



Shauna

BIERSAY-DUNBAR

2019 Brand Guidelines



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Introduction

Punctual. Powerful. Unexpected. Shauna's raw tenacity and dedication make her a powerful self-starter with real-world marketing strategy and tact. Encompassing a "tastefully-transparent" approach, Shauna leverages her ability as a natural learner to adapt into ANY corporate setting.



About Shauna

With broad marketing experience, Shauna is seen as a marketing 'rockstar', with agile teams and orchestrated to handle integrated marketing disciplines, encompassing marketing strategy, direct-marketing, media (paid, owned, earned), indirect-marketing and sales promotion to positively influence behavior of brands' most valued customers.

Vision

With thought-leadership and a dynamic disposition, Shauna's goal is simple: Make the organization she works for BETTER. Shauna's career is on a trajectory of success as she stands on the precipice of anticipation to join the next GREAT start up advocating for disruption.

Core Values

Integrity
Authenticity
Ambition



Tone

A simple and minimal approach to success.

Shauna is Located in South Florida

Brand Mark

Primary Logo Lockup



Please do not tilt, skew, pull, pinch, recreate, change the color, add effects, separate the graphics, or do anything other than what you see in this guideline document. The following pages will familiarize you with how to properly implement and use the brand marks and lockups.

Minimum Sizes	Digital	100px
	Print	1.5 inch

Logo Colors



The Shauna Biersay-Dunbar brand logo should appear in vibrant colors of White, Yellow, and Navy Blue. Whatever color fill you apply to the logo, it should provide good contrast and legibility against the background for it to clearly recognize.



Typography

Typefaces

Shauna Biersay-Dunbar brand uses Bahagia and Acherus Grotesque typefaces to create concise and minimal visual look of information. With the complexity of the fonts, a clear hierarchy of information can be set to create the copyscope of the brand while keeping it clean and simple.

Bahagia

Acherus
Grotesque

Typography Usage

Heading

A Marketing Rockstar

Bahagia Regular 75pt 0 Tracking

Body Copy

My corporate career started early on. It was my first year as a marketing intern at one of the country's largest office supply retailers, I stepped up to deep dive into a problem that the company wrote off as a failed project. I solved my first corporate challenge to the tune of \$100,000 in savings.

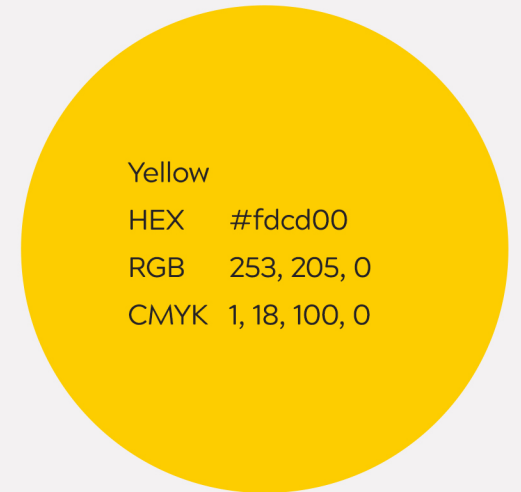
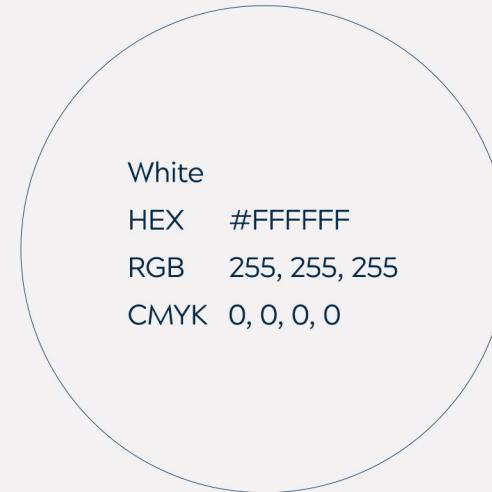
Acherus Grotesque Regular 75pt -5 Tracking

The fonts used across all branded material must be consistent while font sizes are appropriate and simple. Titles on pages are to be shown in Bahagia Regular and subtitles and body copy are in Acherus Grotesque Regular.

Color Palette

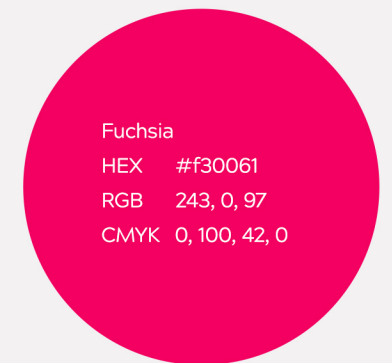
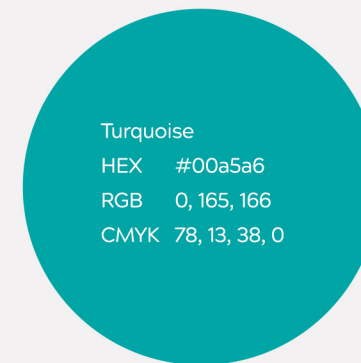
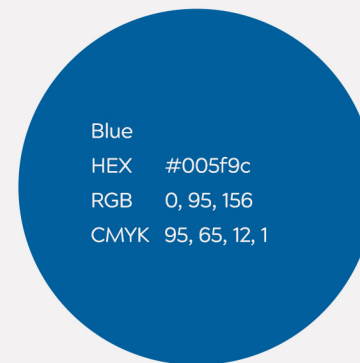
Brand Colors

Primary Colors



Yellow, Blue and Dark Gray are Shauna Biersay-Dunbar's primary brand color to tie together different design executions. It should appear whenever possible for visitors to immediately identify the brand.

Accent Colors



Shauna
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