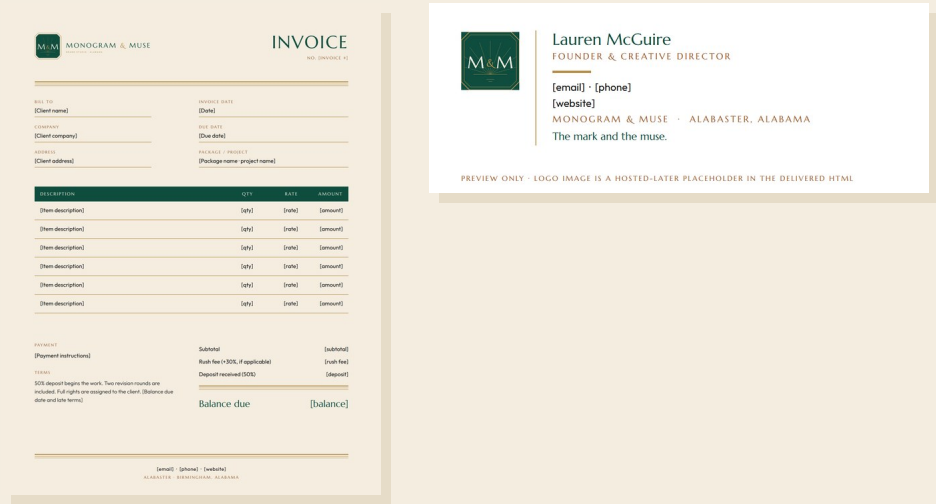
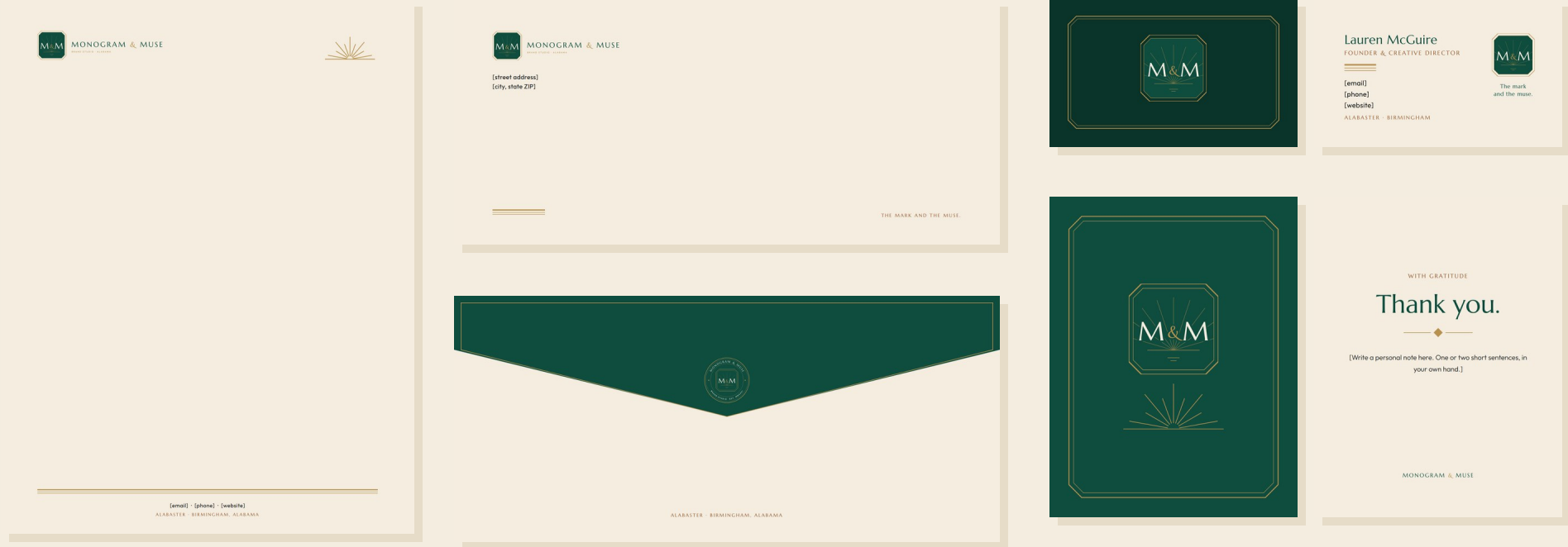
BANNERS

