THE
MURAL
MOM

Brand
Guidelines

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The Mural Mom Brand Guidelines

01

Blueprint of
The Mural Mom

- ► Mission

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1.1 Mission

At The Mural Mom, our mission is to bring joy, creativity, and imagination to every child's room. Specializing in murals for kids' rooms, playrooms, and nurseries, we create vibrant, whimsical, and colorful spaces that spark curiosity and wonder.

We believe in the power of art to inspire young minds, turning everyday spaces into magical environments that encourage exploration, play, and growth.

1.2 Vision

Our vision is to become a leading creator of imaginative, colorful, and whimsical murals that transform children's spaces into vibrant, inspiring environments. We aim to redefine how nurseries, playrooms, and kids' rooms look, blending creativity with fun to foster joyful, playful atmospheres for young minds. By sharing our journey of mom life, artistic expression, and creative projects, we aspire to inspire families to embrace the beauty and wonder of colorful, personalized spaces.

02 | Logo Guidelines

- ► Brand Symbol
- ► Logo Story
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2.1 Brand Symbol

The Mural Mom logo creatively blends a paintbrush with artistic tools, symbolizing creativity, expression, and the nurturing spirit of an artist. The playful yet professional typography and vibrant colors reflect a passion for murals and an inspiring artistic journey. This design encapsulates The Mural Mom's commitment to bringing walls to life with imagination and skill.

THE MURAL MOM

2.2 Logo Story

Trapezoid

Represents foundation and stability, grounding every design with strength and support, and symbolizing the solid base from which creativity grows.

Rounded Rectangle

Symbolizes flow and creativity, bringing smoothness and movement to every mural, while reflecting adaptability and artistic expression.

Circle

Stands for wholeness and unity, reflecting complete, balanced designs that bring harmony and connection to every space.

Arrow

Points to direction and purpose, guiding each artistic journey forward with intention, focus, and creative vision.

2.3 Alternative Logo Use & Placement

Brush Symbol : A compact version of the logo featuring the artistic paintbrush, perfect for browser icons, app icons, and other small-scale applications where simplicity is essential.

Horizontal Layout: A sleek, professional format displaying "The Mural Mom" in a horizontal arrangement, ideal for wide applications.

Symbol with "The Mural Mom" (Vertical Stack): A balanced combination of the brush symbol and the brand name in a stacked layout, optimized for product tags, social media profiles, and mobile-friendly applications.

Wordmark Only "Mural Mom": A minimalist representation using only the brand name, ideal for subtle branding, internal materials, and merchandise where the text alone conveys the identity.

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2.3 Alternative Logo Use & Placement

Stacked Wordmark with "The Mural Mom" – Best suited for vertical layouts like posters, print advertisements, and digital media where brand prominence is essential.

Horizontal Logo with Icon and Text – A combination of the brush symbol and "The Mural Mom" in a streamlined horizontal format, ideal for website headers, business cards, and email signatures.

Horizontal Logo with Icon and "Mural Mom" – Optimized for branding in wide spaces such as signage, banners, social media graphics, and digital marketing materials where a clean, professional alignment is preferred.

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Alternative Logo Use & Placement

Placement 1: Paintbrush Icon

Usage:

► App Icon

► Browser Icon

► Social media Pictures

► Embossed details for watermarks, keeping it simple and refined

Use light or dark versions of the paintbrush icon based on the background for optimal visibility. Ensure proper spacing and contrast to maintain brand consistency across different platforms and materials.

2.3 Alternative Logo Use & Placement

Paintbrush Icon Guidelines for The Mural Mom

Minimum Size - The paintbrush icon should maintain clarity and recognizability even at smaller sizes.

Digital Usage-

Favicon: The absolute minimum size for a favicon is 16px x 16px, ensuring compatibility with most browsers.

App Icon: The minimum recommended size for app icons is 32px x 32px to maintain clarity and recognizability across devices.

Print Usage-

Small-Scale Print: For print materials, the minimum size should be 10mm x 10mm to ensure the design remains legible and visually distinct.

16px x 16px   32px x 32px

10mm x 10mm

2.3 Alternative Logo Use & Placement

Paintbrush Icon Guidelines for The Mural Mom

Clear Space :

To ensure clarity and maintain visual integrity, the clear space around The Mural Mom paintbrush icon should follow this rule:

The clear space around the paintbrush icon should ideally be X/2, where X is the icon's height. This ensures clarity and prevents visual clutter.

For smaller applications, like browser tabs & app icons, strict adherence may not be feasible. In such cases, maintain enough space to keep the icon clear and recognizable.

X/2

X

X/2
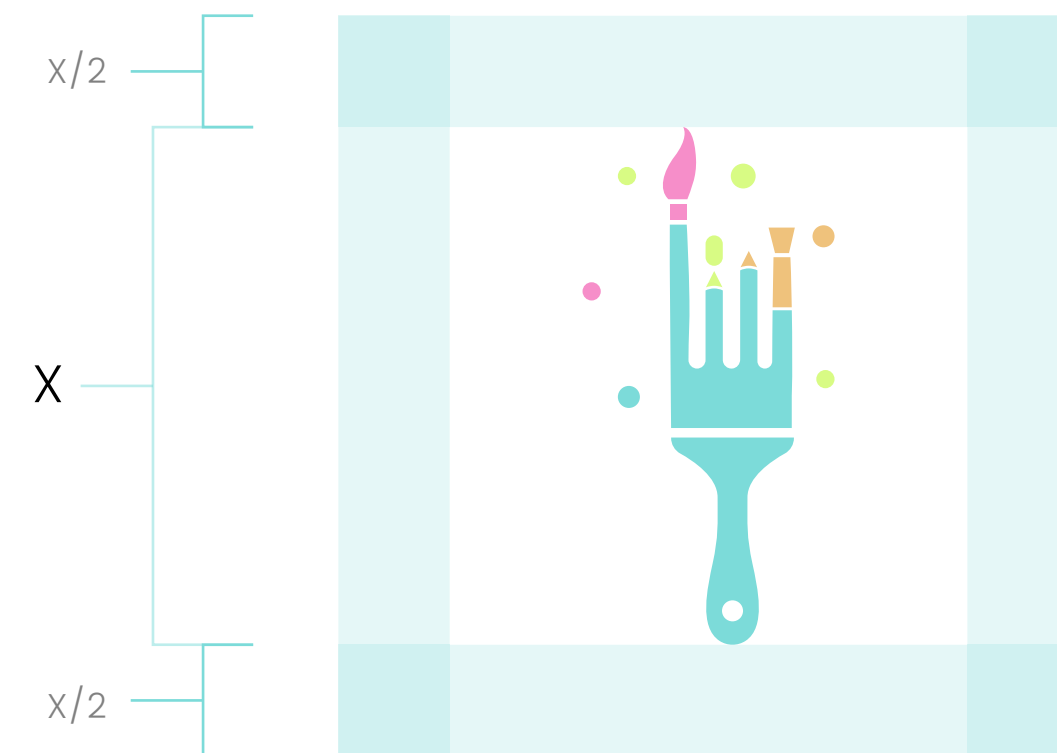
2.3 Alternative Logo Use & Placement

Paintbrush Icon Guidelines for The Mural Mom

Usage on App Icons :

Apple (iOS) - App icon sizes should comply with Apple's guidelines, ranging from 1024px x 1024px (for App Store submission) to 32px x 32px for smaller on-device usage.

Android - App icon sizes should comply with Android's guidelines, ranging from 48px x 48px to a maximum of 512px x 512px (for Google Play Store submissions).

The Mural Mom icon must stay centered within a square to keep it clear and scalable on all devices.

32px X 32px

1024px X 1024px

48px X 48px

512px X 512px

Alternative Logo Use & Placement

Paintbrush Icon Guidelines for The Mural Mom

App Icon Grid & Mockup :
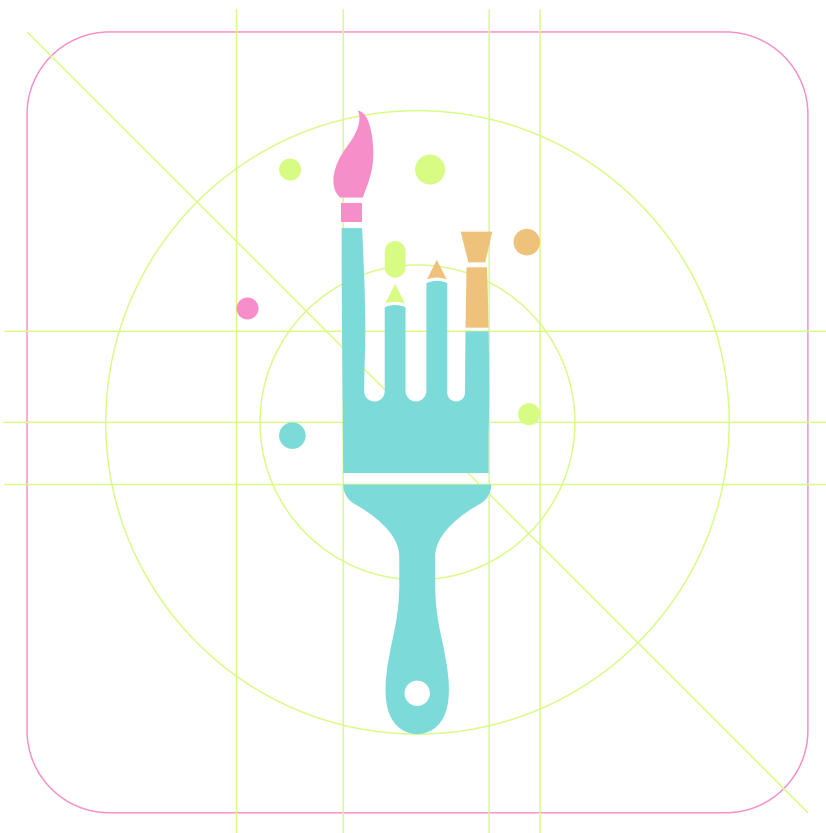
2.3 Alternative Logo Use & Placement

Browser Icon Guidelines

Usage: The paintbrush icon serves as an ideal favicon for browsers, ensuring a compact, recognizable, and visually appealing representation of the brand.

Recommended Size:

Modern Browsers: Minimum 32px x 32px for clarity on high-resolution screens.

Legacy Support: Additional sizes like 16px x 16px can be included for older browsers.

File Format: To ensure compatibility across various platforms, the favicon should be saved in .ico, .png, or .svg formats.

16px x 16px

32px x 32px

The Mural Mom

https://themuralmom

THE MURAL MOM

Home   About Us   Color   Gallery   Theme
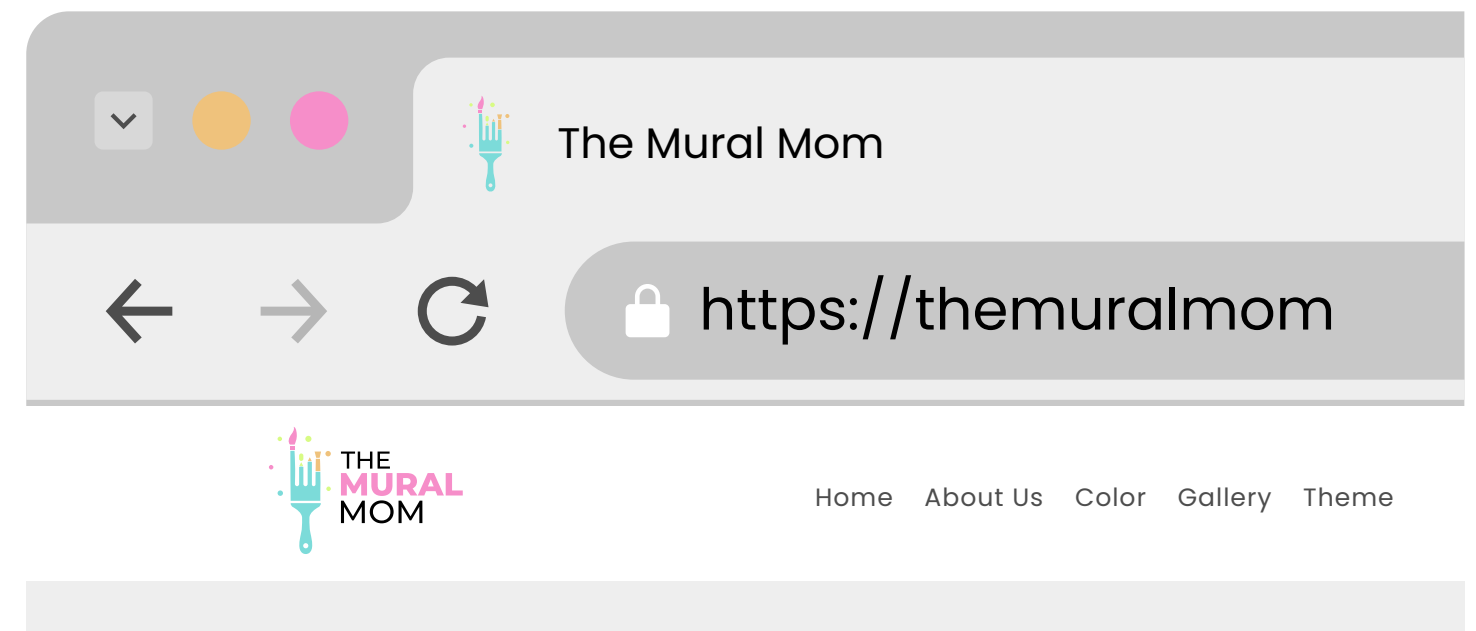
2.3 Alternative Logo Use & Placement

Social Media Guidelines

Usage: The paintbrush icon should be used as a profile picture across social media platforms such as Facebook, Instagram, LinkedIn, and Twitter (X) to maintain a consistent and recognizable brand identity.

Profile Picture Sizes:

Facebook & Instagram: 180px x 180px (minimum upload size).
Twitter X: 400px x 400px.
LinkedIn: 400px x 400px for company pages.

File Format: Use .png or .jpg files with high resolution to ensure crisp and clear visuals across all platforms.

Do's and Don'ts:

Do: Use the full paintbrush icon as the profile picture to keep branding clear and recognizable, even at smaller sizes.

