



Kimberly Jacobs		8/9/20
BRAND STYLE GUIDE		
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PRIMARY HEX: F4847C RGB: 244 132 124 CMYK: 0 60 43 0	SECONDARY HEX: D1D3D4 RGB: 187 187 187 CMYK: 27 21 22 0	ACCENT HEX: FCD557 RGB: 252 223 87 CMYK: 2 8 78 0	COPY HEX: 231F20 RGB: 35 31 32 CMYK: 0 0 0 100	BACKGROUND HEX: ffffff RGB: 255 255 255 CMYK: 0 0 0 0



“This website is a freelance portfolio that includes a collection of writing that focuses on the Kimberly Jacobs style of writing, her, thoughts & expressions, and her overall brand.

Self-care brand & style Journalist

Expressive Confidence Authentic

LOGOTYPE	Utopia Std Black Headline	Aa Bb Cc
LOGOTYPE	<i>Over the Rainbow</i>	<i>Aa Bb Cc</i>
HEADLINE	Neuzeit Grotesk	Aa Bb Cc
BODY COPY	Arial	Aa Bb Cc