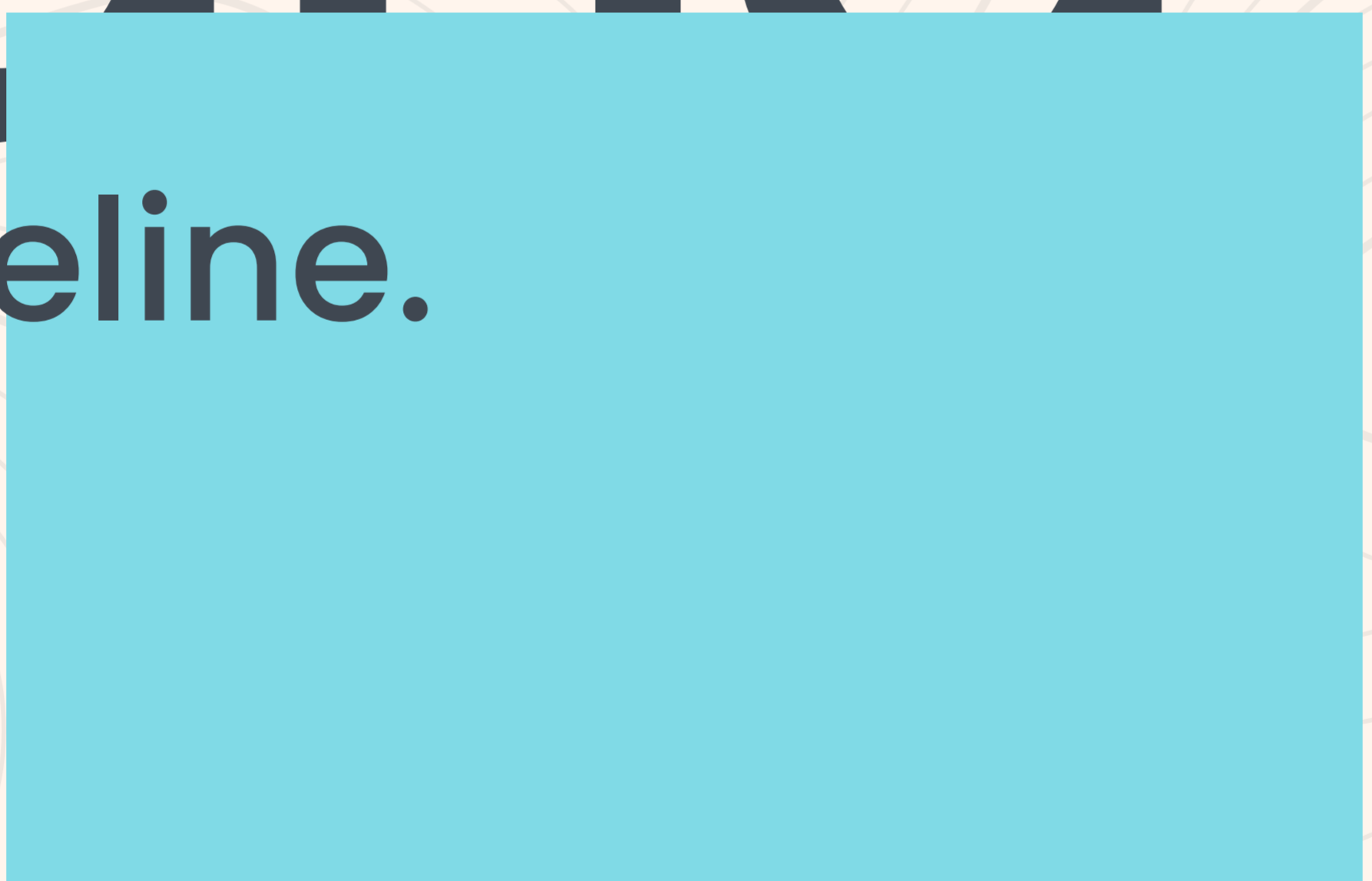


Personal Branding Manual

Brand

Guideline.



Leon
Hitchens

About.

I am a digital creator, business owner and internet marketer based in Texas.

I am passionate about using the internet to build connections and make an impact.

I use the internet to create and share my work with the people, to sell my products and services to market my businesses.