Don't: Overcrowd the frame with additional elements or alter the logo's proportions, as it may reduce visibility and impact.

Alternative Logo Use & Placement

Paintbrush Icon Guidelines for
The Mural Mom

Profile Picture Grid :
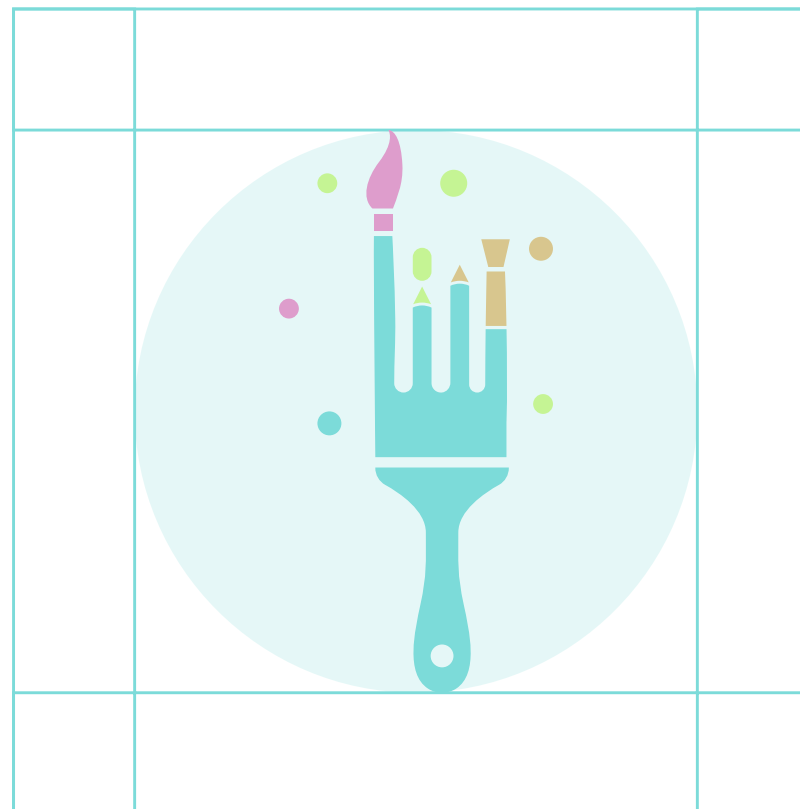
2.3 Alternative Logo Use & Placement

Watermark Guidelines

Purpose:

The paintbrush icon can be used as a watermark to subtly brand documents, presentations, and images while ensuring a professional and minimalistic appearance.

Usage Guidelines:

Opacity: Set the watermark opacity between 10%-20% to keep it subtle and non-intrusive.

For darker backgrounds, use a lighter version of the paintbrush icon. For lighter backgrounds, use the darker version to maintain visibility without overpowering the content.

← 15%

← 25%

← 15%

← 25%
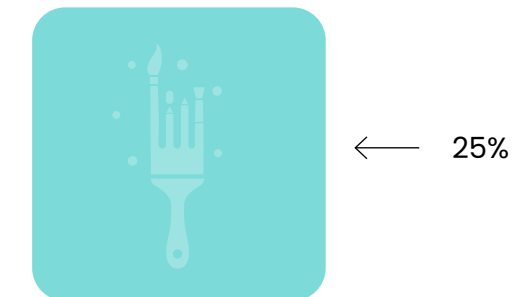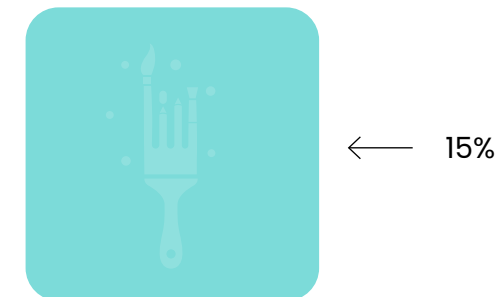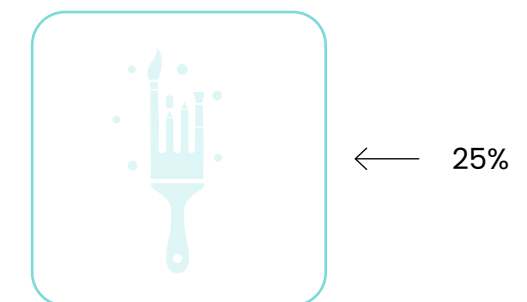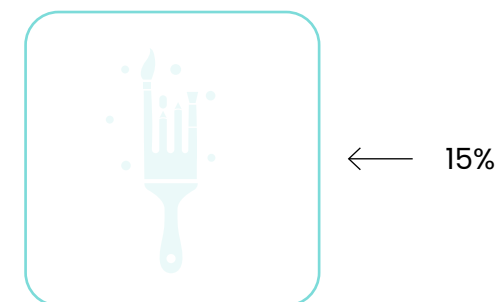
2.3 Alternative Logo Use & Placement

Watermark Guidelines

Usage Guidelines:

Placement: Position the paintbrush icon in the bottom-right corner for a clean and professional watermark.

Alternatively, place it centrally at a larger size for a more artistic and creative effect, especially on images or design work.

File Format:

Use a transparent PNG or vector SVG format to ensure seamless integration across various media without compromising quality.
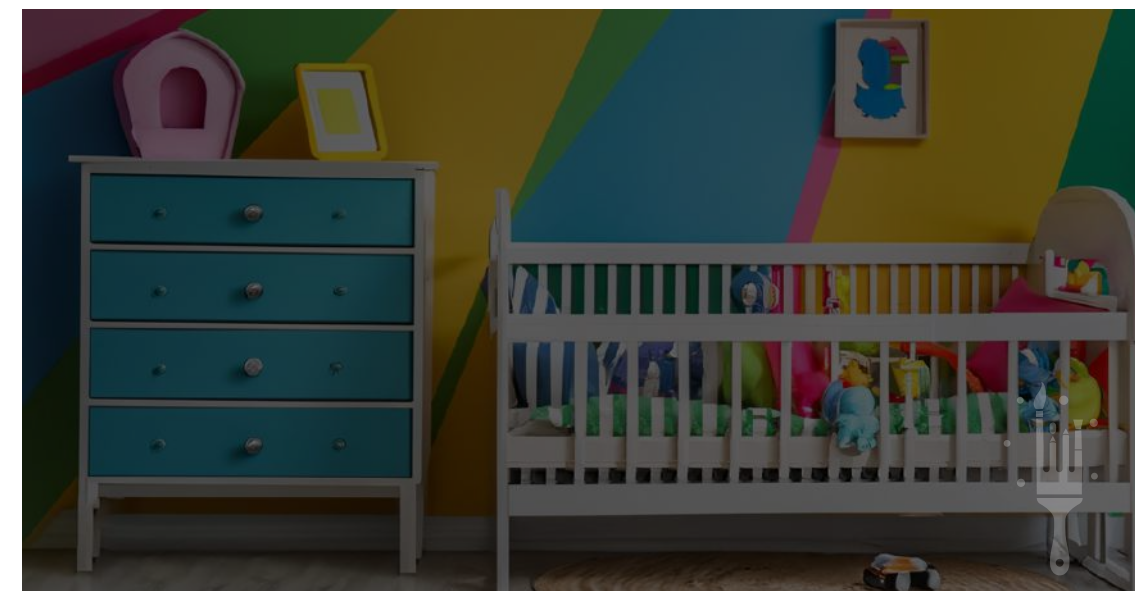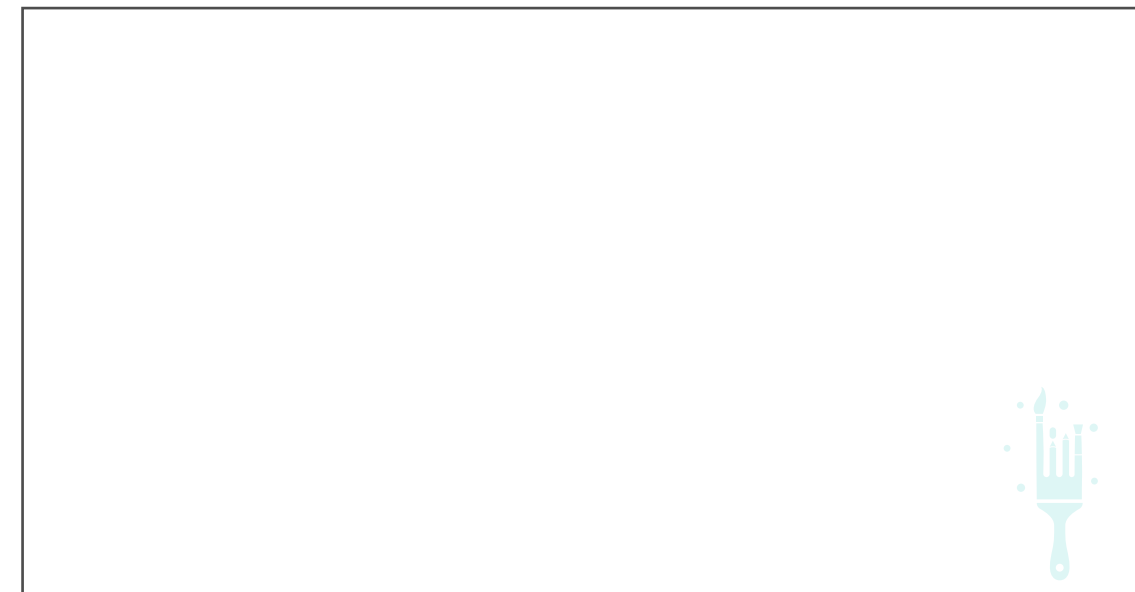
2.3 Alternative Logo Use & Placement

Watermark Guidelines

Size:

The paintbrush icon watermark should occupy 10%-15% of the total width of the document or image to maintain subtle branding without distraction.

For example:

If the width of the document or image is 425px, the watermark should be sized at approximately 42.5px for optimal balance and visibility.

42.5px Width

425px Width

2.3 Alternative Logo Use & Placement

Watermark Guidelines

Application:

Documents: Use the paintbrush icon watermark on reports, proposals, and presentations to subtly enhance brand presence.

Images: Apply the watermark to artwork, digital designs, or shared visuals to maintain brand recognition and discourage unauthorized use.

Videos: Place the watermark in the bottom-right corner of video content to ensure consistent and professional branding.
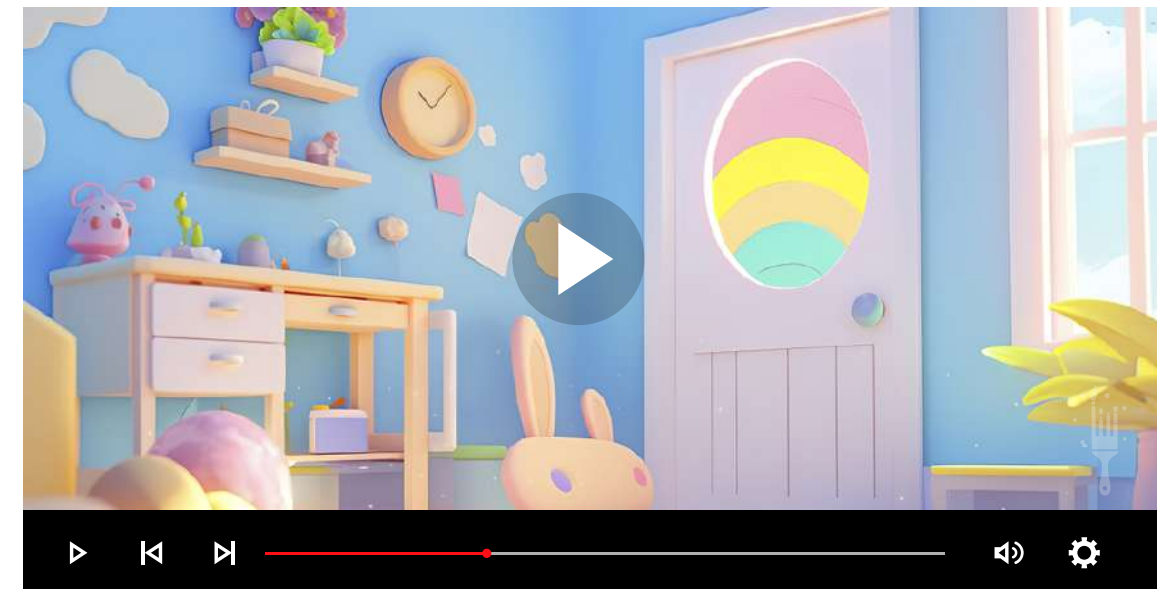
2.3 Alternative Logo Use & Placement

Alternative Logo

Placement 2: Horizontal Layout

This variation presents The Mural Mom logo in a horizontal format, ideal for maintaining a clean and professional brand presence across various media.

Applications

➤ Email signatures and presentation slides
➤ Banners and wide-format designs
➤ Digital and print advertisements
➤ Marketing assets and promotional resources

THE
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2.3 Alternative Logo Use & Placement

Horizontal Layout

Clear Space:

Maintain clear space around the logo equal to X/2, where X represents the height of the "Mural" wordmark.

This buffer zone ensures clarity and visual impact keeping the logo free from surrounding text, images, or any graphic distractions.

Scale:

Ideal for layouts with generous horizontal space such as website headers, banners, email signatures, and packaging. The extended format offers maximum legibility and brand recognition across various touchpoints.

THE **MURAL** MOM

X/2

X

X/2

2.3 Alternative Logo Use & Placement

Horizontal Layout

Minimum Size Guidelines

Digital: For optimal legibility on screens, the logo should have a minimum width of 60px.

Print: To ensure clarity in printed materials, the logo should be no smaller than 4cm in width.

Rules : Always align horizontally in centered or left-aligned layouts for optimal readability and balance.

Avoid placing the logo in confined or square spaces to maintain its visual integrity and impact.

THE
MURALMOM

↑

60px

THE
MURALMOM

↑

4cm

2.3 Alternative Logo Use & Placement

Horizontal Layout

An example demonstrating the real-world application of this logo variation in practice.

