

Brand Presentation

by Smart Marketing Advertising Agency

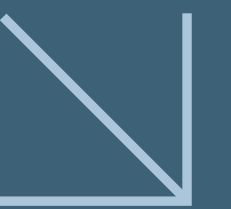


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Brand Introduction



PERSONALIZATION

TRANQUILITY

TIMELESSNESS

INTIMACY

FAMILY

Welcome to Jayce Farms Weddings and Events. Nestled next to the pines, Jayce Farms invites your party to celebrate all of life's special occasions in a quaint and intimate setting. Step into timeless southern charm with your own personal touches.

Creative Direction



Serif and script font mixed logotype



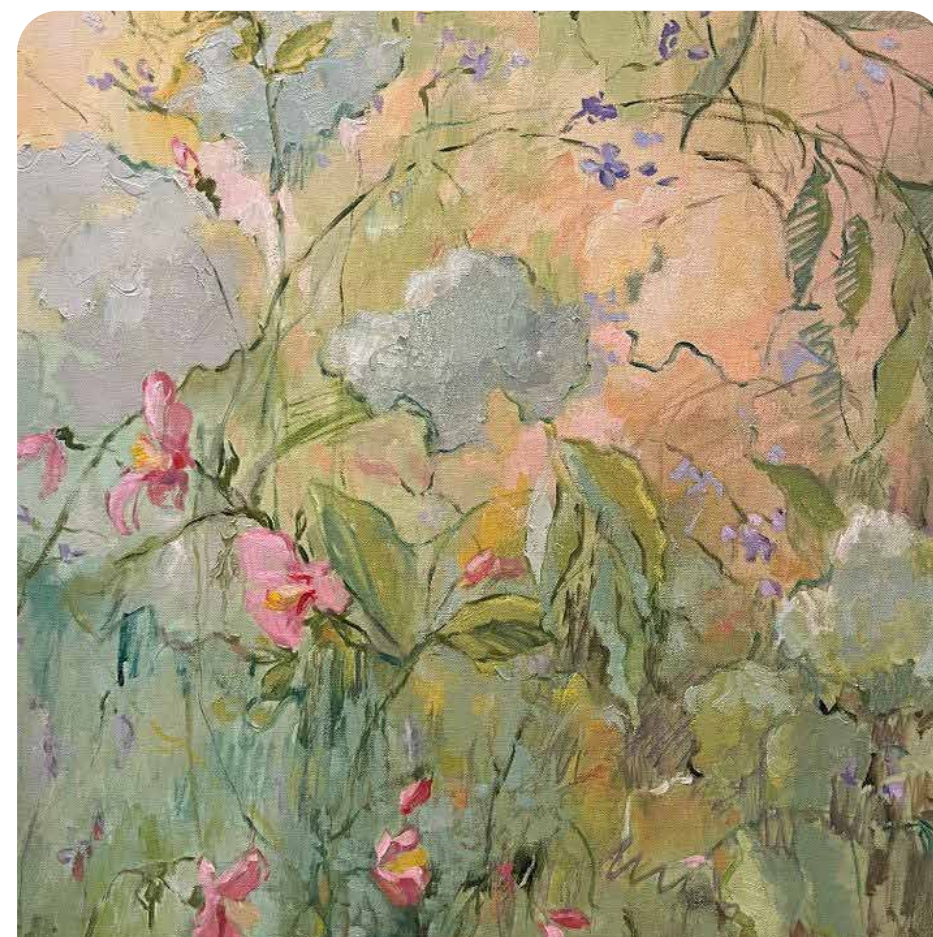
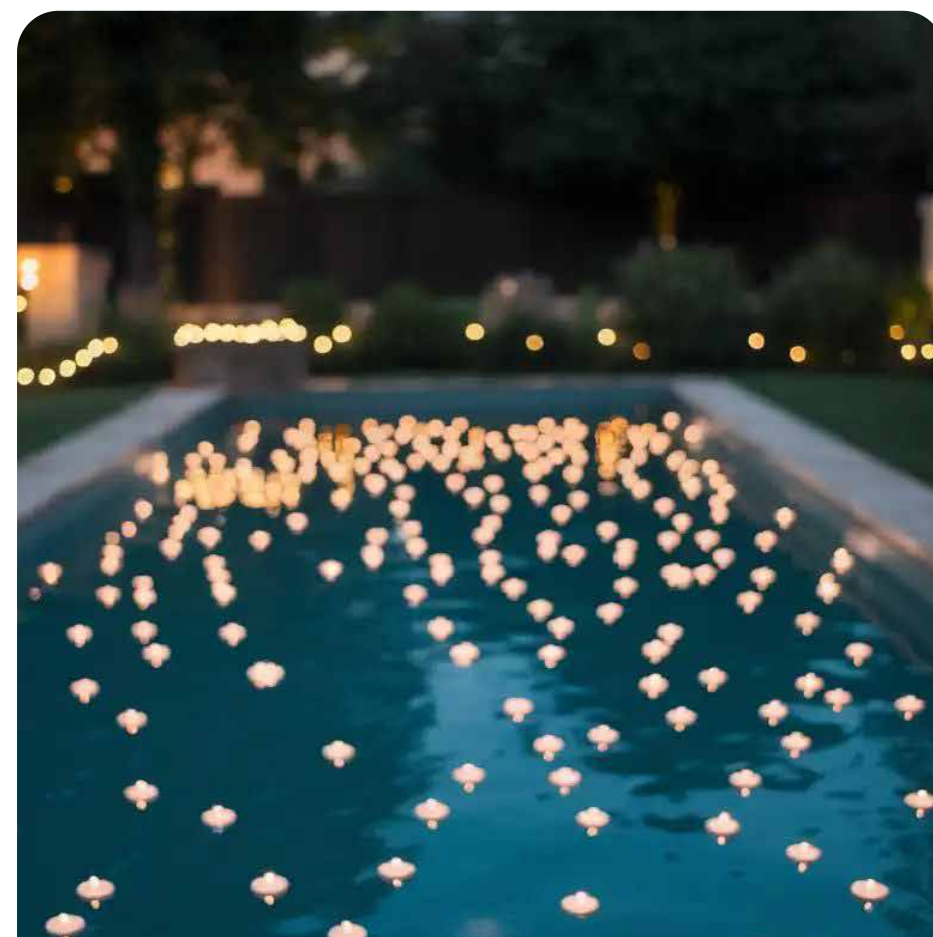
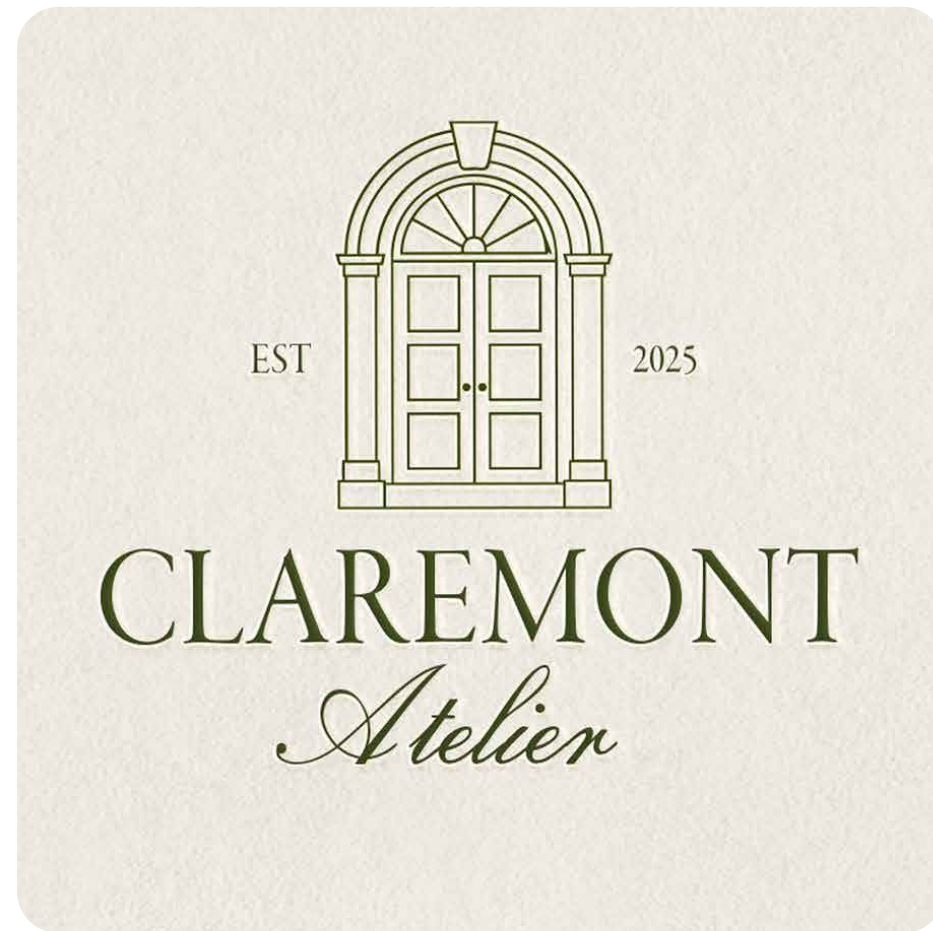
Blues, greens, soft blushes and whites



