



BRAND

GUIDELINES



INDEX



Overview

Brand Logo

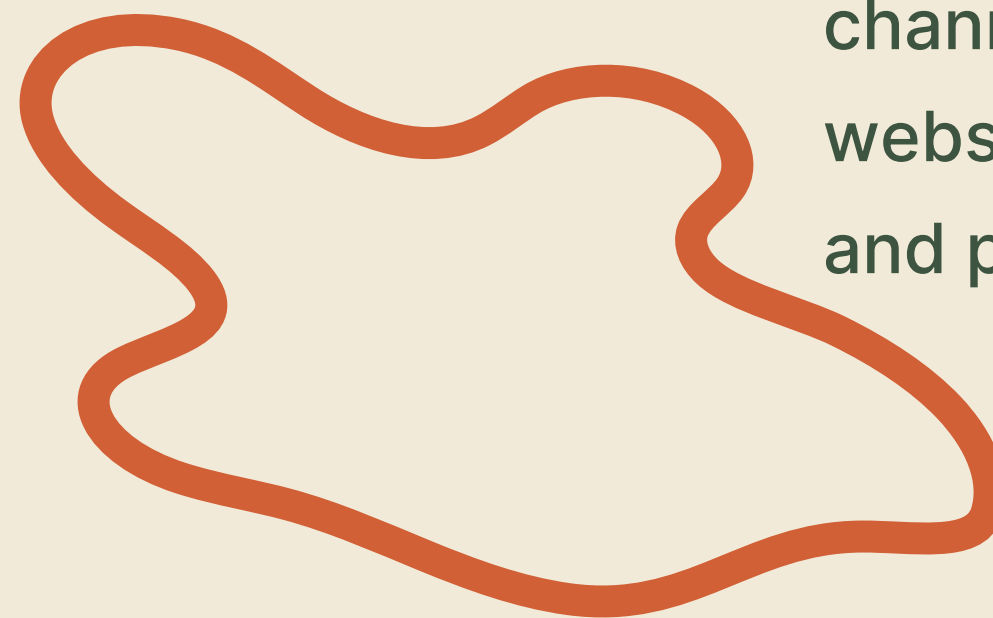
Color Choice

Typography



WELCOME

Valérie Fivaz is a multilingual communications professional with experience in digital strategy, SEO-driven content creation, and multi-channel campaign delivery. Skilled in audience-centred storytelling, website management, and social media engagement within public and private sector environments.



BRAND LOGO

Primary

Variations

Background

THE LOGO

The logo is made of the interlocking initials V and F rendered as a unified cursive script.

This reflects Valérie Fivaz's personal brand, inspired by organic elements; refined without being rigid.



COLORS



Primary

Secondary

Accent colours

PRIMARY

The 2 main colours for Valérie Fivaz's personal brand are a deep forest green and cream. These colours can be combined in different ways, for instance:

- ◆ **green background + cream text**
- ◆ **cream background + green text**

#3E5641

+

#F2EAD9

SECONDARY

Valérie's secondary colours include rusty clay, terracotta and brown colours, which add warmth and variety to her autumnal palette.

#

+

#A24936

+

#D36135

ACCENT COLOURS

Valérie's accent colours are a charcoal, sage and soft pink. These can be used sparingly as highlights.

#282B28

+

#83BCA9

+

#E7A7A7



TYPOGRAPHY

Primary



Secondary

Hierarchy

Type Setting



PRIMARY


ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

DAZZLE UNICASE

MEDIUM



Used for headings, section titles, and key statements. Its geometric all-caps structure creates visual impact and a distinct, memorable identity.



Secondary

Used for running text, captions, and supporting content. Chosen for its clean legibility across screen sizes and its neutral, modern tone that lets the content speak.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Inter



THANK YOU.