2.3 Alternative Logo Use & Placement

Alternative Logo Placement 3 :

Paintbrush symbol with The Mural Mom
(Vertical Stack)

Usage:

➤ Ideal for compact print layouts, such as product tags.

➤ Suitable for social media posts and ads where vertical space is prioritized.

➤ Optimized for mobile versions of branded assets.

2.3 Alternative Logo Use & Placement

Paintbrush symbol with The Mural Mom (Vertical Stack)

Minimum Size:

Digital: Minimum of 64px width for clarity.

Print: At least 2.5cm width for adequate visibility.

Rules:

Avoid using this variation in wide-format layouts, as it can appear misaligned.

Ensure the text is always centered below the symbol.

Leave sufficient padding around the logo for balance.

THE
MURALMOM

↑

64px

THE
MURALMOM

↑

2.5cm

2.3 Alternative Logo Use & Placement

Paintbrush symbol with The Mural Mom (Vertical Stack)

A demonstration of this logo variation in a real-world application.

Alternative Logo Use & Placement

Alternative Logo Placement 4 :
Wordmark Only "Mural Mom"

Usage:

► Informal or internal branding, such as art supplies or studio decor.

► Subtle branding applications like notebook covers or merchandise.

► Instances where a minimalist approach is preferred.

MURAL MOM

2.3 Alternative Logo Use & Placement

Wordmark Only
"Mural Mom"

Minimum Size:

Digital: Minimum of 61px - 100px width for clarity.

Print: At least 2.5cm width for adequate visibility.

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↑
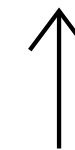
61px

MURAL
MOM

↑

2.5cm

2.3 Alternative Logo Use & Placement

**Wordmark Only
"Mural Mom"**

A demonstration of this logo variation in a real-world application.

2.3 Alternative Logo Use & Placement

Alternative Logo Placement 5 :

Stacked Wordmark with
"The Mural Mom"

Applications: Ideal for vertical layouts, including posters, print ads, and digital media where brand name visibility is a priority.

THE
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Alternative Logo Use & Placement

Stacked Wordmark with "The Mural Mom"

Minimum Size:

Digital: A minimum width of 60px ensures readability on screens.

Print: At least 3cm width to maintain clarity and legibility in printed materials.

Rules:

► Avoid using this version in wide horizontal layouts to maintain proportional integrity.

► Ensure sufficient contrast when placing the logo on busy backgrounds for optimal visibility.

THE
MURAL
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← 60px

THE
MURAL
MOM
← 3cm

Alternative Logo Use & Placement

**Stacked Wordmark with
"The Mural Mom"**

A demonstration of this logo variation in a real-world application.

THE **MURAL** MOM

Ken Warner
Owner Of The Mural Mom

Art That Speaks
At The Mural Mom, we turn blank walls into vibrant masterpieces, infusing creativity, color, and storytelling into every brushstroke.

**Let's Create Together &
Bring Your Imagination to Life.**

Visit Our Website:
www.themuralmom.Com
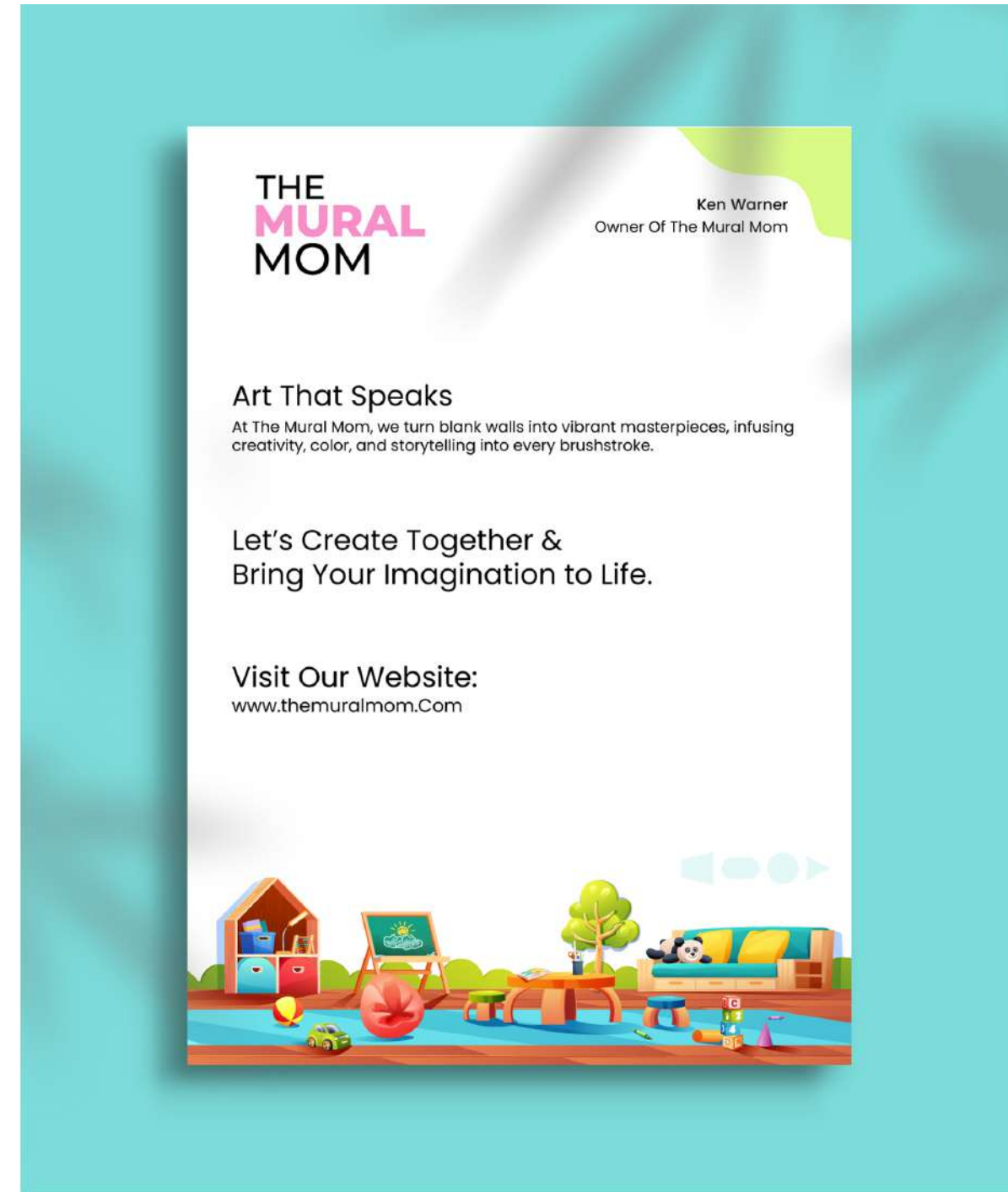
Alternative Logo Use & Placement

Alternative Logo Placement 6 :
Horizontal Logo with Icon and Text

Ideal Uses:

Perfect for wide-format spaces, including:

➤ Website banners
➤ Business cards
➤ Email signature

Ensures a visually balanced layout when horizontal space is more abundant than vertical.

2.3 Alternative Logo Use & Placement

Horizontal Logo with Icon and Text

Minimum Size:

Digital: A minimum width of 80px ensures clear visibility on screens.

Print: At least 3.5cm width to preserve clarity and legibility in printed materials.

Rules:

► Maintain the logo's original proportions; resizing or distorting it affects visual balance.

► Ensure sufficient contrast when placing the logo on backgrounds to maintain readability and clarity.

THE **MURAL** MOM ← 80px

THE **MURAL** MOM ← 3.5cm
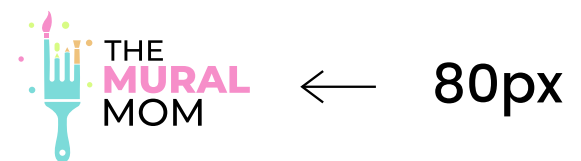
2.3 Alternative Logo Use & Placement

Horizontal Logo with Icon and Text

A demonstration of this logo variation in a real-world application.

2.3 Alternative Logo Use & Placement

Alternative Logo Placement 7 :

Horizontal Logo with Icon and "Mural Mom"

Ideal Uses:

Informational Signage: Perfect for mural project signs, event banners, or artistic guidelines.

Digital Headers: Well-suited for website headers, email footers, and presentation slides.

Social Media Graphics: Great for promotional posts, cover images, and ads that require a horizontal format.

2.3 Alternative Logo Use & Placement

Horizontal Logo with Icon and "Mural Mom"

Minimum Size:

Digital: A minimum width of 64px ensures clarity on screens.

Print: Requires at least 2.5cm width for proper visibility in printed materials.

Rules:

➤ Avoid using this variation in overly wide layouts to maintain visual alignment.

➤ Ensure the text remains centered in relation to the icon for consistency.

➤ Leave ample spacing around the logo to preserve balance and readability.

MURAL MOM ← 64px

MURAL MOM ← 2.5cm
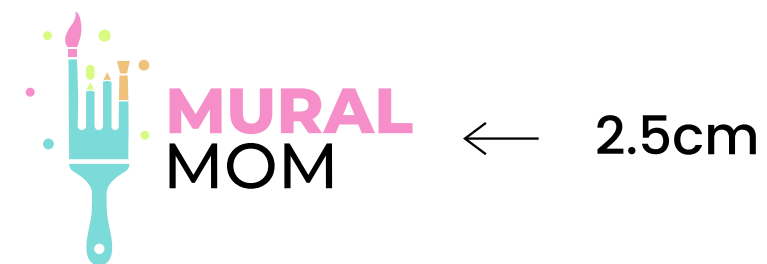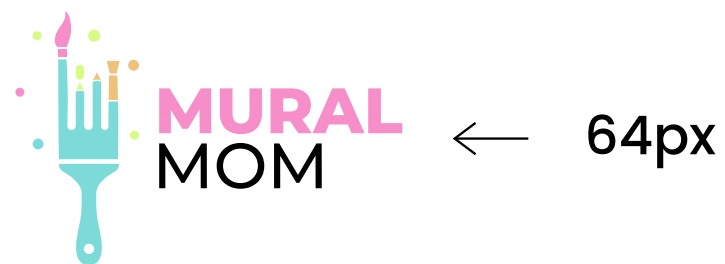
2.3 Alternative Logo Use & Placement

Horizontal Logo with Icon and "Mural Mom"

A demonstration of this logo variation in a real-world application.

Acceptable & Unacceptable Logo Usage

Acceptable logo Usage Guidelines

▶ **Maintain Proportions**

Always keep the original aspect ratio of the logo intact when resizing. Avoid stretching or distorting the design.
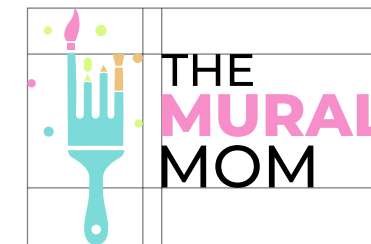
▶ **Clear Space**

Ensure adequate breathing space around the logo. Maintain consistent and proportional spacing to keep the design clean and impactful.

▶ **Background Contrast**

Use the logo on light, plain backgrounds for optimal visibility. When placed on dark backgrounds, use the white version of the logo to maintain clarity.

Acceptable & Unacceptable Logo Usage

Acceptable logo Usage Guidelines

► **Approved Colors**

Always use the official brand colors to maintain consistency and brand recognition. Do not modify or replace the colors.

► **Orientation**

Keep the original orientation of the logo intact. Do not rotate, flip, or alter it in any way.
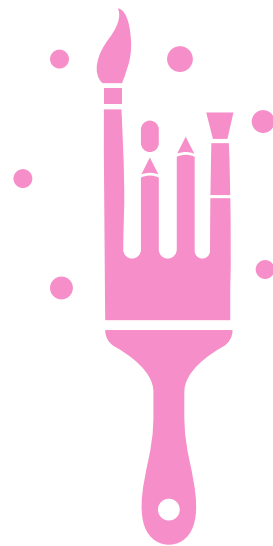
#7CDEDC   #F991CC   #F2C57C   #DBFE87
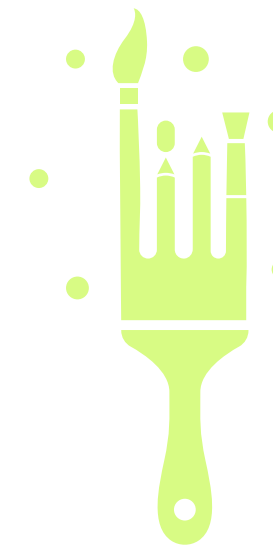
Acceptable & Unacceptable Logo Usage

Unacceptable logo Usage Guidelines

► **Distortion**

Do not stretch, compress, or alter the proportions of the icon or text. Always maintain the original aspect ratio.

► **Low Contrast**

Avoid placing the logo on busy or patterned backgrounds that reduce readability. Use a background that provides clear visibility.

► **Unapproved Colors**

Do not use unapproved colors, gradients, or effects like shadows and outlines. Always stick to the official brand colors.

Acceptable & Unacceptable Logo Usage

Unacceptable logo Usage Guidelines

► **Rotations or Flipping**

Do not rotate, flip, or mirror the logo in any direction. Keep it in its intended orientation.

► **Breaking Components**

Avoid separating or repositioning the icon and text. The logo should always be used as a single unit.

► **Cluttering**

Do not place the logo in overcrowded designs where the clear space around it is compromised. Always maintain proper spacing for readability and impact.

o create and deliver cutting-edge solutions that drive growth, enhance safety, and promote sustainable development.

