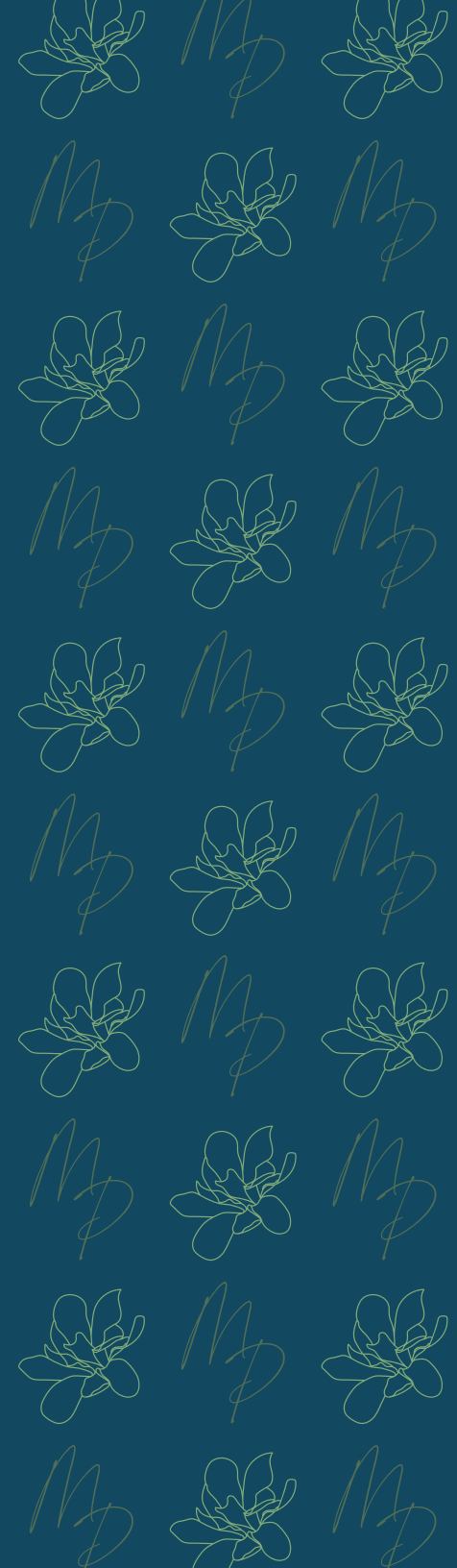


Melinda
Patrick



BRAND BOOK

2022



Welcome to

MELINDA PATRICK



Melinda Patrick is a speaker, podcast host, and writer. Through her work, she encourages her audience to find joy in all seasons of life!

Melinda's podcast and email newsletter bring encouragement every week to many people. Her audience learns to wait well, trust God, and live fully.

This brand book serves as an all- encompassing guide to the Melinda Patrick brand. Within these pages one can find the brand's visual identity and philosophy. This book can (and should) be referenced when designing new branded items, website, or social media content.

*Together let's trust God,
live fully, and dance in the wait!*

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01

THE *Melinda Patrick* BRAND



LET'S GET THIS
Party STARTED!





THE MELINDA PATRICK *Vision*

Melinda's biggest hope for her brand is that it offers encouragement to her ever-growing audience. She wants people to know they are not alone, and the challenges that can come during a period of waiting does not need to sweep them away. There is purpose, excitement, and FUN to be found in all of life's moments! We have an amazing opportunity to live life, while waiting well. After all, if you aren't having fun its no one's fault but your own!



JOYFUL.

EMBOLDENED.

WELCOMED.

AT HOME.



WHO IS *Melinda?*

Melinda is a speaker, podcast host, and writer who believes everyone can flourish during the many seasons of life. More importantly, she is a wife, a mother, and a faithful servant of the Lord. Her brand reaches a large audience and she encourages them to celebrate life, to have fun, to find the JOY in the mundane, and to follow God through it all.



02

WHY

Melinda
Patrick



01 - Trust God

Melinda helps her audience learn to trust God in all seasons of life. There is joy that can be found in him, so much that you'll feel like dancing! Through this joy there is also motivation to keep going through life's hard and stagnant times.

02 - Live Fully

Melinda encourages her audience to live life and wait well. Whether we are in a time of waiting or a time of great change, we can rejoice in the Lord and live life to the fullest! Life is a party, and she believes if you aren't having fun, it's no one's fault but your own.