Bright and whimsical photography



Traditional and classy logo with icon/ imagery



Logo Suite

Primary Logo

Your primary logo features your icon, logotype, and location.



Secondary Logos

Your logo suite features various logotype forms. These can be used interchangeably with the primary logo.



Logomarks

Your logomarks feature imagery and the venue name. These keep the brand cohesive and identifiable.





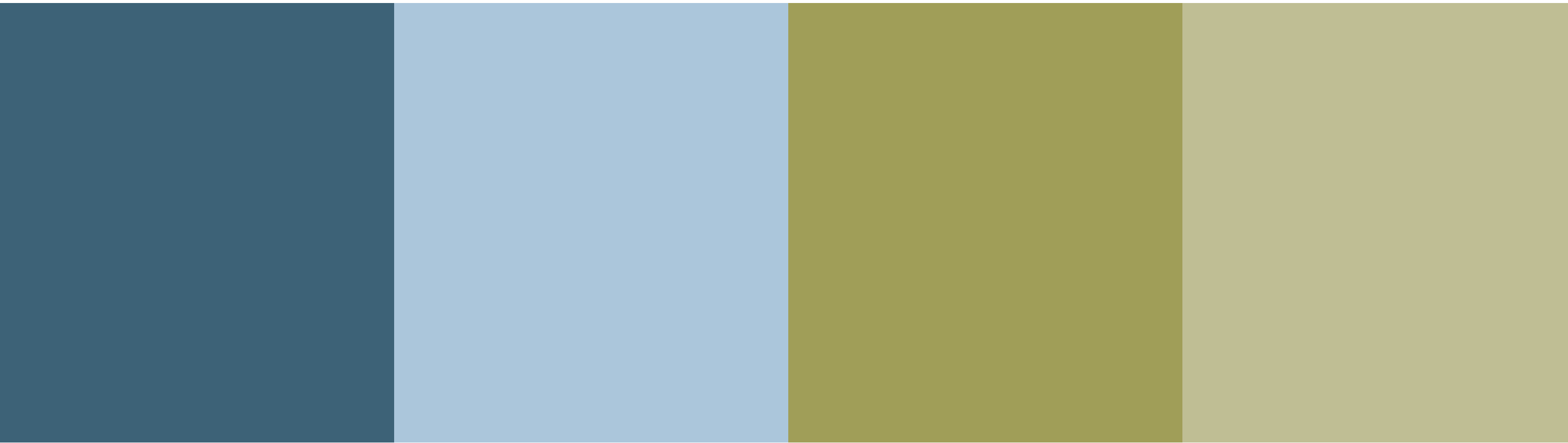
Brand Presentation

Logo Suite

Jayce Farms

Color Palette

This color palette evokes a timeless and tranquil feel with a soft pop of pink and cream. The brand colors are overall timeless, natural, and charming.