To be a pioneer in engineering innovation, setting new standards for quality, creativity, and impact in every endeavor we pursue.
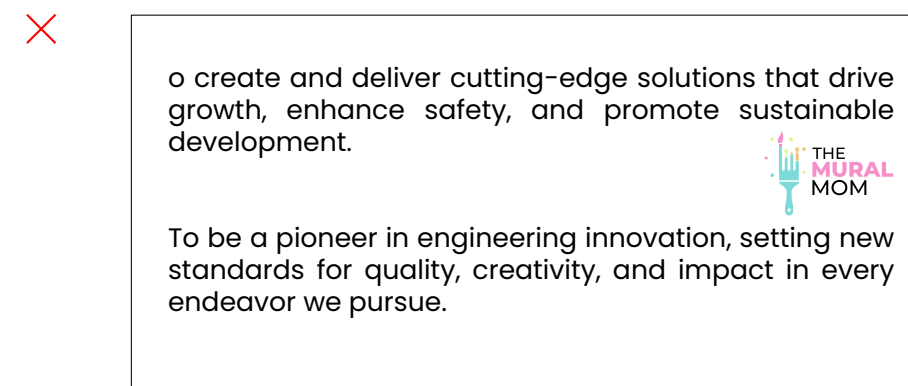
03 | Brand Colors

- ▶ Meaning Behind Our Colors
- ▶ Core Brand Shades
- ▶ Supporting Accent Tones
- ▶ Effective Color Usage

3.1 Meaning Behind Our Colors

Aqua Essence

A color of creativity, freshness, and imagination, reflecting endless artistic possibilities and vibran t expression.

Golden Glow

A hue of energy, confidence, and vitality, capturing the transformative power of color in storytelling and design.

Blush Bloom

A warm, passionate, and joyful shade, embodying the inspiration and beauty that art brings to life.

Mint Harmony

A soothing yet lively tone that balances creativity with a sense of calm and connection.

3.2 Core Brand Shades

The Mural Mom is defined by Aqua Blue and Blush Pink, reflecting creativity, joy, and wonder. With whimsy and color, we turn spaces into magical worlds.

Aqua Blue: Represents imagination, freshness, and boundless artistic possibilities.

Blush Pink: A vibrant and playful hue symbolizing creativity, warmth, and artistic expression.

These colors define The Mural Mom, blending artistic passion with a modern and engaging aesthetic. The combination creates a balanced, eye-catching visual identity that works across various design applications.
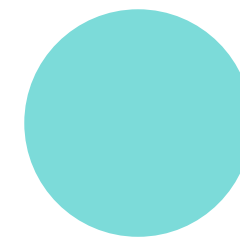
HEX : #7CDEDC
RGB : 124 | 222 | 220
CMYK : 45% | 00% | 18% | 00%

HEX : #F991CC
RGB : 249 | 145 | 204
CMYK : 17% | 53% | 00% | 00%

3.3 Supporting Accent Tones

The Mural Mom brand also incorporates two accent colors: Gilded Gold and Mint Green. These hues complement the primary palette, adding warmth, freshness, and a touch of whimsy to every mural.

Gilded Gold: A touch of radiant gold symbolizes creativity, elegance, and timeless artistry. It adds warmth and a hint of luxury, reflecting the passion behind every stroke.

Mint Green: A fresh mint tone that balances creativity and calmness, fostering connection, softness, and visual harmony.

Together, these hues create a striking balance gold for inspiration, black for depth ensuring The Mural Mom's identity remains both artistic and iconic.
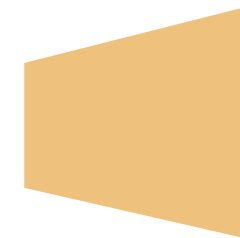
HEX : #F2C57C
RGB : 242 | 197 | 124
CMYK : 04% | 23% | 59% | 00%

HEX : #DBFE87
RGB : 219 | 254 | 135
CMYK : 17% | 00% | 60% | 00%

3.4 Effective Color Usage

In The Mural Mom logo, the primary colors are thoughtfully applied to the main text & logo, ensuring a bold yet inviting presence. The accent colors, Gilded Gold and Mint green, are strategically incorporated as highlights and supporting elements, adding richness, contrast, and a touch of artistic elegance to the overall design.

04 Typography

▶ Main Typeface & Usage Guidelines

▶ Accent Typeface & Styling Guidelines

4.1 Main Typeface

The Mural Mom brand identity features a carefully selected typeface that embodies creativity, warmth, and artistic expression. Its elegant yet approachable design reflects the brand's essence of storytelling through murals.

Usage Guidelines

Headings: Use the primary typeface in bold for striking and expressive titles.

Font Size: Adjust between 30pt–50pt depending on composition and layout for optimal readability.

The Mural Mom : ← 45pt

Montserrat

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789

4.2 Main Typeface

Minimum Size:

Digital Use: Maintain a minimum of 20pt for optimal clarity.

Print Use: Ensure a minimum of 12pt to preserve legibility.

Font Pairing:

Montserrat pairs seamlessly with Poppins fonts, ensuring a clean and cohesive visual style.

Pro Tip:

Avoid adding effects like shadows or outlines to preserve the elegance and modern aesthetic of Montserrat.

Creativity Built Into Every Design ⟵ 20pt

Creativity Built Into Every Design ⟵ 12pt

4.2 Accent Typeface

To complement the primary typeface, Poppins has been selected for supporting text and extended content. Its clean and modern design enhances readability while maintaining a cohesive brand aesthetic.

Styling Guidelines

Headings (Occasional Use): Use Poppins Regular for secondary or subtle titles.

Font Size: 18pt–24pt for subheadings or section headers, ensuring clarity and hierarchy in design.

Strong Foundations for the Future. ← 20pt

Poppins

ABCDEFGHIJKLMNPQRSTUVWXYZ

Abcdefghijklmnpqrstuvwxyz

0123456789

4.2 Accent Typeface

Typography Guidelines

Body Text:

Use Poppins Regular Regular for clear, engaging paragraphs.

Font Size: 14pt–20pt with 18px–22px line spacing for effortless readability.

Annotations & Captions:

Use Poppins Medium for subtle details.

Font Size: 14pt–16pt for captions and footnotes.

At The Mural Mom, every stroke of creativity is driven by passion, precision, and timeless artistry. Our designs seamlessly blend innovation with storytelling, ensuring a lasting impact. By embracing both tradition and modern aesthetics, we create visuals that inspire, captivate, and connect.

← Body Text 20pt Font size & 22px Line Spacing

Creativity reflects our passion for artistry, resilience embodies our commitment to craftsmanship, and timeless design s howcases our vision for creating lasting impressions.

← Footnote 14pt Font size & 18px Line Spacing

Accent Typeface

Combining with Montserrat:

Pair a supporting typeface for body content while keeping The Mural Mom's signature font dominant for headings.

Maintain structured spacing and alignment for a polished, cohesive look.

Design Tip:

Limit font variations within a section to preserve consistency and readability. Choose a refined, complementary typeface to enhance The Mural Mom's artistic identity.

05 Visual Identity Guidelines

► Aesthetic and Mood

► Focus and Composition

► Color Harmony

► Restricted Applications

► Image Placement Standards

► Resolution Requirements

5.1 Aesthetic and Mood

The imagery in The Mural Mom's branding embodies creativity, authenticity, and artistic expression. Every visual should align with the brand's essence, showcasing passion for murals, storytelling through art, and a deep connection to community and culture.
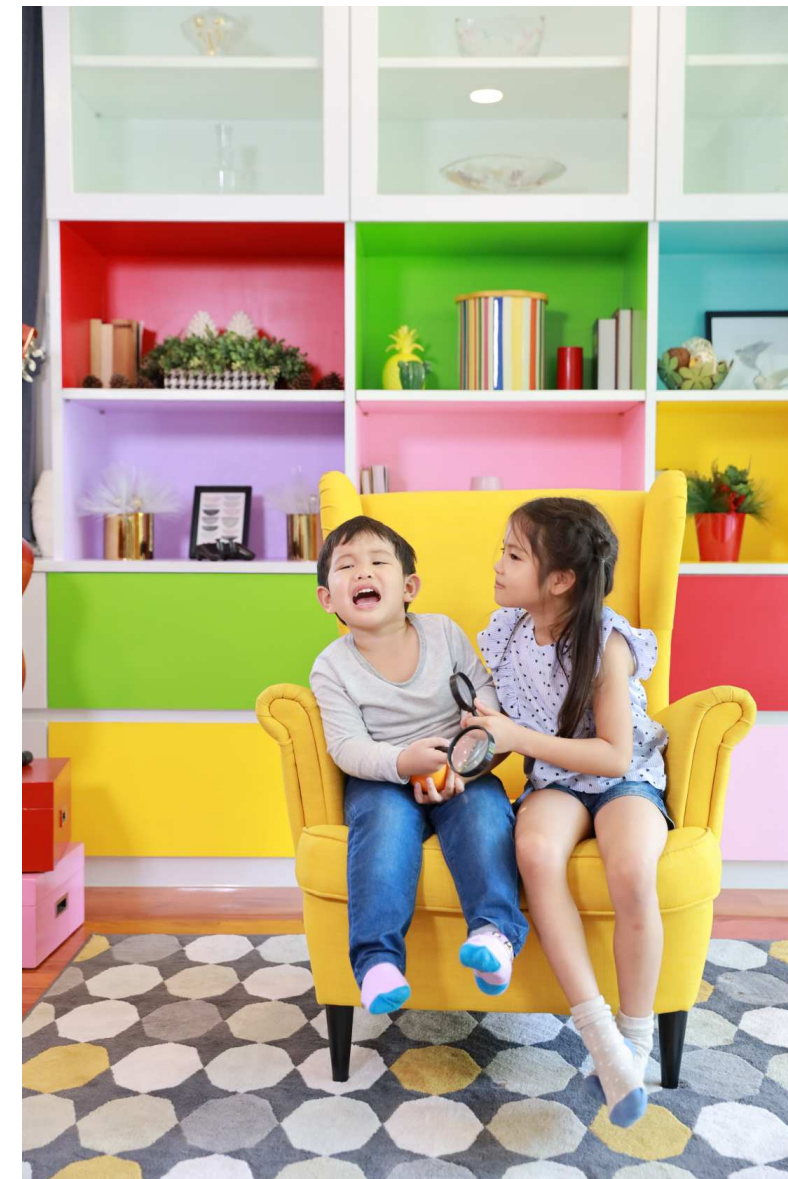
Aesthetic and Mood

Artistic and Genuine:

Incorporate high-quality, real-life imagery of mural creation, vibrant artwork, and inspiring spaces. Avoid overly filtered or artificial-looking visuals to maintain authenticity and artistic integrity.

5.1 Aesthetic and Mood

5.2 Focus and Composition

Core theme:

Whimsical Murals that bring stories to life through colors and creativity.

Playful and Dreamy Aesthetics, inspired by childhood imagination and wonder.

Personalized Artworks that transform ordinary spaces into magical experiences.

Elemental Representation :

The interplay of circles, triangles, and lines embodies harmony, creativity, and structure, bringing visual storytelling to

5.3　Color Harmony

Brand Colors:

Stick to soft, cheerful tones that reflect the brand's personality, including aqua blue, soft pink, pastel orange, and lime green. Avoid using dark, dull, or overly saturated colors.

Filters & Editing:

Use light, natural filters that maintain brightness and clarity.

Lighting:

Prioritize bright, natural lighting that enhances pastel tones and keeps the mood light, fresh, and welcoming.
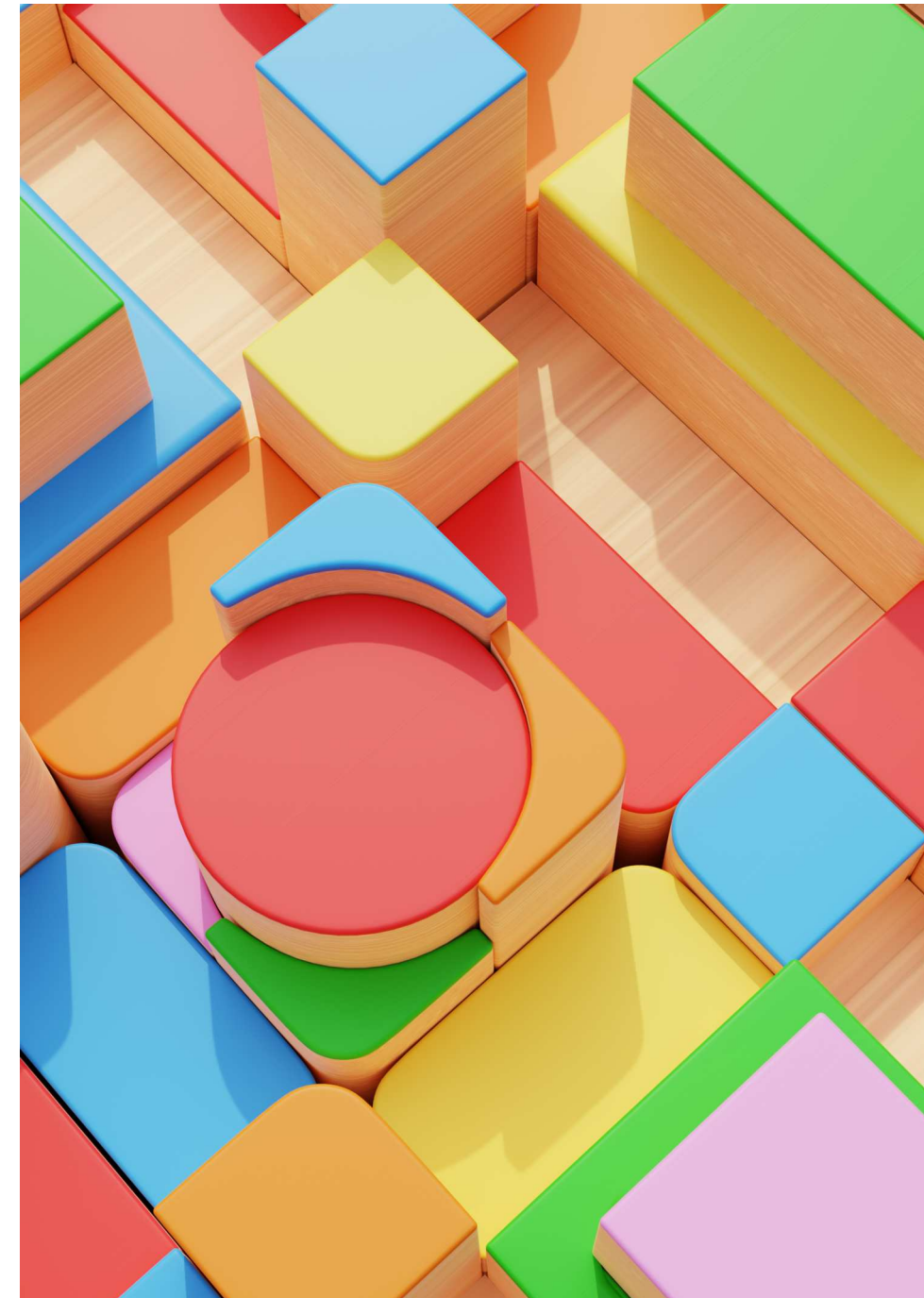
5.4 Restricted Applications

To maintain consistency and professionalism, please avoid the following:

➤ Low-resolution or blurry images

➤ Generic or overly staged stock photos

➤ Busy backgrounds that distract from your message

➤ Heavy filters or artificial-looking edits

Image Placement Standards

Purpose and Relevance :

➤ Visual arrangements should highlight key artistic details, uniquely designed walls, and playful room aesthetics that reflect the brand's essence.