03 - Dance in the Wait

Sometimes God calls us into a time of waiting. While it's easy to get impatient, Melinda reminds her audience that there is tremendous joy when we dance in the wait! This is not wasted time, but an opportunity to live and love abundantly.

MELINDA'S BRAND IS BUILT ON THREE BRAND PILLARS





Melinda's Core Values

LET'S FLOURISH

We are not called to merely survive, but to flourish! We can learn to dance joyfully, even when we feel stuck.

DANCE IN YOUR SEASON OF WAITING

The periods of waiting in life can be challenging, but these times should not be feared-- rather, embraced! Let's not waste the waiting, but find joy and growth in this time. Even when things feel idle, it is important to have the mindset of "dancing" metaphorically and letting joy overflow.

WE ARE IN THIS TOGETHER

Melinda wants her audience to know she is in the fields with them. Her heart extends far beyond her platform to each individual person, walking with them in their journey.

MELINDA'S AUDIENCE

Melinda Patrick is for those who yearn for joy-filled lives. It's easy to feel discouraged or disheartened when we are waiting for something to come our way. Whether it's an answer from the Lord, a dream job, a family circumstance, or anything else, we often grow impatient in the wait. Melinda comes alongside her audience to encourage them in these moments, and to let them know that this precious time of waiting is not to be wasted, but celebrated!

WHO IS SHE TALKING TO?

Anyone can benefit from Melinda's content, however her brand tends to attract women from college-aged to motherhood and beyond.

HOW IS SHE TALKING TO THEM?

With Melinda, there is always fun to be had! She speaks with an enthusiastic, encouraging tone, and her audience feels welcomed and at-home.

THE MELINDA PATRICK BRAND IS

Joyful

Fun

Genuine

Welcoming

Personal

THE MELINDA PATRICK BRAND IS NOT

~~Disheartening~~

~~Too Serious~~

~~Fake~~

~~Exclusive~~

~~Distant~~



Melinda's Core Values

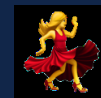
YOU CAN FLOURISH IN LIFE

EVEN WHILE

WAITING WELL!



JESUS IS JOY



DANCE IN WAITING



GROWTH IS POSSIBLE
AT ALL TIMES



FULLY LIVING IS POSSIBLE



LIFE IS BEAUTIFUL



YOU ARE CAPABLE

The Even While Podcast

MELINDA PATRICK

MELINDA'S PODCAST

THE ABUNDANT LIFE GOD PROMISED IS
FOR TODAY, NOT WHEN EVERYTHING IS
RIGHT IN YOUR WORLD.

Flourish in life, even while you wait.

We all have different seasons of life, some more exciting than others. The Even While Podcast helps encourage Melinda's audience through all seasons of life, especially those filled with wait-- a prodigal child to return home, a marriage to be healed, or a long dark season to be over. Melinda is here to remind us that these seasons are not to be wasted- there is always purpose, joy, and an opportunity to live fully!

Join Melinda as your personal cheerleader and friend, giving you the boost you need to embrace life's many seasons. She is a positive force that is there to remind you there is beauty in the life God has blessed us with.



03

Brand GUIDELINES

“YOUR BRAND IS THE
SINGLE MOST IMPORTANT
INVESTMENT YOU CAN MAKE
IN YOUR BUSINESS.”

- STEVE FORBES

PRIMARY LOGO



Melinda Patrick’s primary logo is a playful and elegant script font. This mark is the perfect representation of her brand identity and community, as the hand-drawn flower evokes a joyful feeling, while maintaining a clean visual. The main graphic element is a line drawn flower. The balance of the line ties in with the line weight of the type. The beauty of Melinda’s logo is reminiscent of the beauty of life, and

the flower mirrors her desire for her audience to flourish- even in the waiting. This logo reinforces the approachable and welcoming attitude of Melinda’s brand. Whenever possible, always lead with the primary logo-- this is the best representation of the brand. This logo is offered in white, black, and colored versions.

PRIMARY LOGO
VARIATIONS



PODCAST LOGO



ALTERNATIVE LOGOS

These logos give variation and versatility to the primary logo.

PRIMARY LOGO VARIATIONS

The white and colored variations of the primary logo should be placed on backgrounds with contrasting colors.

PODCAST LOGO

The podcast logo pulls in elements from the primary logo while expanding upon the brand’s typography. The script is carefully placed to visually interlock, while the subtext is locked around a partial circle with plenty of tracking to maintain an airy, light quality. The floral illustration is left out in favor of a type centered mark. The podcast logo is recognizable to Melinda’s brand with the typography and style.

