BRAND GUIDE

LIFE WITH Lana Rose

Visual identity and social assets

A reference for using the Life with Lana Rose wordmark, colours, type and photography across the website, social channels and partnerships.



LOGO SYSTEM

The wordmark

The primary mark uses a small uppercase “Life with” over “Lana Rose” in italic serif. The supplied SVGs contain outlined lettering.



Stacked



Landscape



Portrait



Square



LR monogram



Name only

PLACEMENT

Leave clear space at least equal to the height of the L in Lana. Use the full wordmark where the small uppercase line stays readable. Choose the LR monogram for tight placements.

FILE FORMATS

Use SVG for scalable artwork, PNG for transparent or solid-background graphics, and JPG for solid backgrounds. Transparent Forest works on pale surfaces. Use Warm Cream on Forest for a reversed mark.

COLOUR AND TYPE

Palette and typography

Use Warm Cream as the base, Forest for the wordmark and primary actions, and Ink for body text. Rose is reserved for accents and callouts.

Forest
#243D2E / RGB 36, 61, 46

Primary wordmark, text links and buttons

Warm cream
#F9F6EE / RGB 249, 246, 238

Main background and reversed wordmark

Berry rose
#963E49 / RGB 150, 62, 73

Accent headings and callouts

Sage
#E8EAD9 / RGB 232, 234, 217

Soft section and card backgrounds

Blush
#F0E0DC / RGB 240, 224, 220

Soft panels and newsletter graphics

Ink
#242B23 / RGB 36, 43, 35

Body text

HEADINGS AND WORDMARK

Georgia Italic

Georgia for headings, Georgia Italic for the display name. Times New Roman and the device's serif are website fallbacks.

BODY AND LABELS

System sans-serif

Use the platform's system sans-serif for body copy and labels. The "LIFE WITH" line is bold, uppercase and letter-spaced. Use the supplied wordmark artwork for a stable appearance across platforms.

PHOTOGRAPHY AND SOCIAL

Social assets

Use full-bleed photography with a small LR monogram in a clear corner. Preview the platform’s crop before uploading.

LinkedIn profile header 1584 x 396 px



Beach photography with the LR monogram in the upper-right corner.

Facebook cover photo 851 x 315 px



A family beach photograph with the LR monogram in the corner.

INSTAGRAM HIGHLIGHTS

Upload the 1080 x 1080 PNGs and centre each icon in the circular crop. The pack also includes editable SVGs.



Must haves



Beauty links



Kids gifting



Deals



Pregnancy

ALSO INCLUDED

Instagram pinned intro 1080 x 1350, Instagram profile image 1080 x 1080 and LinkedIn Page cover 1512 x 256.

WRITING STYLE

Use a warm, practical voice. Give families the details they came for. Use Life with Lana Rose for the brand and Lana Rose for the creator.