➤ This approach should be used selectively to enhance focus on standout projects or design motifs that capture the spirit of creativity and fun.

Image Selection :

Opt for vibrant, high-quality images that reflect creativity, playfulness, and a whimsical essence.

Resolution requirements

Artistic Flow and Placement :

► Let the design breathe with balanced spacing, ensuring a clear and inviting presence.

► Maintain harmony by aligning with the playful and whimsical essence of the brand.

Background Integration :

► Colors should complement the artistic theme, enhancing vibrancy without overwhelming the space.

► Keep the surroundings clean and uncluttered, allowing creativity to shine effortlessly.

5.6 Resolution requirements

Minimum Resolution:

► **Digital Use**: Ensure a minimum resolution of 1920x1080 pixels for banners and high-quality images for smaller applications (e.g., 300px x 300px for thumbnails).

► **Print Use**: Use images with at least 300 DPI for crisp, professional output.

Pro Tip:

Always align visuals with The Mural Mom's artistic essence. Every image should reflect creativity, warmth, and imagination, resonating with the brand's core values.

06 | Brand Identity

- ► Core Characteristics
- ► Communication Style
- ► Visual Representation

6.1 Core Characteristics

Vision (Trapezoid)

Represents creativity, focus, and direction—seeing the big picture before bringing it to life. Symbolizes the power of imagination in transforming blank walls into stunning murals.

Flow (Rounded Rectangle)

Embodies adaptability, smooth transitions, and the fluidity of art. Represents the ability to seamlessly blend colors, styles, and themes to suit any space.

Expression (Circle)

Stands for wholeness, emotion, and artistic storytelling.

Captures the essence of personal and community expression through meaningful murals.

Impact (Arrow)

Symbolizes movement, energy, and the forward-thinking nature of mural art.

Represents The Mural Mom's goal of leaving a lasting, positive impression in every space.

6.2 Communication Style

Professional and Clear:

➤ Communicate with clarity and precision, ensuring messages are easily understood.

➤ Maintain a structured and refined approach to mural design and execution.

Inspirational and Empowering:

➤ Encourage creativity and self-expression through impactful mural designs.

➤ Use art as a tool to uplift and bring positive change to the environment.

Warm and Approachable:

➤ Foster an inviting and engaging atmosphere through art.

➤ Create murals that connect with communities and inspire dialogue.

# 6.3 Visual Representation

Professional and Clear:

► Communicate with clarity and precision, ensuring messages are easily understood.

► Maintain a structured and refined approach to mural design and execution.

Inspirational and Empowering:

► Encourage creativity and self-expression through impactful mural designs.

► Use art as a tool to uplift and bring positive change to the environment.
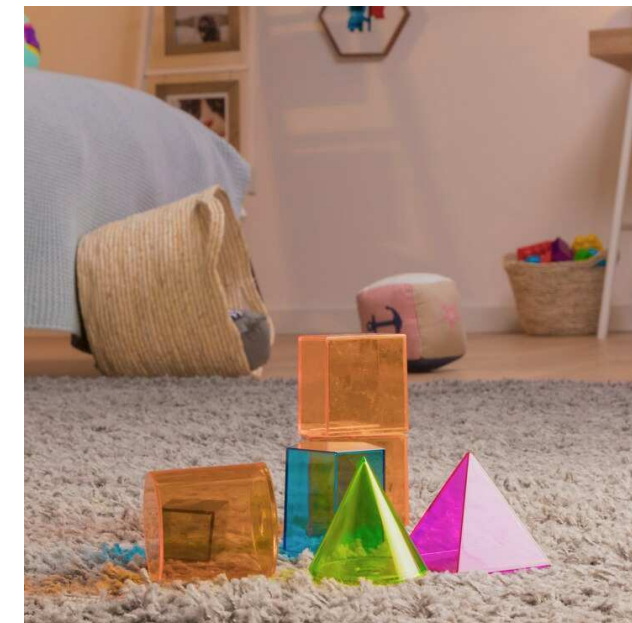
07

Co-Branding Standards

► Usage Guidelines

7.1 Usage Guidelines

When collaborating with other brands, it's essential to preserve the identity of the Mural Mom brand while creating a cohesive visual and messaging alignment with our partners. These guidelines ensure consistency and effectiveness in all co-branded efforts.

Logo Placement:

► Always use the Mural Mom logo in its official or approved variations.

► Ensure there is enough space around the Mural Mom logo to keep it clear and easy to recognize, especially when shown alongside other logos.

► Partner logos should not dominate or diminish the Mural Mom logo. Both logos should appear balanced, with equal importance or a clear visual order.
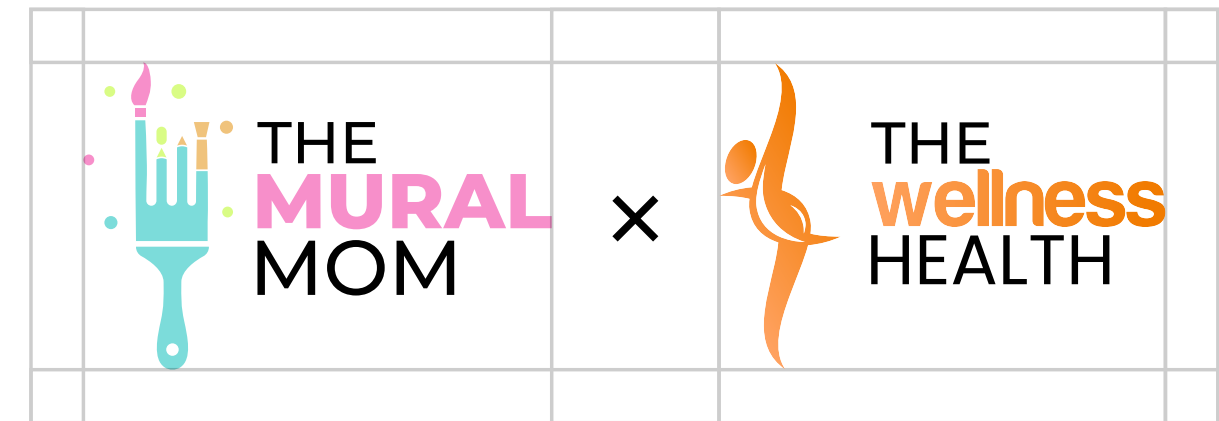
7.1 Usage Guidelines

Typography:

► Use Mural Mom's primary and secondary fonts across all co-branded communications for a unified look and feel.

► Partner brand typography can be included when needed, but should complement and not conflict with Mural Mom's type hierarchy.

Color Palette:

► Incorporate Mural Mom's color palette into co-branded materials to maintain visual consistency.

► Partner brand colors may be used where appropriate, but should blend harmoniously without overpowering Mural Mom's identity.

Layout:

► Use Mural Mom's grid system to ensure co-branded layouts are aligned and well-balanced.

► Partner brand elements should be positioned thoughtfully to create a structured and cohesive design.

These guidelines help ensure that all co-branded efforts reflect Mural Mom's dedication to creativity, balance, and authenticity while encouraging meaningful collaborations.

08 Print and Production Guidelines

- ▶ Color Standards and Specifications
- ▶ Logo Usage and Approved Production Techniques
- ▶ Recommended Materials and Printing Methods
- ▶ Minimum File Requirements and Print Quality Checks

8.1 Color Standards and Specifications

Always use CMYK color mode for all print materials to maintain color accuracy and consistency.

Primary Color (Deep Artistic Tone):

CMYK: 46% | 00% | 20% | 00%

Usage: Perfect for headlines, titles, signature elements, and any feature that needs to stand out. This rich, bold color reflects The Mural Mom's creative strength, professionalism, and artistic impact — ideal for drawing attention while staying true to our identity.

Secondary Color (Soft Accent Tone):

CMYK: 02% | 53% | 00% | 00%

Usage: Great for body text, descriptions, subtle backgrounds, and supporting details. This lighter, softer color adds a welcoming and modern feel, offering balance to our bolder shades while ensuring readability.

8.2 Logo Usage and Approved Production Techniques

Logo Usage :

► Always print The Mural Mom logo at a minimum resolution of 300 DPI or higher to maintain sharpness and clarity.

► Ensure adequate clear space around the logo, as specified in the logo usage section, to keep it visually distinct and avoid overcrowding.

► For large-format prints (such as murals, banners, posters), ensure the logo scales proportionally without distortion, preserving its quality and impact.

Production Techniques :

► For premium and artistic applications, consider using embossing, debossing, or foil stamping to highlight key elements like the logo or tagline, adding a tactile and creative touch.

► Die-cutting can be used for custom shapes that reflect The Mural Mom's artistic and fluid style, ensuring a unique and memorable presentation.

► For signage or special installations, laser engraving on wood, metal, or acrylic can bring a sophisticated and durable finish aligned with the brand's creative identity.

8.3 Recommended Materials and Printing Methods

Material Selection

Business Cards :

➤ Use matte or textured cardstock (300-350 GSM) for a refined, artistic feel. Add spot UV or foil detailing on The Mural Mom logo for an elegant touch.

Letterheads :

➤ Choose premium paper (90-120 GSM) with a smooth or creative finish for a polished look.

Banners & Posters :

➤ Select durable vinyl or canvas for long-lasting displays.

➤ Ensure banners have reinforced edges or grommets for secure hanging.

Printing Recommendations :

➤ Use high-quality printing for sharp colors and details.

➤ Apply brand colors strategically for emphasis and balance.

8.4 Minimum File Requirements and Print Quality Checks

Minimum File Requirements :

► **Resolution:** Ensure The Mural Mom logo files are 300 DPI for sharp, high-quality prints.

► **File Formats:** Provide print-ready PDF/X-1a files with embedded fonts and outlined artwork.

Bleed and Margins :

► Keep at least 5mm clear space around the logo.

► Add a 3mm bleed on all sides for trimming.

Print Quality Checks :

► Review test proofs for color accuracy, font clarity, and alignment.

► Check final prints for smudges, color shifts, or distortions.

09

Social Media Guidelines

▶ Portrait Content

▶ Square Content

▶ Content Guidelines

▶ Cover Design Guidelines

9.1 Portrait Content

Dimensions: 1080 x 1920 px

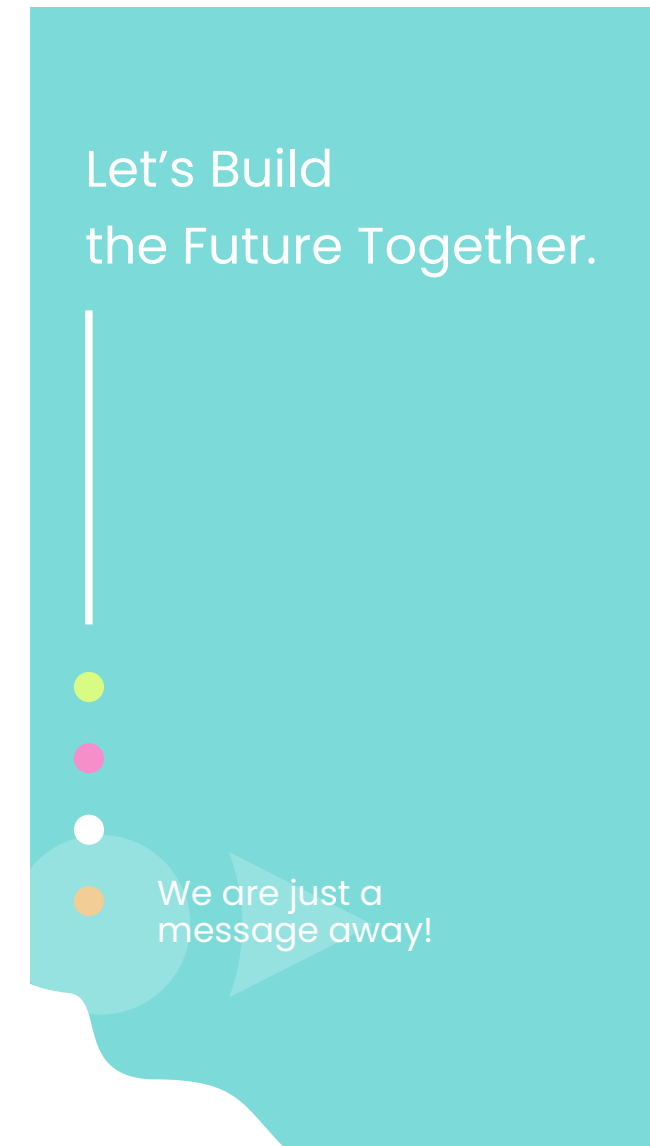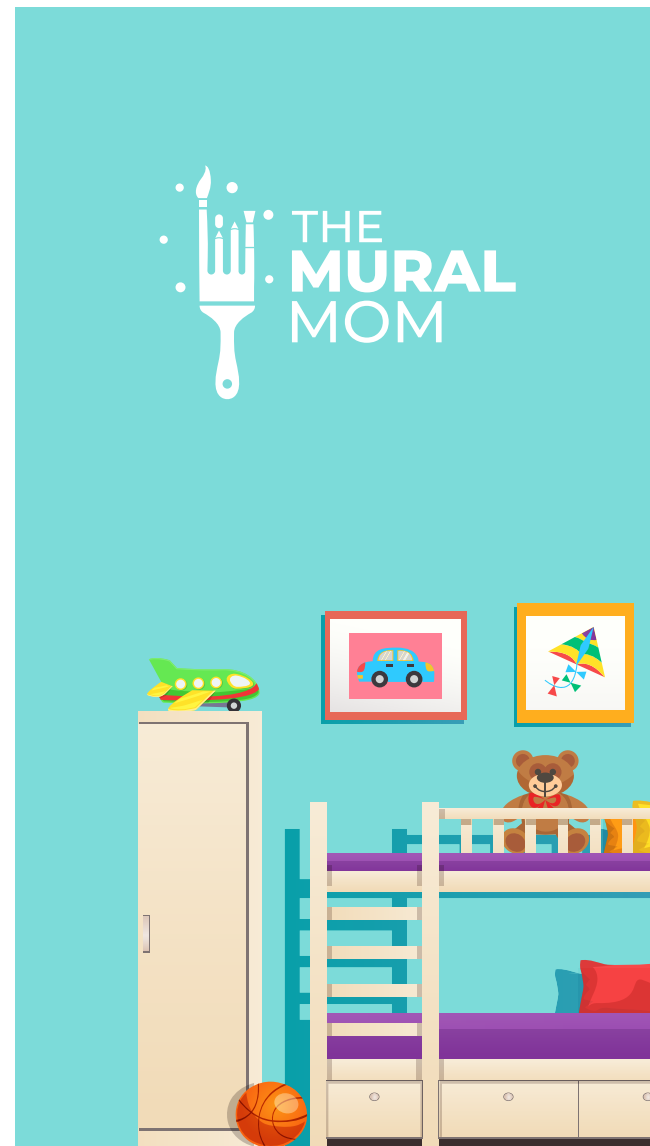**Use Case:** For Instagram Stories, Reels, and vertical formats.

