




BRAND GUIDELINES

CONTENT + IMAGE APPLICATION
RULES

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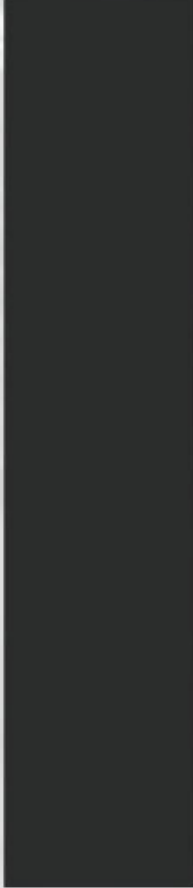
History

Vision and mission

Core values

Moodboard

Fonts



Color palette

Main logo

Secondary logo

Additional logos



Brand photographs



HISTORY

Jordan started her entrepreneurial journey in 2016 with BrandBoss® Creative, a branding firm, and SheWolf® Collaborative, a way for women and those who identify as female to work together. In 2020, she leaned her businesses out and rebranded as Jordan Lacenski, offering branding education, online courses, branding services, as well as products she loves, her home renovation, motherhood, and life.



VISION

to help businesses become so rooted in what they value that they make a positive impact in the world



MISSION

is to bring out the personality in every brand I work with. I use my unique creativity to help businesses stand out, get noticed, and make their mark on the world.

CORE VALUES



1

Integrity

do what you say, be honest and clear, take responsibility, show respect to all, build trust., be humble, be authentic

2

Advocacy

seek fairness and equality, Include everyone, recognize privilege and offer opportunities, lead with compassion and kindness, offer a platform for voices

3

Abundance

build community, share wealth and worthiness, believe In your own worth, laugh and live to the fullest

4

Lion-hearted

shewolf, howl unapologetically, seek adventure, believe In yourself and encourage others, bring a sense of perspective and purpose, stay passionate, It's HELL yes or no, be daring, be bold, be resilient, stand In your roots

5

Liberation

create and protect boundaries, encourage Independence and Individuality, empower autonomy and Independence, be unique

MOOD



FONTS



TITLES: DIN CONDENSED

SUBHEADINGS: Abel

Body: Arimo

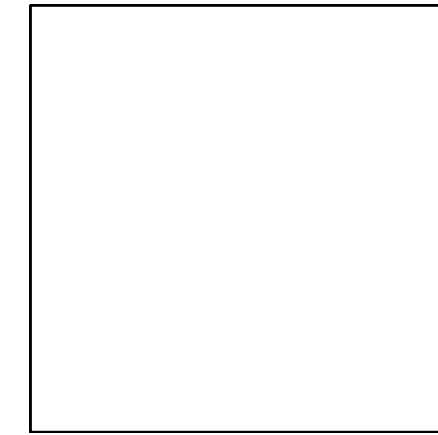
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COLOR

Clean, slick, high contrast, black and white with warm beige and caramel tones



#000000



#FFFFFF



#C8A47E



#955626

PRIMARY LOGO

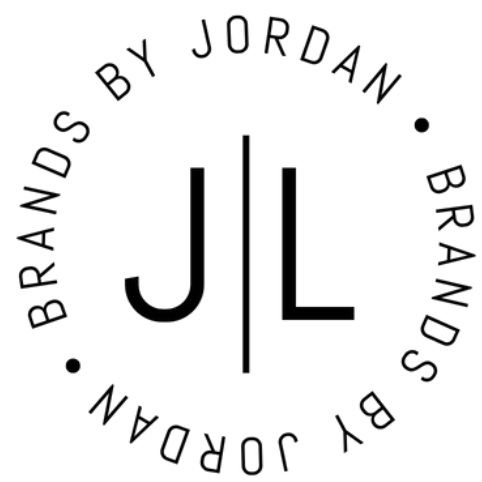
JORDAN LACENSKI
BRANDING + CREATIVE

JORDAN LACENSKI

JORDAN LACENSKI

JORDAN LACENSKI

SECONDARY LOGO



ADDITIONAL ACCEPTABLE VERSIONS

JORDAN
LACENSKI

JORDAN
LACENSKI

BRANDS BY JORDAN
LACENSKI



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