LOGO SPACING

Adequate spacing is critical in establishing a logo as a leader of the pack. Proper spacing should be used for all logo options in all mediums.

PRIMARY LOGO

A minimum size of half the flower's width should be kept on all sides of the logo.

PODCAST LOGO

A minimum size of the "The" should be kept on all sides of the podcast logo.

To make this logo visually centered, note measuring from the "he" on the bottom and right side due to the single descender of "P" and spaced out smaller sub text of "Melinda Patrick"

EXCEPTIONS

There are always exceptions to this rule; if proposed logo spacing is different than what guidelines specify, spacing should be approved by the brand.



LOGO USE: THE DON'TS

Do not alter the Melinda Patrick Logos in any way. Do not color, rotate, skew or apply effects to the logos. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

DON'T

1. Don't separate, stack or adjust logos. If another layout option is needed, check the alternative logo options.
2. Don't apply any effects.
3. Don't rotate, skew or attempt to make the logo 3-dimensional in any way.
4. Don't re-color the logo.
5. Don't crop the logo.
6. Don't use the old logo.
7. Don't lock-up logo with any other words or try to recreate a new logo.
8. Don't lock up two logos together. Always use the Primary logo when possible.

LOGO COLOR

Melinda Patrick logos are featured in the following color ways.

WHITE LOGOS

This is the best option for backgrounds that have sufficient contrast. if the background is too light, consider adding a box in a branded color to use as a background, or use a colored version of the logo instead.

COLORED LOGOS

As with white logos, it is important that the background contrasts with all color versions of the logo.

EXCEPTIONS

In occasions where a printer or specific case may need one color print, exceptions to the typical colorways may be made.

WHITE



TOO LIGHT FOR LOGO TO SHOW UP



PLACED IN DARKER AREA OF PHOTO



DARKEN PHOTO OR
USE COLORED OVERLAY



USE ON BRAND COLORED BLOCK
WITH 80% OPACITY

COLORED



GREEN DOESN'T SHOW UP WELL



BLUE WOULD BE THE BETTER
CHOICE HERE
(ADDING A TECHNIQUE ABOVE MAY HELP EVEN MORE)

PRIMARY HEADLINE FONT

La Luxes Script - Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SUB HEADLINE

ALTERNATE GOTHIC - LIGHT
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ALT SUB HEADLINE

ALTERNATE GOTHIC - REGULAR
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BODY COPY

Gotham - Book
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

TYPOGRAPHY

Consistent use of brand typography reinforces a tenacious brand voice and is executed throughout all mediums.

La Luxes Script
Primary headline font
Tracking to Opt
Used in initial caps

ALTERNATE GOTHIC
Sub headline font
Tracking 200pt
Used in all caps

ALTERNATE GOTHIC
Alt Sub headline font
Tracking 50pt
Used in all caps
Good for small labels
or captions

Gotham
Body copy font
Tracking 10pt

PRIMARY BRAND COLORS

All 6 primary colors are equal, with no color being dominant over the others. In the Melinda Patrick brand, variety is key. Consider using a mix of all colors, sometimes green forward, sometimes blue. Using a variety of colors is key when creating content that will be close together (ie- Instagram.)

DEEP OCEAN

CMYK 99.87.42.42 RGB 20.39.74 HEX# 14274A

JEWEL

CMYK 95.65.43.28 RGB 14.73.97 HEX# 0E4961

SKY

CMYK 69.44.38.8 RGB 90.120.134 HEX# 5A7886

FOREST

CMYK 69.40.68.22 RGB 81.110.88 HEX# 516E58

GRASS

CMYK 53.17.65.1 RGB 130.170.121 HEX# 82AA79

CLOUD

CMYK 7.0.2.0 RGB 234.246.247 HEX# EAF6F7

Color Story

Color sets the brand tone and plays an important visual role in the Melinda Patrick experience. Melinda’s brand colors are evocative of growth and great possibility. Melinda’s hope that her audience will flourish is reflected in the green tones of flowers and plants that flourish when watered. That water is reflected in the blue tones of her color story, which evoke a feeling of nourishment and expansion, as the ocean and the sky are expansive with possibilities, potential, and hope. Each shade was carefully selected to convey an “at-home”

SECONDARY COLORS

White is a key color for logos and text if it’s on a colored backgrounds. Black is only used for basic text.