LinkedIn 1584 × 396 · Facebook 1640 × 624 · YouTube 2560 × 1440, text inside 1546 × 423 · X 1500 × 500 · Email 1200 × 400.

Alternate ivory, emerald and jade so the feed reads as a set. Captions follow the voice page: short, specific, no exclamation marks.

STATIONERY

Correspondence with weight.



SPECIFICATIONS

Business card 3.5 × 2 in + 0.125 in bleed. Text kept 0.125 in inside trim.

Letterhead US Letter, footer rule and contact placeholders.

Envelope #10, 9.5 × 4.125 in, emerald flap with the seal.

Notecard A2, 4.25 × 5.5 in, three faces.

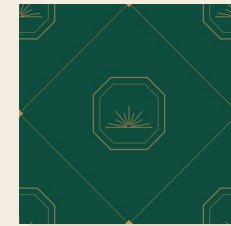
Invoice Letter, placeholder fields, 50% deposit line.

RECOMMENDED FINISHES

Brass foil on frames, letterpress on the card back, ivory uncoated stock, emerald duplex for the card front. Printers work from RGB PDFs and convert to CMYK.

PACKAGING

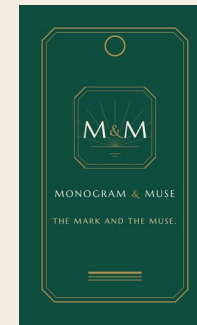
Made to be touched.



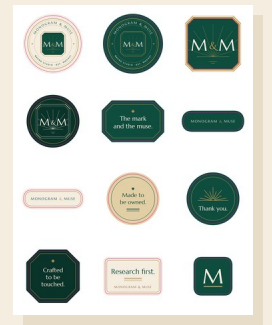
TISSUE



SEAL



HANG TAGS



STICKER SHEET

INCLUDED

Flat dieline PDF with cut, fold and bleed · 3D mock-up · tissue tile (PNG and SVG) · 2 in seal · 12-up sticker sheet with cut layer · 2 × 3.5 in hang tag.