Safe Zones

Top & Bottom: Keep key elements away from the top and bottom 10% (192px each).

**Usable Area:** Middle 80% (1080 x 1536 px) for important content like logos and text.

Top Safe Zon – 10%

Usable Area

Bottom Safe Zon – 10%

THE
MURAL
MOM

Why Choose
The Mural Mom?

Creative Vision

Bringing walls to life with meaningful, story-driven art.

Personalized Approach

Every mural is tailored to reflect your unique space and style.

Community Connection

Collaborating with clients to create art that inspires and connects.

Let's Build
the Future Together.

We are just a
message away!

Square Content

Size: 1000 x 1000 pixels (up to 2000 x 2000 for higher quality).

Use: Great for Instagram, Facebook, and LinkedIn posts.

Safe Space: Keep important elements like the logo and text within the center 800 x 800 pixels to avoid cropping. Leave about 100px space on each side.
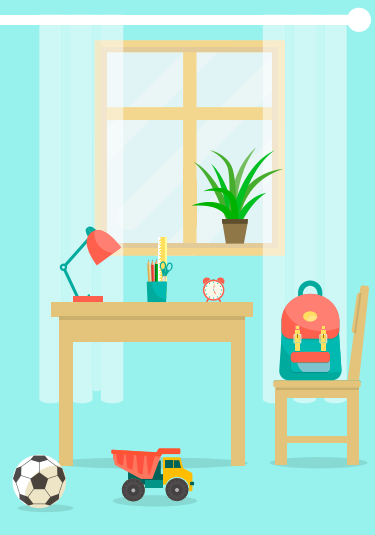
Safe Zon

Usable Area
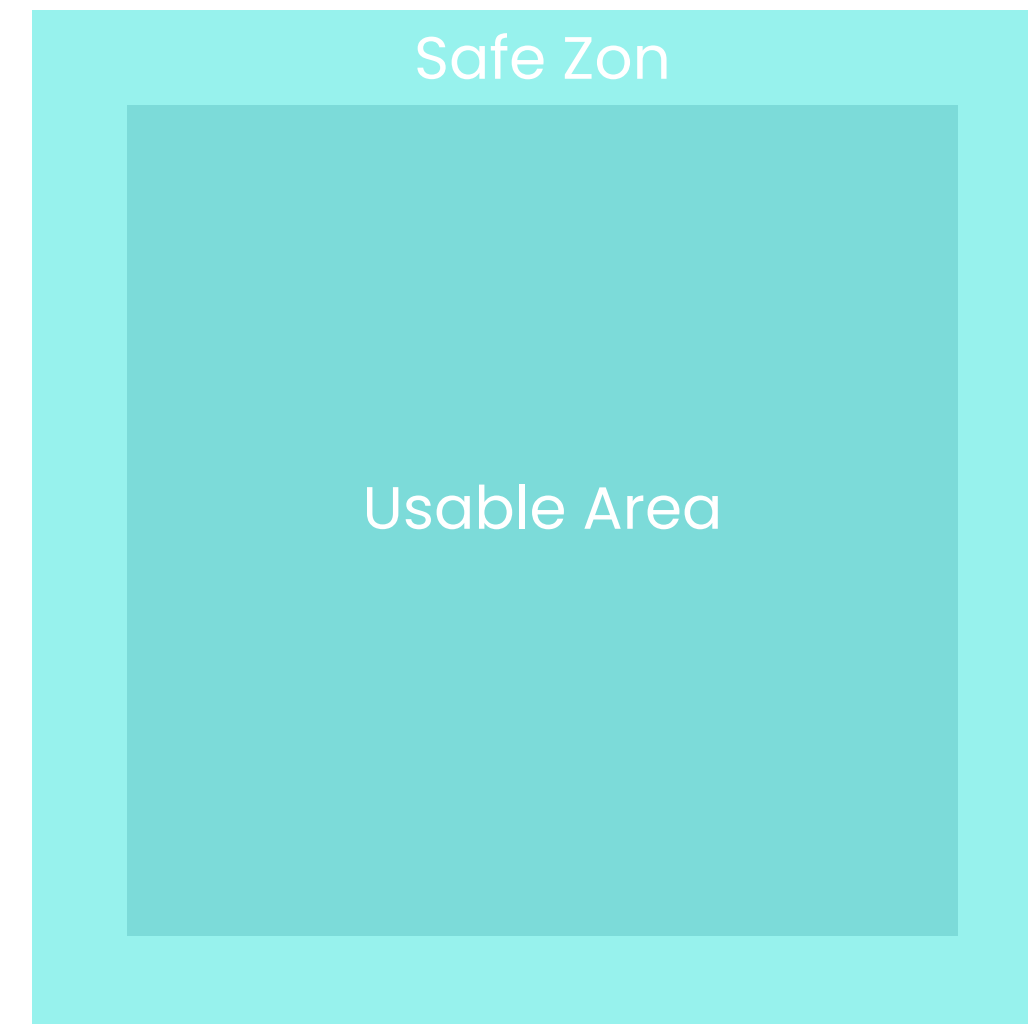
9.2 Square Content

Transforming Walls into Wonders.

Guided by Creativity, Inspired by Play.

Your Vision, My Artistry.

THE MURAL MOM

Let's bring your walls to life! Contact us today.

9.3 Content Guidelines

Brand Consistency :

➤ Use consistent colors, fonts, and logo to maintain a strong brand identity.

Clear and Readable Text :

➤ Keep headlines bold and easy to read.

➤ Use smaller text for extra details but make sure it stays clear.

Imagery :

➤ Choose high-quality visuals that reflect The Mural Mom's creative and artistic vibe (like murals, art, collaborations).

Platform Friendly :

➤ Make sure your logo and content look good on Instagram, Facebook, and other platforms without getting cropped or blurry.
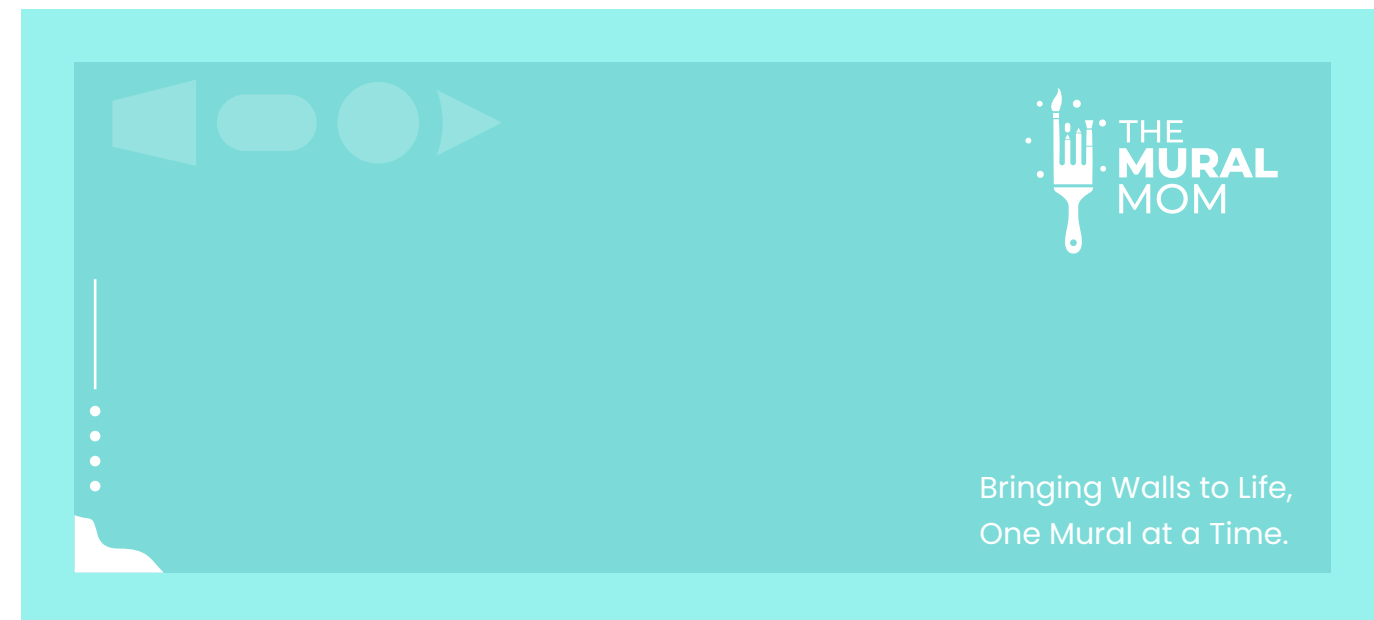
9.4 Cover Design Guidelines

Logo Placement : Place the logo in the top right corner for consistent and clean branding.

Tagline Placement : Align the tagline on the bottom-right corner, keeping it neat with the design flow.

Watermark : Add a subtle triangular watermark on the top-left corner for gentle brand presence.

Profile Picture Space : Keep the bottom-left corner empty to avoid overlapping with profile pictures on social media.

Safe Zone : Maintain at least 10% clear space around all edges to ensure important elements are not cropped on different devices or screen sizes.

THE MURAL MOM

Bringing Walls to Life,
One Mural at a Time.

9.4 Cover Design Guidelines

Platform-Specific Dimensions :

Make sure the logo and design are optimized for each platform. Below are the recommended sizes (as of Jan 2025):

Facebook Cover :

Personal: 851 × 315 px
Business Page: 820 × 312 px (visible on mobile: 640 × 312 px)

LinkedIn Cover :

Personal Profile: 1584 × 396 px
Company Page: 1128 × 191 px

Twitter (X) Cover :

All accounts: 1500 × 500 px

Instagram Highlights Cover :

1080 × 1920 px (keep key elements within circular safe zone)

YouTube Channel Art :

2560 × 1440 px (safe area: 1546 × 423 px)

Tip: Always keep the logo clear, visible, and aligned with the overall design, avoiding edges or corners where it may be cropped.

10 | Business Card & Letterhead Design

▶ General Guidelines & Printing Specifications

▶ Visual Elements

▶ Complete Stationery Design with Mockup

General Guidelines & Printing Specifications

Printing Specifications

Color Mode :

➤ Always use CMYK color mode to ensure accurate color reproduction in print materials.

Paper Recommendations :

Business Card : Opt for matte laminated cardstock (300-350 GSM) to achieve a premium and sturdy finish. Consider adding spot UV gloss on the logo or key elements for an elegant, professional touch.

Letterhead: Use high-quality bond paper (80-120 GSM) with a smooth or satin finish to enhance durability and convey a polished, professional appearance.

General Guidelines

Clear Space & Bleed :

➤ Maintain a minimum clear space of 0.2 inches around all edges to ensure no essential design elements are trimmed during production.

➤ Include a 0.125-inch bleed to accommodate precise cutting and alignment during printing.

10.2 Visual Elements

Logo Placement:

Place the logo prominently on business cards and letterheads for consistent branding.

Watermark:

Add a subtle triangular watermark on the bottom-right or as a footer detail.

Brand Colors:

Use primary brand colors (light and dark shades) to highlight key elements like logos and headers.

Alignment:

Ensure clean, balanced layouts with proper horizontal and vertical alignment, and equal spacing for a clutter-free look.

10.3 Business Card Specifications

Dimensions

Standard Size: 3.5 x 2 inches (with bleed).

Typography

Logo/Brand Name: 20 pt for strong brand presence.

Name: 12 pt for easy recognition.

Title/Role: 8.5 pt for clarity.

Contact Info: 8 pt to keep it clean and minimal.