Chinoiserie

#3D6277

Frosted Blue

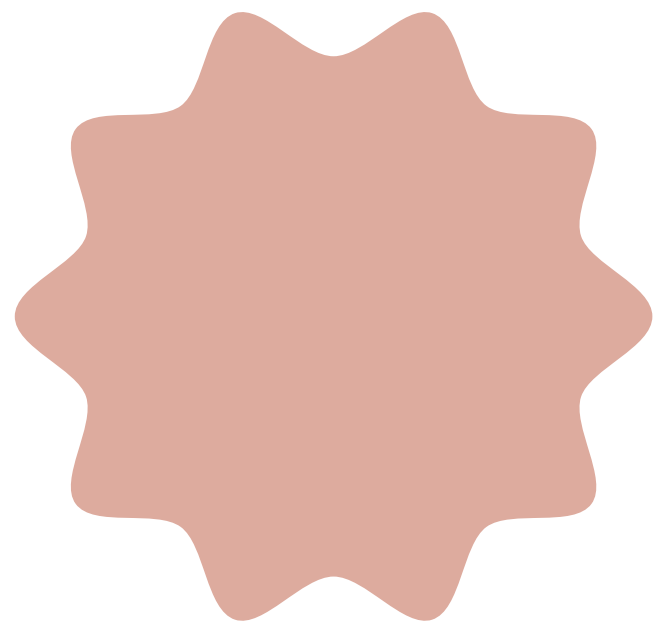
#ABC6DB

Olive

#A09E58

Sage

#BFBE94



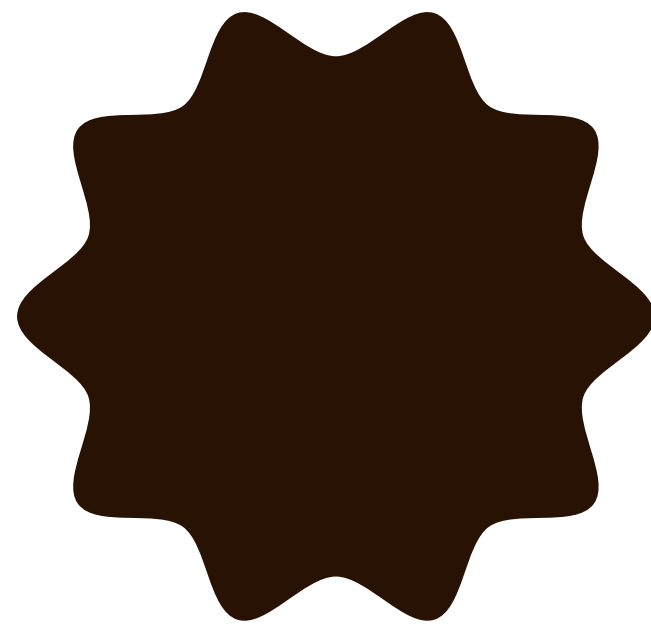
Blush

#DDAB9E



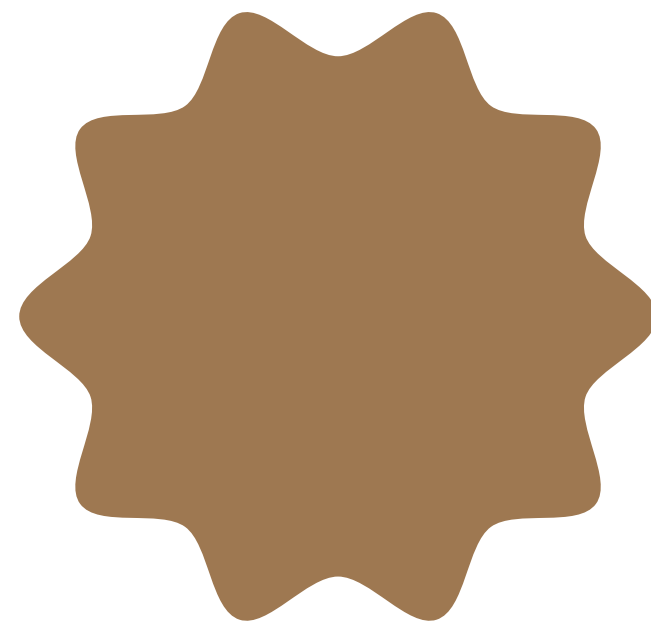
Magnolia

#F9F4ED



Merlot

#281203



Suede

#9E7851

Brand Typography

Header Font

Fields Display Medium

Aabcd

Classy

Approachable