Google Ads



Google Analytics



Wordpress



Microsoft Ads

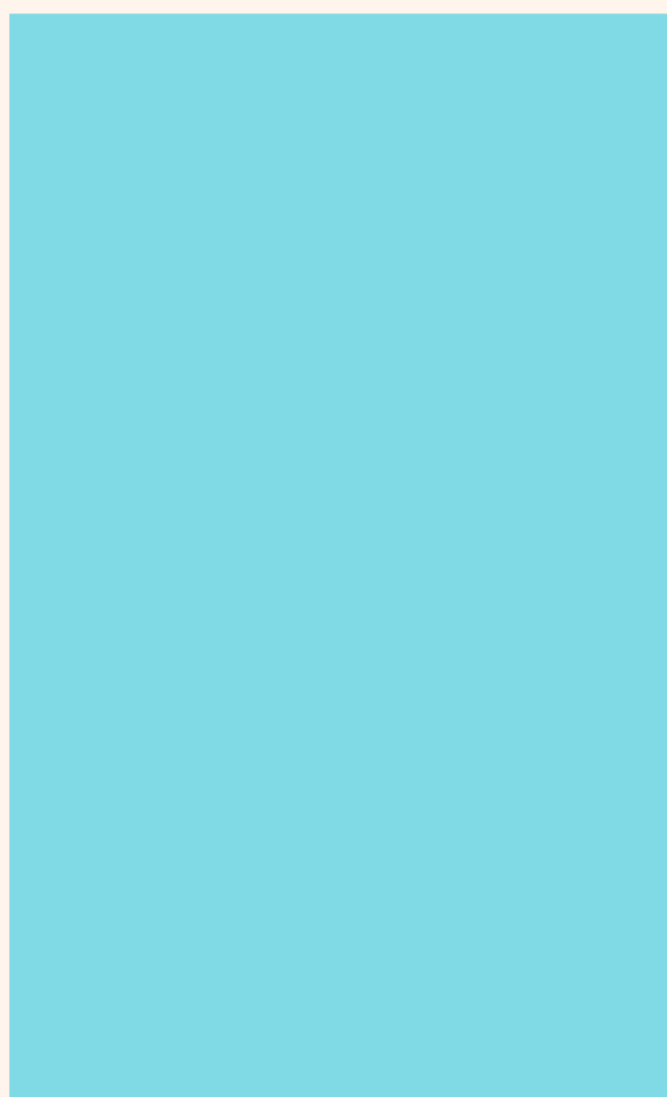
Color usage

Color.