THE
MURAL
MOM

20 pt Name

Ken Warner ———— 12 pt Name
Owner Of The Mural Mom ———— 8.5 pt Name

8 pt Name

+0123456789
ken.warner@themuralmom.Com
www.themuralmom.Com
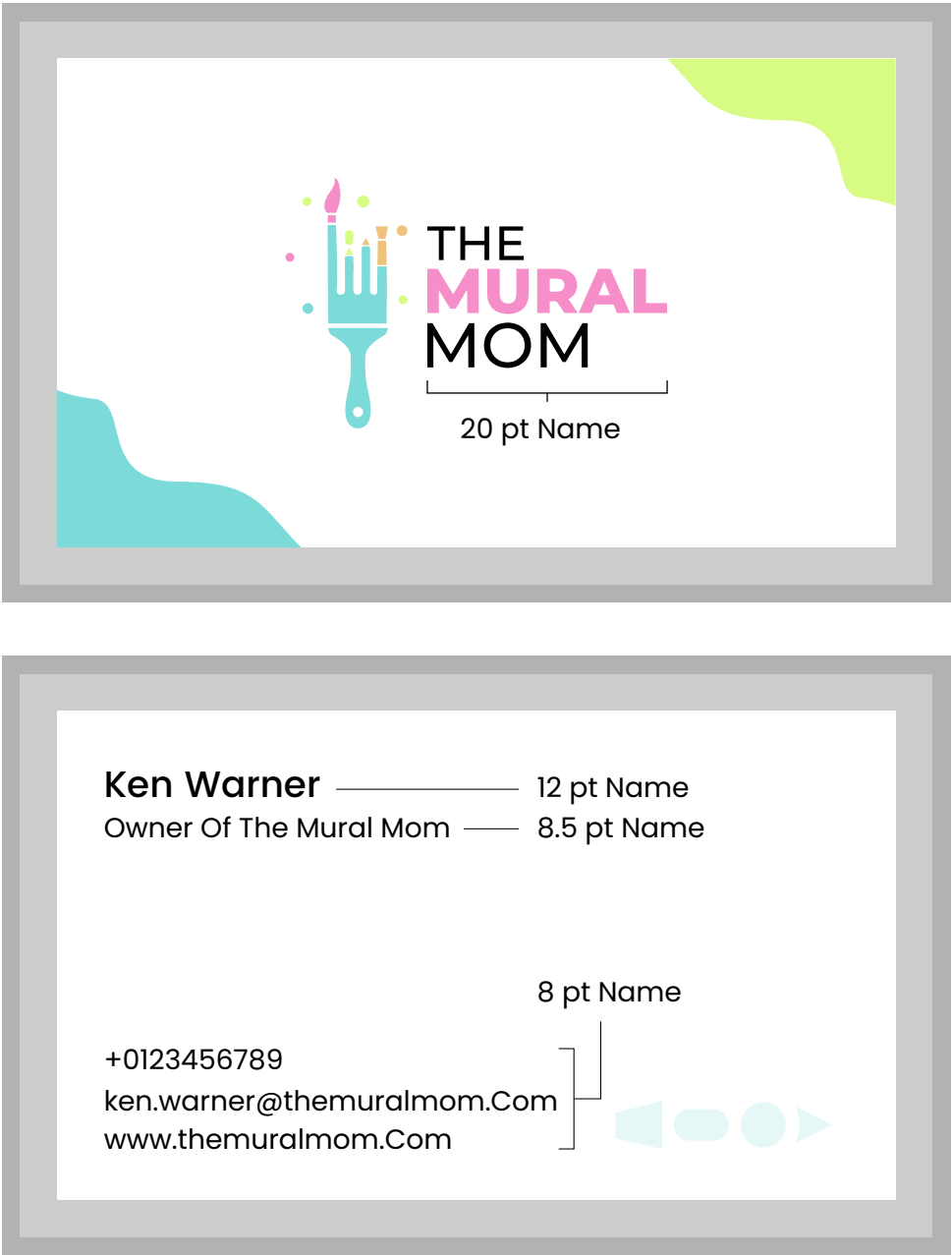
0.2 Inch Clear Space
0.125 Inch Bleed

10.3 Letterhead Specifications

Dimensions

Standard Size: 8.5 x 11 inches (US Letter).

Typography

Recipient Details: 12 pt for clear readability.

Subject Line : Set in 13 pt to make it stand out.

Body Text: 10 pt for a clean, professional appearance.

Sender's Name & Contact: 12 pt and 10 pt respectively for proper hierarchy and balance.

15/03/2025

Stark Devid
Manager
1234 Main Street, Suite 500
Los Angeles, CA 90012 — 12 pt

Subject : Excited to Bring Your Vision
to Life with The Mural Mom — 13 pt

Dear Stark Devid,

Thank you for reaching out!

As the founder of The Mural Mom, I'm thrilled to discuss how we can transform your space into something truly special. Whether you're looking for a colorful mural or a fun, functional playroom, I'm here to help bring your ideas to life. Let's chat soon and create a space that inspires and delights!

Looking forward to working together,

Ken Warner —— 12pt
Founder, The Mural Mom — 10pt

+0123456789
ken.warner@themuralmom.Com — 10pt
www.themuralmom.Com

0.2 Inch Clear Space   0.9 Inch Header
0.125 Inch Bleed   0.7 Inch Footer

10.3 Envelope Specifications

Dimensions

Standard Size: DL Envelope (110mm x 220mm)

Typography

Primary Font: Use Montserrat for all text to maintain consistency and readability.

Layout & Alignment

Ensure all elements are properly aligned and evenly spaced to uphold a clean and professional look.

Ken Warner —————— 10pt
Owner Of The Mural Mom —— 10pt

28mm X 6mm
Watermark

+0123456789
ken.warner@themuralmom.Com
www.themuralmom.Com

10pt Contact Details
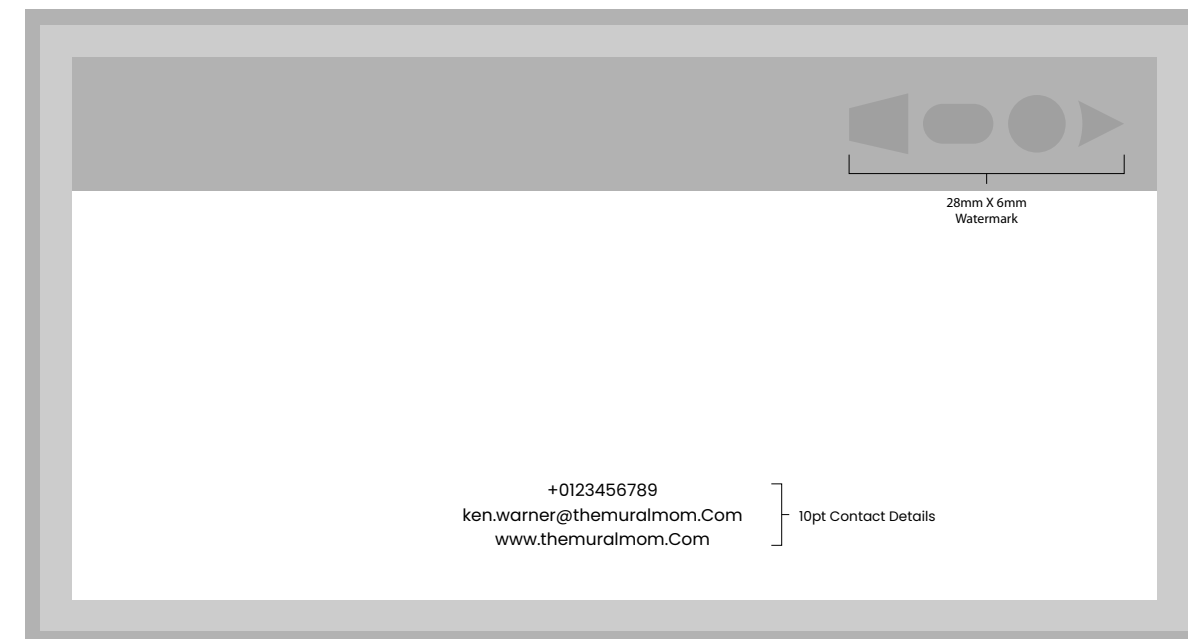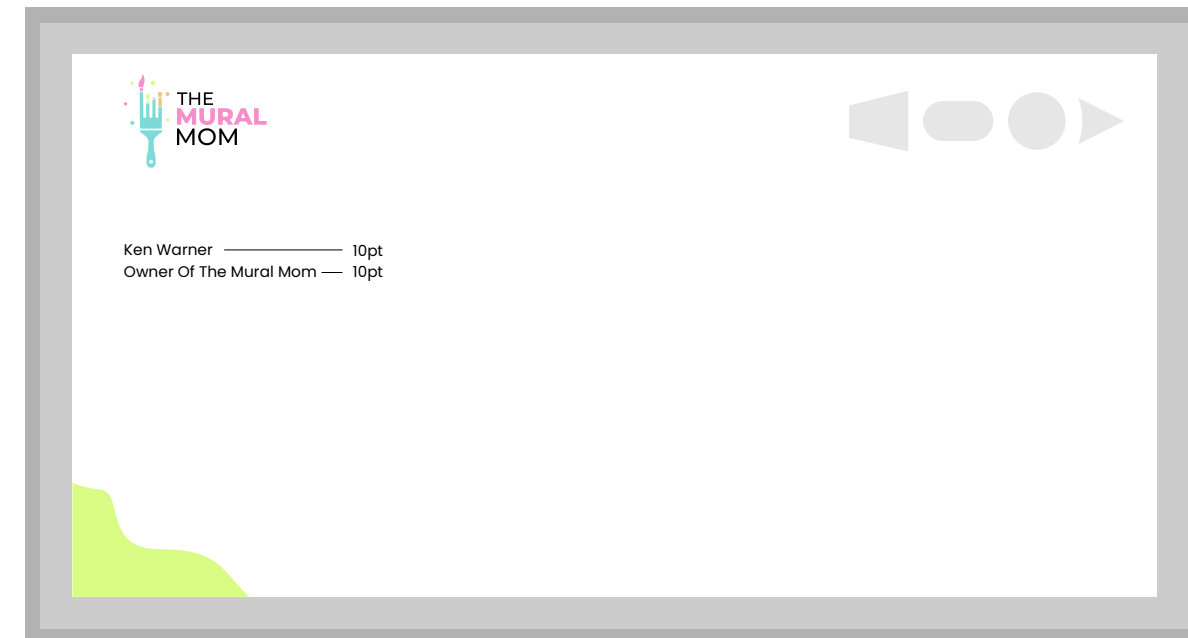
0.2 Inch Clear Space
0.118 Inch Bleed

10.3 Email Signature Guidelines

Dimensions

Standard Size: 600 x 150 pixels

Typography

Name: Use Montserrat for a unique and personal touch.

Details: Use Poppins for clear, consistent communication.

Colors

Text Color: Black (#000000)
Accent Colors: Blush Pink (#F68EC9)

Ken Warner ← 14pt Name
Owner Of The Mural Mom ← 10pt Position

+0123456789
ken.warner@themuralmom.Com   10px X 10px Contact Details
www.themuralmom.Com

124px X 81px

85px X 20px
Watermark

16px X 16ps Social
Media Icon
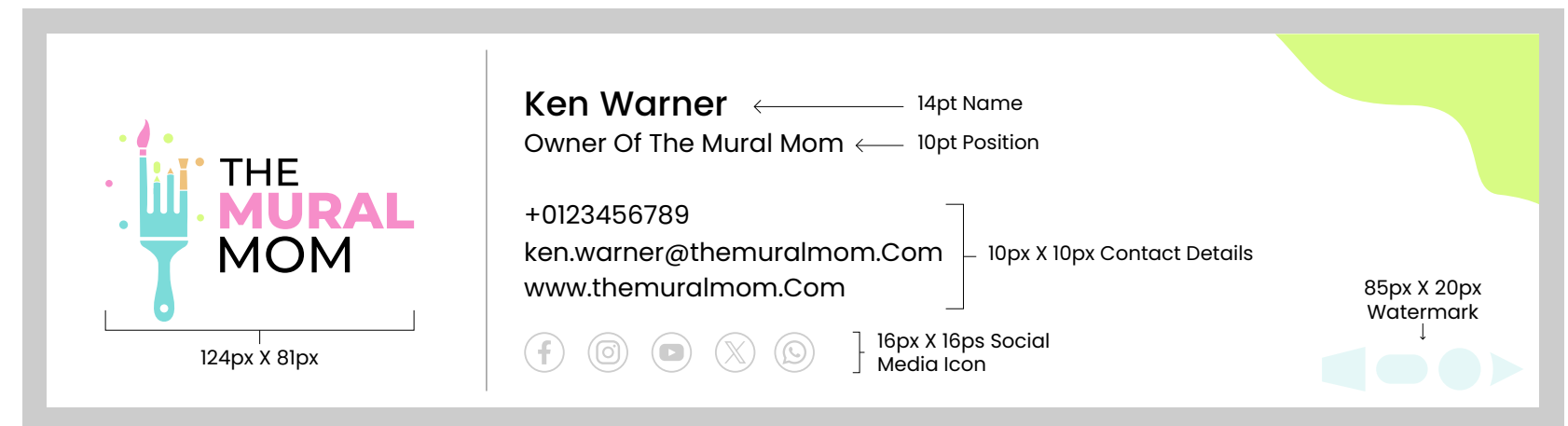
10.3 Mockup Design

11 Website Design & Visual Patterns

▶ Website Design Standards

▶ Pattern Application Guidelines

11.1 Website Design Standards

Design Philosophy :

The website reflects The Mural Mom's artistic and friendly identity, highlighting creative work with a warm, approachable vibe.

Color Usage :

► Primary Colors (Aqua Blue, Blush Pink): Used for headers, CTAs, and main sections.

► Accents (Gilded Gold, Mint Green): Applied to highlights, buttons, and supporting elements.