Sophisticated

Medium

Semi Bold

Black

Paragraph Font

Mundial Light

Aa b c d

Soft

Geometric

Clean

Light

Demi Bold

Bold

Accent Font

Altesse

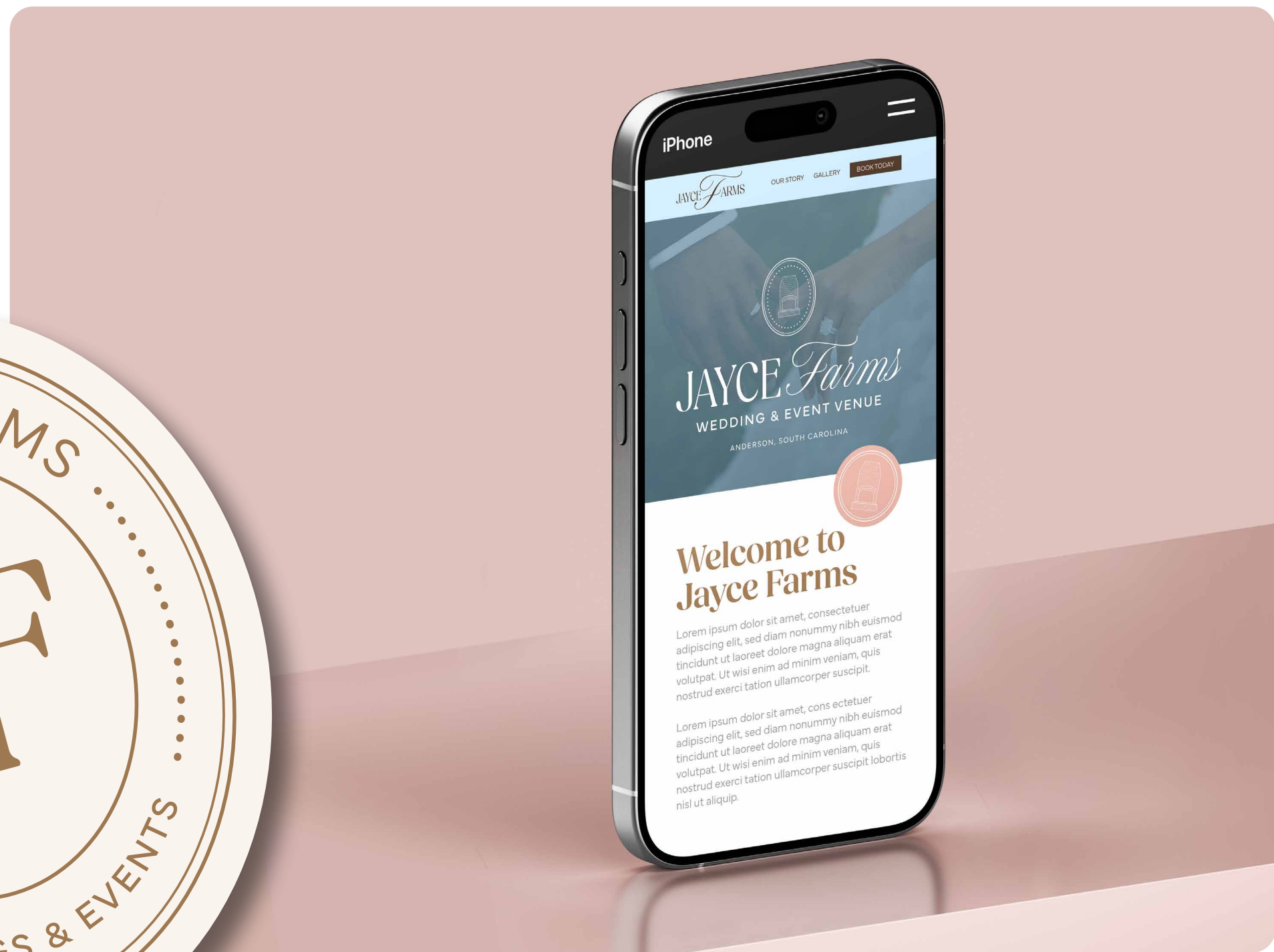
Altesse

Extravagant

Traditional

Charming

Brand Application





JAYCE *F*ARMS
WEDDINGS & EVENTS



send message...



send message...





Let's Talk!

