

# Brand Guide

Designed by Cam Fowler Designs



*Cameron Lee*  
SHORT STORIES

In addition to writing creative tales that capture the attention of readers, C.L. Short Stories offers an array of industry advice from creative writing tips and tricks to sharing personal stories about the journey of self publishing. Aspiring authors will be able to find the tools and knowledge they need to get started on their own writing adventures.

And because the publishing industry is in the midst of earth shattering changes and shifts C.L. Short Stories exists to help fellow new authors navigate the ever changing landscape.

C.L. Short Stories documents and shares their experience navigating traditional and indie publishing and compares each to self publishing to help their readers discover which route would be best for their stories.

# WHAT C.L. SHORT STORIES IS ALL ABOUT





# BRAND TONE

Cameron Lee is an author that offers a unique style of writing that is sure to captivate readers everywhere. From horror fiction novels to comedic short stories Cameron Lee takes her readers on a journey through different worlds, realities, and characters.

The tone for C.L. Short Stories is friendly, optimistic, and encouraging so that readers feel confident in interacting with the brand and author. The unique copywriting style for C.L. Short Stories crosses all platforms from the website copy to blog posts to social media.



# Brand Color Scheme

The C.L. Short Stories color scheme also reflects the brand's values as well as the types of stories Cameron Lee writes.

The dark green (#00542B) represents the ambition of authors. The warm cream (#F3ECDB) represents the warmth of Cameron Lee's fiction and YA stories. The sage green (#71907F) represents the growth that C.L. Short Stories wishes for their readers. And the dusty pink (#DDB6B1) represents the love Cameron Lee has for writing and helping fellow authors.

#00542B

#F3ECDB

#71907F

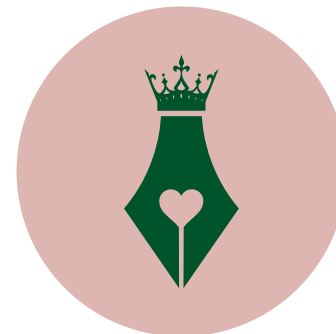
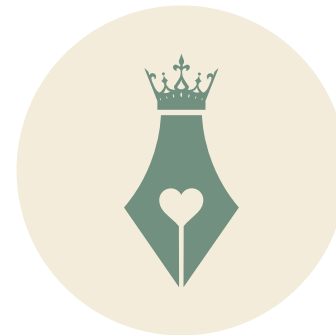
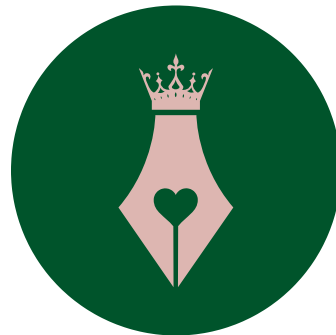
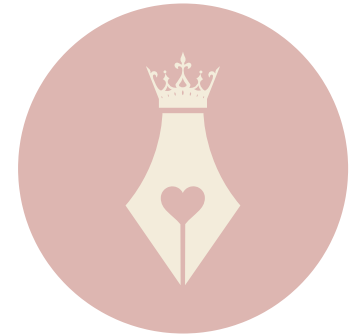
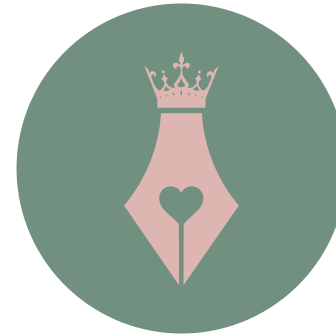
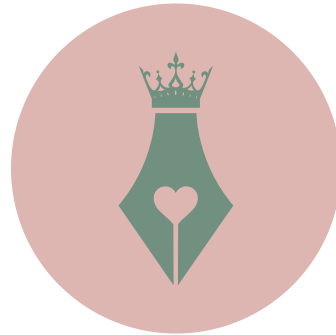
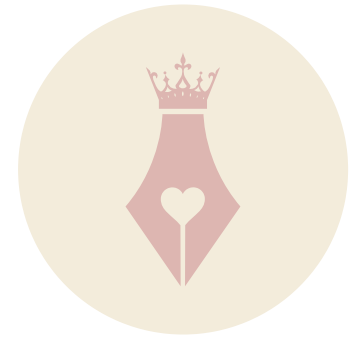
#DDB6B1



# BRAND LOGO

The C.L. Short Stories logo is inspired by Cameron Lee's love for high fantasy fiction and creative writing. Marrying these two passions resulted in a brand mark that represents both the author's interests and brand vibe as a whole in the combination of a traditional pen head, crown, and heart.

Here, we present the only ways the brand mark should be used in all brand items such as letterheads, store signs, blog posts, watermarks, and business cards.



## ALLOWED

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\*In same color groupings as brand marks on previous page



## NOT ALLOWED

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# Brand Logo Usage

The C.L. Short Stories logos will only be used under these circumstances. Any rotations, warping, and text effects of the logos is not allowed, as it deviates from what the brand is trying to achieve, which is a simple and clean look.

# BRAND TYPOGRAPHY

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These are the branded fonts that C.L. Short Stories use regularly. It is important to note that due to the type of brand that C.L. Short Stories is other fonts may be used in other circumstances not listed here.

These fonts are to be used with any brand collateral materials and designs used to further the brand.

*Rhemansia Regular Titles & Headers*

RM Typerighter old Regular Sub-titles, Sub-headers, & Taglines

Inter Body Text



# Brand Collateral Samples

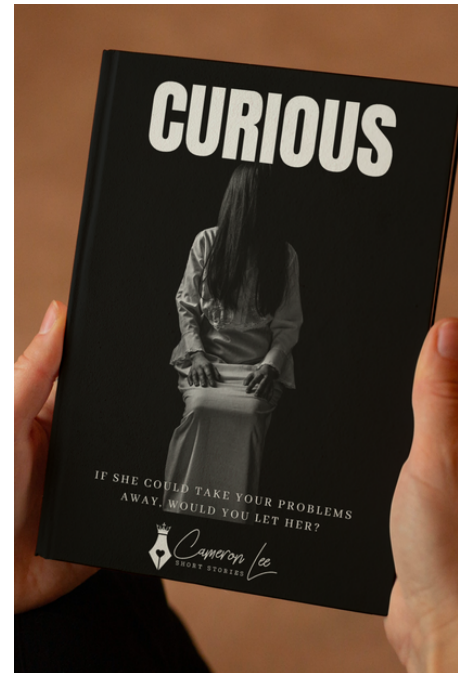
Cam Fowler Designs presents the following collateral designs such as business cards, book covers, blog covers, and more, all with the applied design principles stated in this presentation.



Business Cards



Website Home Page

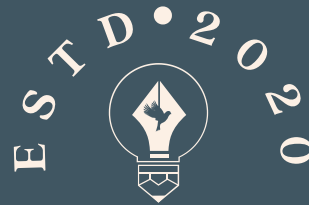


Book Cover



E-Book Cover





# *Cam Fowler Designs*

MICRO & SMALL BUSINESS BRANDING

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## **BRAND CONTACT DETAILS**

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## **BASED OUT OF**

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