

KRISSY LEONARD

Style Guide

We Are

Authentic & Real

Feminine

Grounded

Warm

Playful, Fun & Energetic

Holistic

Urban with an East Coast Edge

Aligned

Inspiring

Empowering

Powerhouse

Bold

We Are Not

Intimidating

Exclusive

Generic

Dated

Too Cool

Scattered

Off Center

Masculine

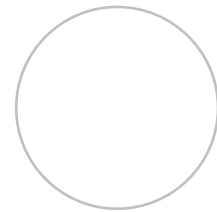
Everybody Else

Too Perfect

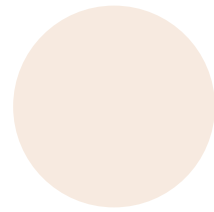
Self Indulgent – “Look at Me”

Timid

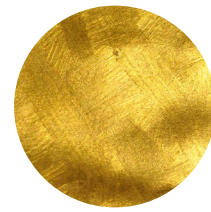
Primary Neutrals



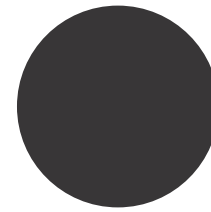
#FFFFFF



#F3E1D3

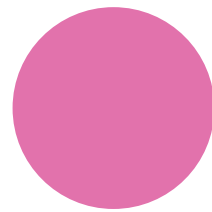


METALLIC
GOLD

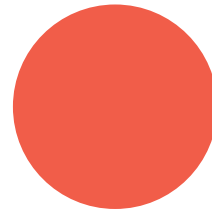


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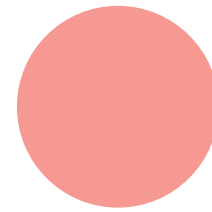
Accent Colors



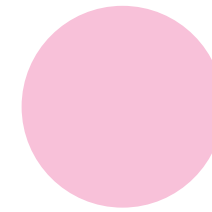
#E272AC



#F15C49



#F69992



#F8C1D9

PROGRESS NOT PERFECTION



elevate

your eating

elevate

your life

Some days are meant for tea- other days are meant for

tequila



movement is medicine



making
money is a
spiritual act

#KRISSEYSAYS



celebrate &
meditate

Brand Fonts

Averta Semibold

A B C D E
F G H J K
L M N O P
Q R S T U
V W X Y Z

a b c d e f g h i j
k l m p n o q r s
t u v w x y z

Averta Light

A B C D E
F G H J K
L M N O P
Q R S T U
V W X Y Z

a b c d e f g h i j
k l m p n o q r s
t u v w x y z

Manus Regular

A B C D E
F G H J K
L M N O P
Q R S T U
V W X Y Z

*a b c d e f g h i j
k l m p n o q r s
t u v w x y z*

Logo Marks

Primary Logo

KRISSY LEONARD

Secondary Logo #1

KRISSY LEONARD

eat well. make money. change the world.

Secondary Logo #2

KRISSY LEONARD

have an amazing life & a body to match