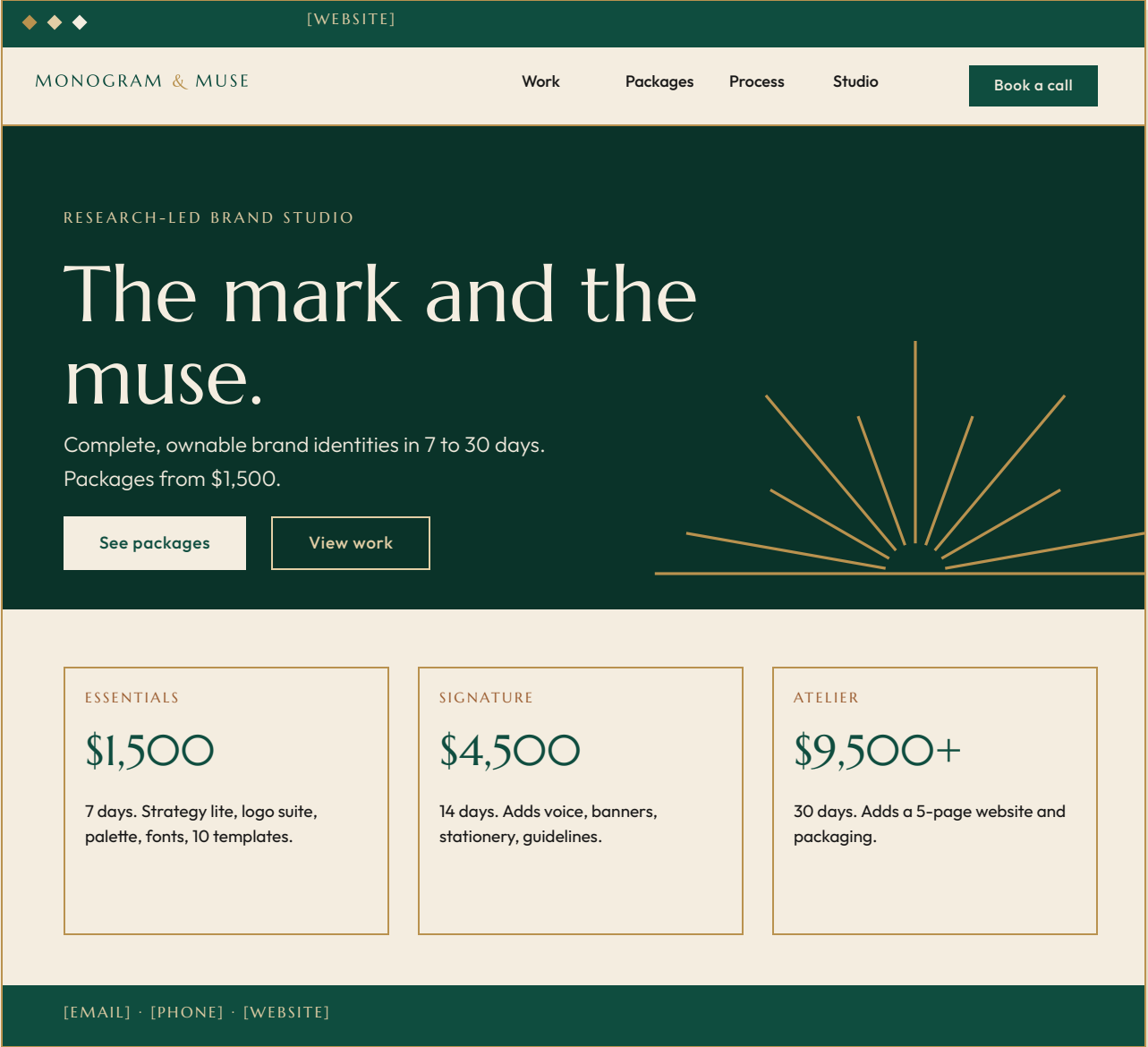
Brand Box

Rigid lid box, 12 × 9 × 3 in. Emerald lid, deep jade base, brass foil frame, tissue repeat and a sealed sticker. The dieline is checked against the supplier's template and proofed before production.

CONCEPT STUDY · THE RENDER IS A CSS 3D MOCK-UP, NOT A PHOTOGRAPH

WEBSITE

The same frame, on screen.



LAYOUT

12-column grid, 1200 px maximum. Generous ivory margins. Frames use the cut-corner octagon.

BUTTONS

Emerald fill with ivory text on ivory. Ivory fill with emerald text on jade. Corners cut, never rounded.

LINKS

Emerald with a 2 px brass underline. Hover deepens to jade.

MOTION

Slow reveals, 400 to 600 ms ease-out. Sunburst rays draw in one by one. Package cards tilt a few degrees for depth.

TYPE

Marcellus headlines, Outfit 400 body at 16 px minimum.

CONTACT

Start with a conversation.

EMAIL

[email]

PHONE

[phone]

WEBSITE

[website]

STUDIO

Alabaster / Birmingham, Alabama

FOUNDER AND CREATIVE DIRECTOR

Lauren McGuire

Placeholders stay in place until the domain is purchased and mail is live. Send asset requests, approvals and print files to [email].



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The mark and the muse.