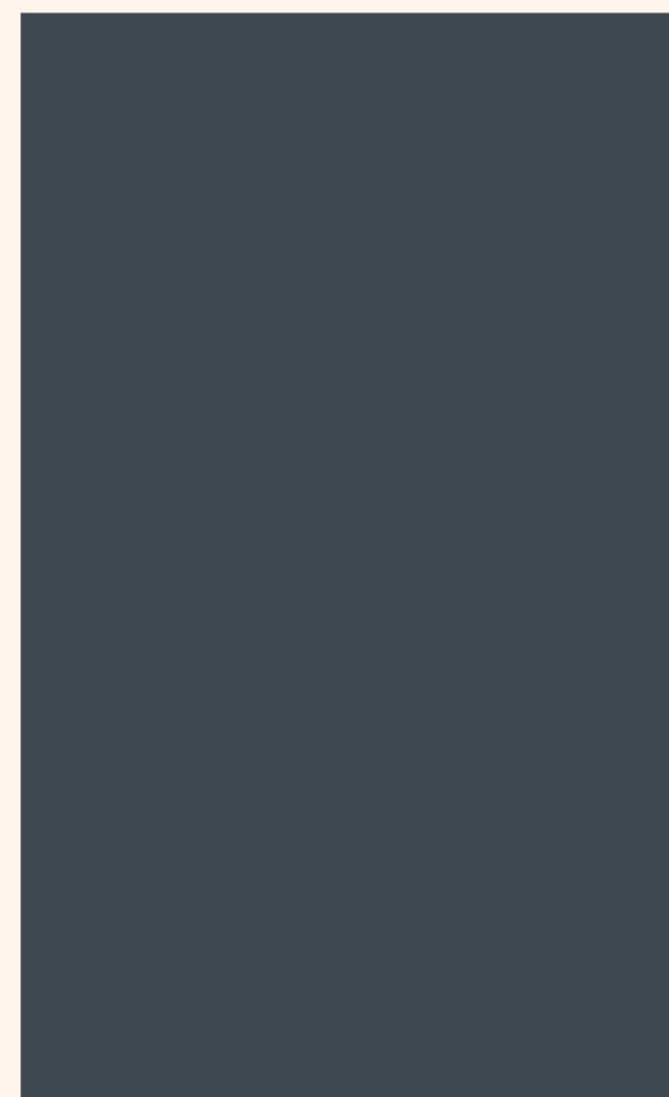
20
23

Global Colors

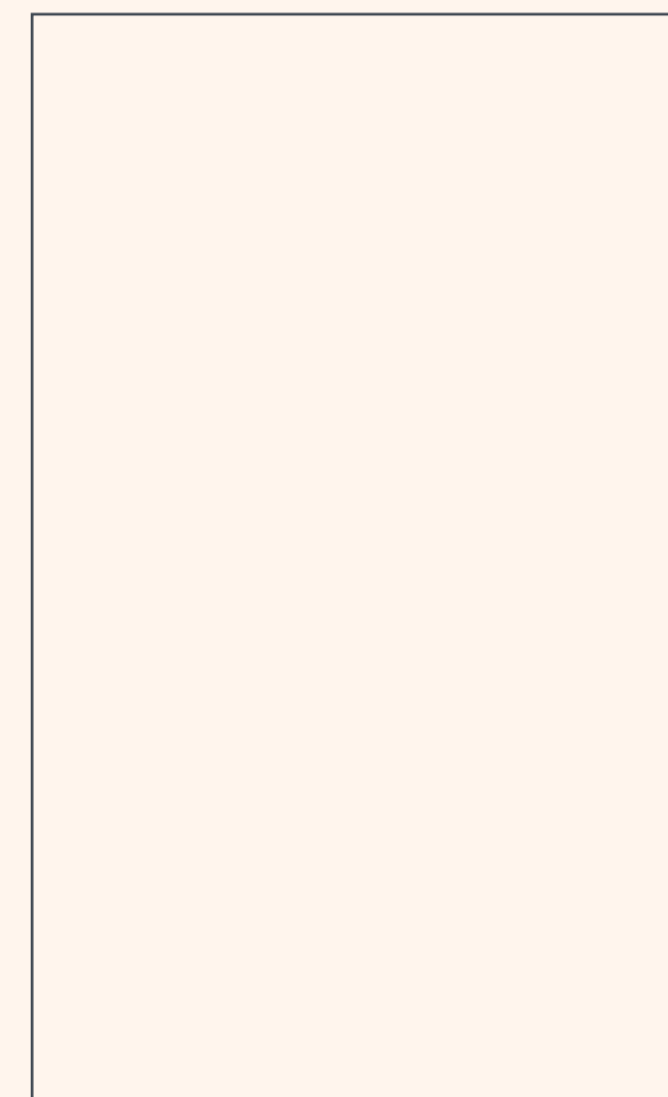
Color
Palette



01.
Non Photo blue
#80DAE6



02.
Charcoal
#3F4751



03.
Seashell
#FFF5ED

Typography

Type.

20
23

Font name

Poppins

A a B b C

Title
48 px

Subtitle
36-28 px

Paragraph
18 px

#Extra light

#Semibold

#Light

#Bold

#Regular

#Extrabold

#Medium

#Black

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz**

Logo
Mark.

20
23

The Logo

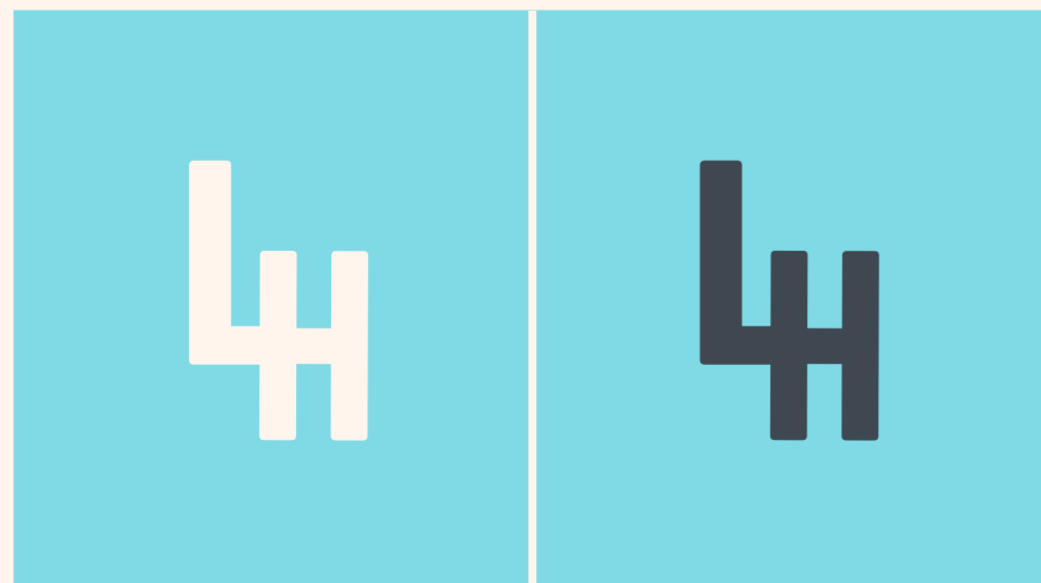
Logomark



01.