Typography :

► Marceny for headlines.
► Montserrat for body text and subheadings.
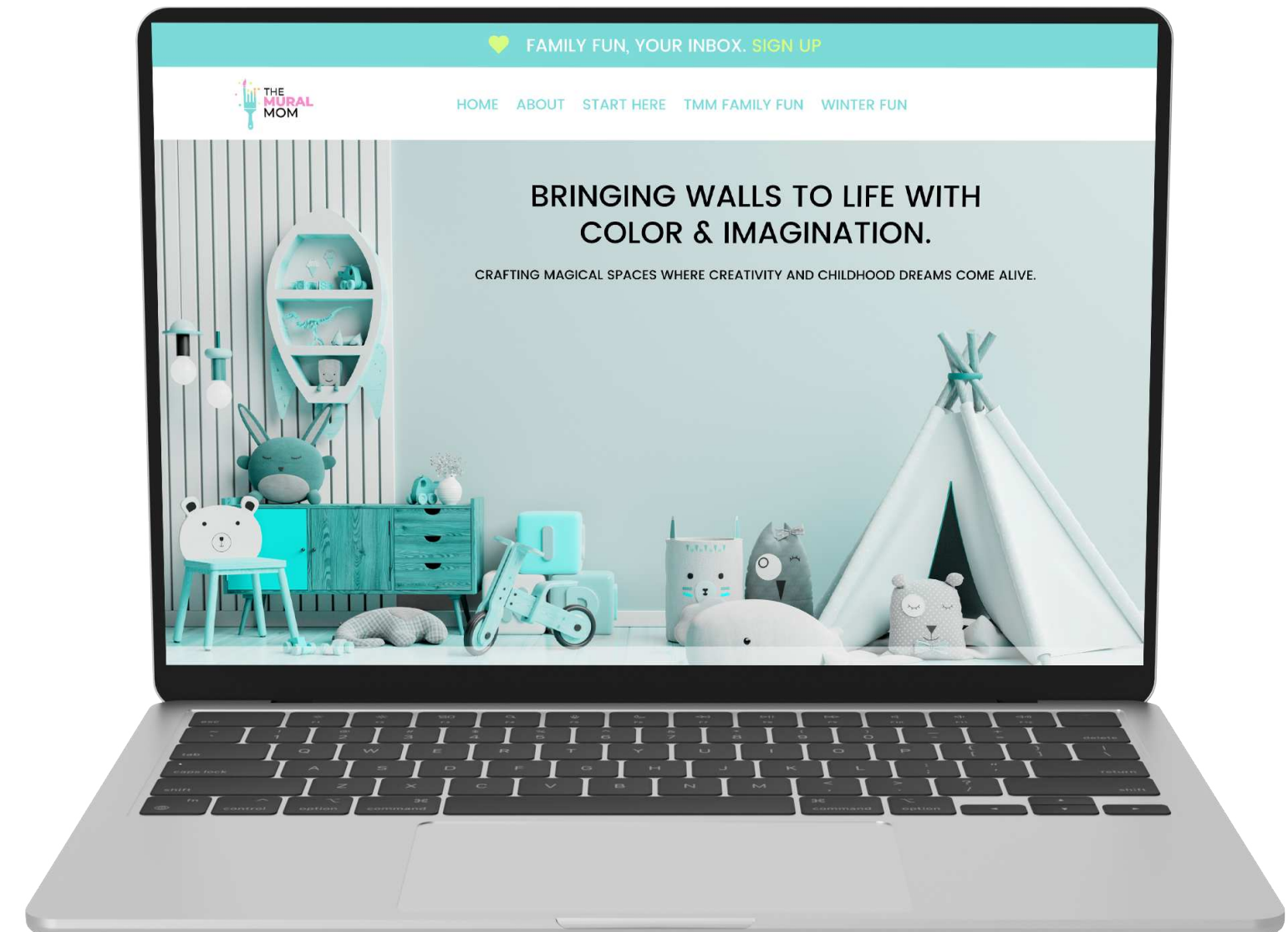
Website Design Standards

Layout & Imagery :

▶ Clean, grid-based layout with balanced spacing and alignment.

▶ High-quality images showcasing murals, art pieces, and creative spaces.

Interactive Elements :

▶ Subtle hover effects on buttons and links for smooth user feedback.

▶ CTAs are thoughtfully placed to inspire exploration and engagement.
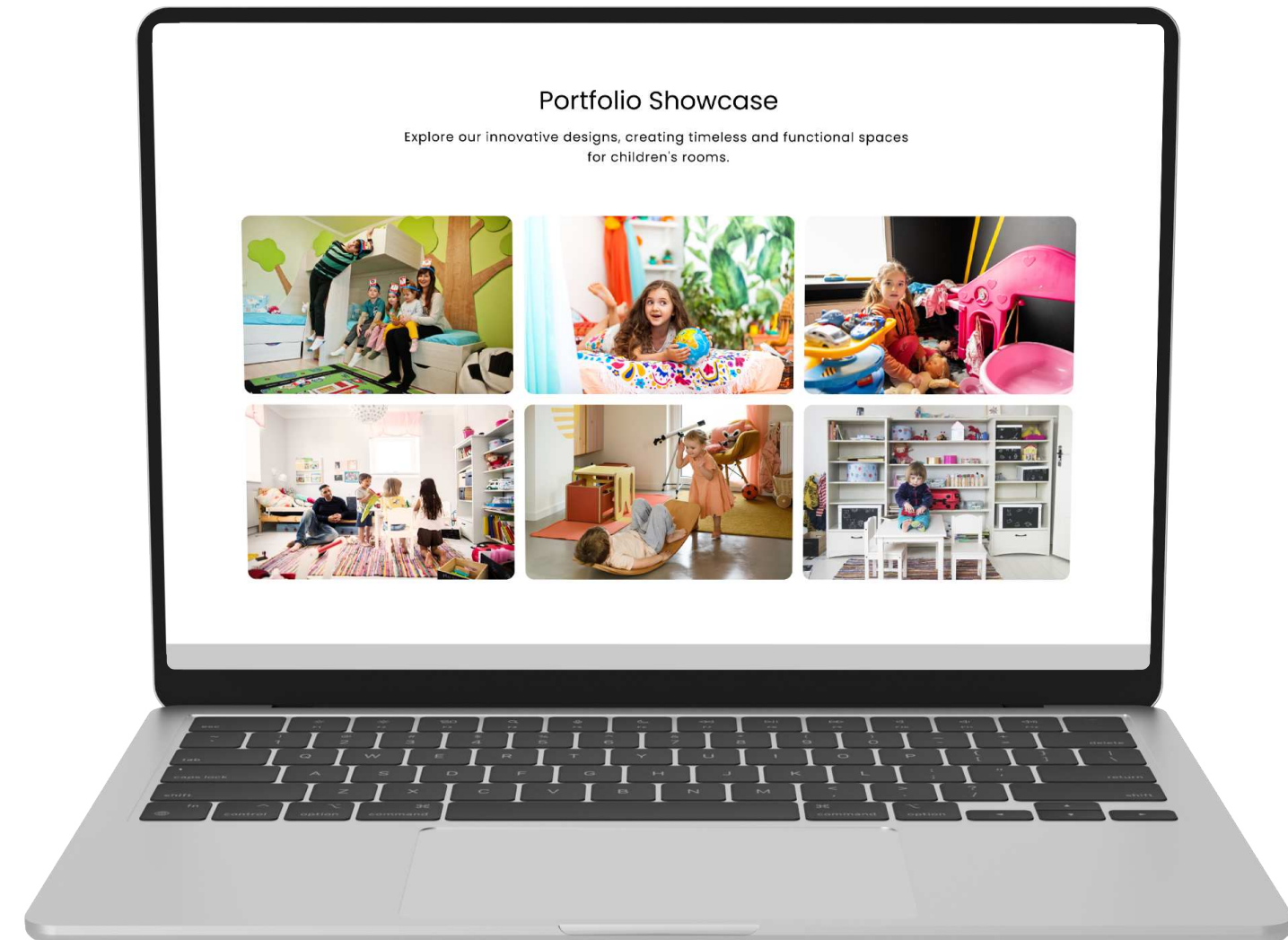
11.2 Pattern Application Guidelines

Always apply the pattern in a 4x4 grid for a balanced and organized look.

When extending the pattern, repeat the full 4x4 block instead of adding single rows or columns to preserve consistency.

Do not distort, misalign, or stretch elements within the pattern-maintain original proportions.

Ensure uniform repetition for a seamless, polished appearance.
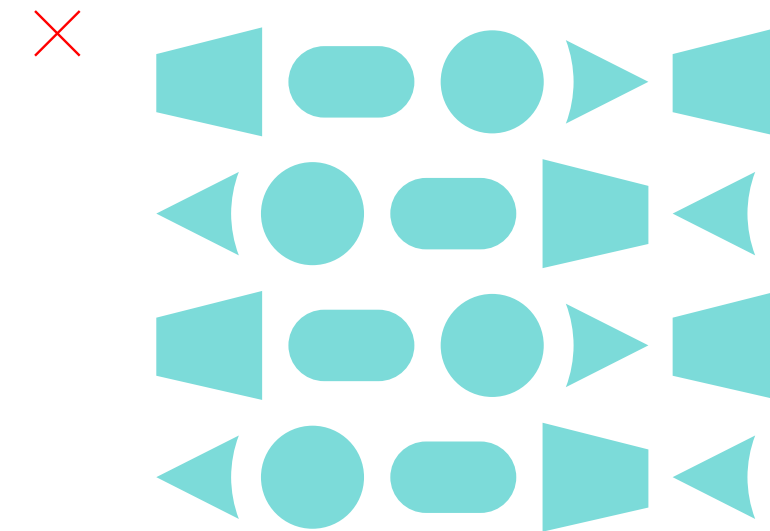
12 | Iconography

▶ Brand Iconography Rules
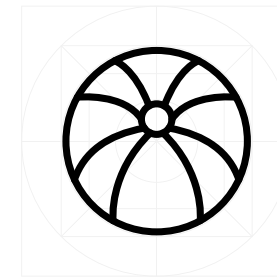
Brand Iconography Rules

Icons for The Mural Mom should be clean, balanced, and aligned with the brand's creative style. Maintain consistent line weight, proportion, and color for clarity.

Do's:

► Use even strokes and proper alignment.
► Follow brand colors and proportions.
► Ensure clear contrast.

Don'ts:

► Avoid distortion or stretching.
► No unapproved colors or effects.
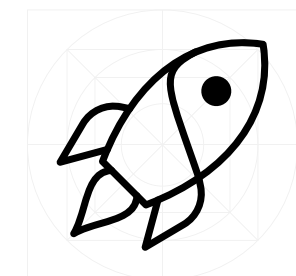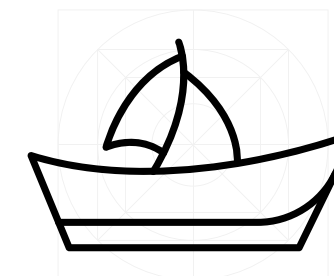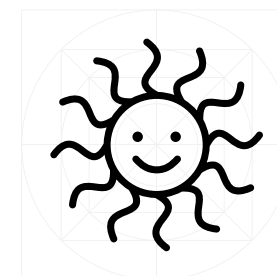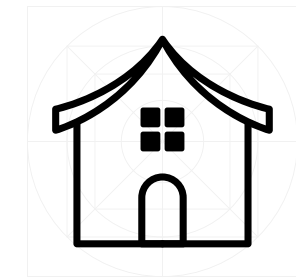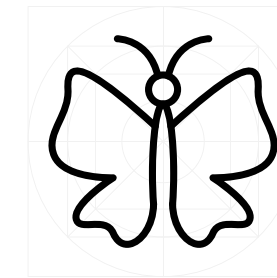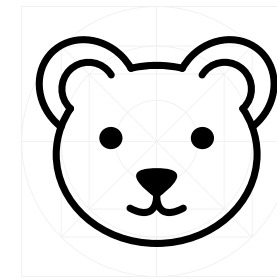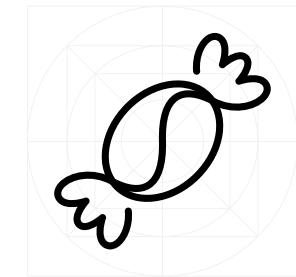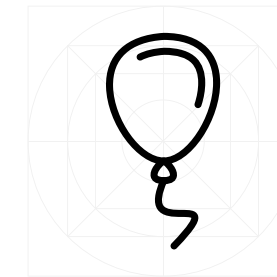
Brand Iconography Rules

Color Usage

► **Aqua Blue**: Used for primary icons and key highlights that reflect creativity and brand personality.

► **Blush Pink**: Applied to decorative and artistic icons, supporting the playful and approachable tone.

► **Gilded Gold**: For accent elements, small highlights, and to draw attention subtly.

► **Mint Green**: For added playful details and supportive iconography when needed.

By following this palette, all icons stay fun, vibrant, and consistent with The Mural Mom's cheerful and creative identity across all uses.
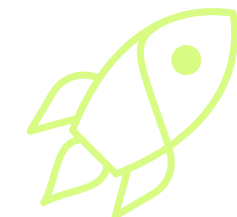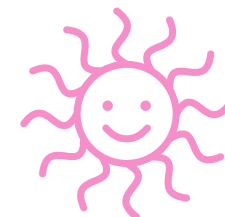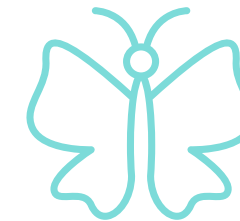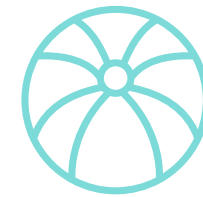
13 Essential Terms

► Branding Terms & Design Elements

Branding Terms & Design Elements

Branding Terms

▶ **Brand Identity**: The visual style of The Mural Mom, including colors, logo, and design that reflect its creative spirit.

▶ **Typography**: The fonts and text styles that keep The Mural Mom's look playful yet professional.

▶ **Color Palette**: Signature colors (pastel pink, aqua, yellow) that define the brand's artistic vibe.

Design Elements

▶ **Primary Logo**: The main logo used across all brand materials.

▶ **Alternative Logo**: Variations for different spaces, like stacked or simplified versions.

▶ **Clear Space**: Space around the logo to keep it clean and visible.

13.1 Branding Terms & Design Elements

Digital Terms

► **Favicon**: A small icon in the browser tab, typically featuring a paintbrush to symbolize creativity.

► **Responsive Design**: A flexible design that looks great on all devices and screen sizes.

General Terms

► **Call to Action (CTA)**: Buttons or prompts (like "Book Now") encouraging user actions.

► **Hierarchy**: Organizing elements like headlines and text to guide viewers naturally.

Creative Terms

► **Sustainable Creativity**: Thoughtfully designed murals using eco-friendly practices, ensuring vibrant, lasting beauty while caring for the planet.

► **Elements of Imagination**: A perfect blend of nature's elements and artistic expression, transforming walls into whimsical, story-filled landscapes.

14 Contact

▶ Get in Touch

Get in Touch

Reach out to us for any inquiries, partnership opportunities, or assistance.

Primary Contact :

Ken Warner
Owner Of The Mural Mom
Contact Number : +0123456789
Email : ken.warner@themuralmom.Com

Customer Queries :

For business or press-related queries,
please contact :
business@themuralmom.com
press@themuralmom.com

Website :

www.themuralmom.Com

Thank You!