02.



03.



Logo

Space.

20
23

X Area

Clear space



Stationery

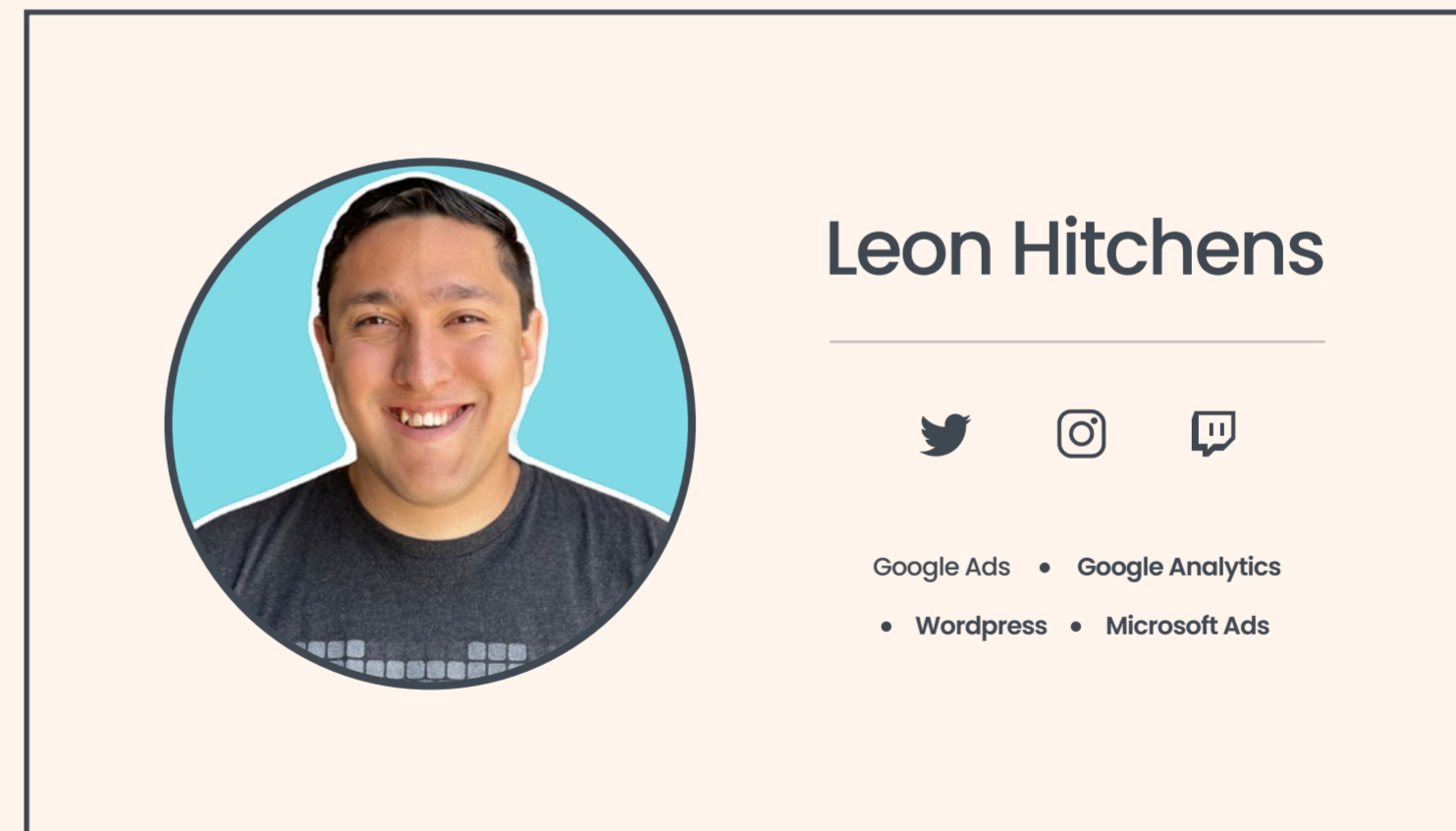
BizCard.

20
23

Business Card



Front side



Back side