WHITE

CMYK 0.0.0.0 RGB 255.255.255 HEX# FFFFFFFF

BLACK

CMYK 0.0.0.100 RGB 0.0.0 HEX# 000000

SUPPORTING GRAPHICS

These are elements that are not a logo on their own, but can be added to pieces to support the cohesiveness of the brand. These can be used with social media, website, books, merch, or any other collateral.

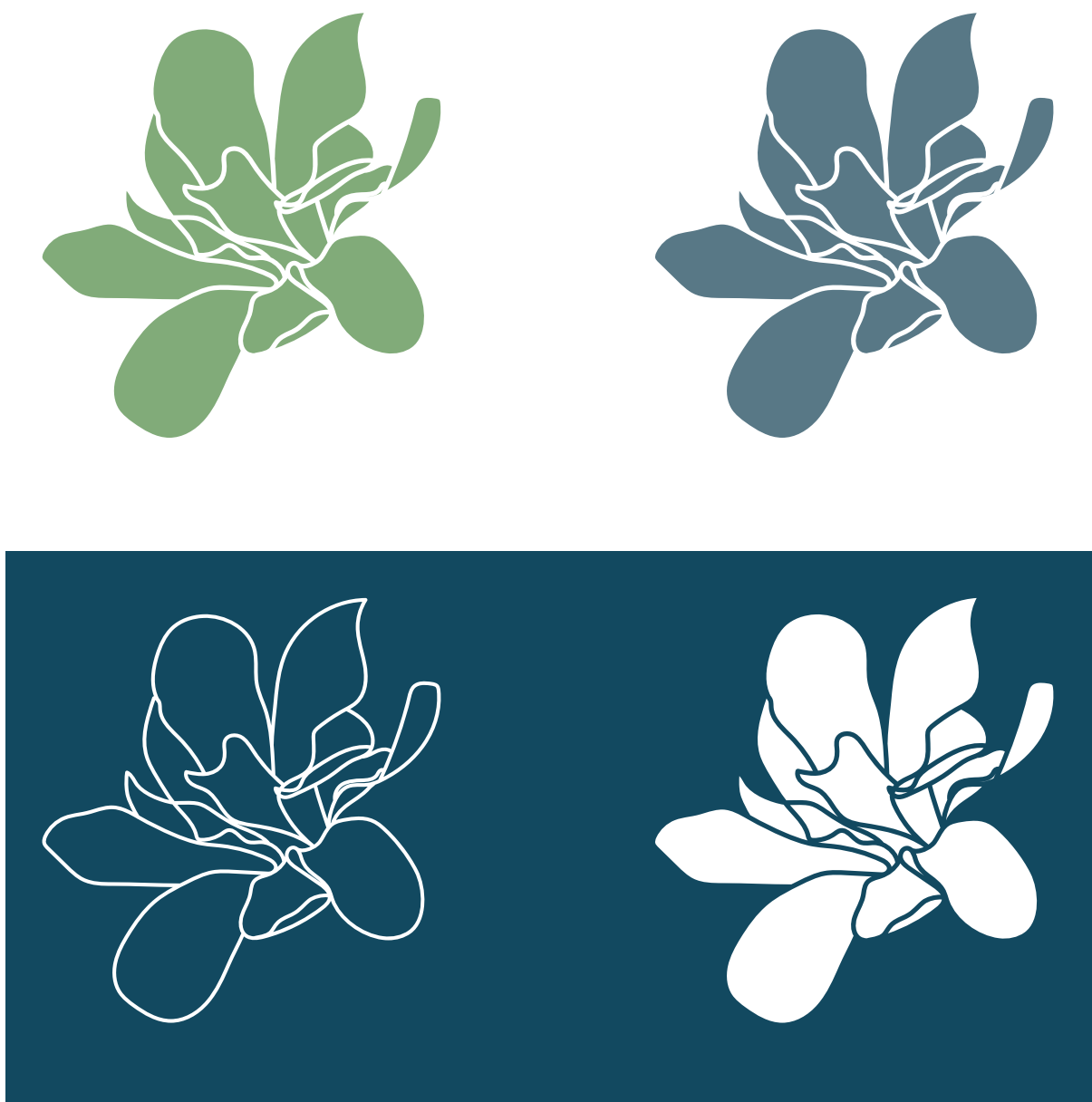
FLOWERS

The flower icon pulls from the flower on the primary logo. There are several variations, including a filled-in green and blue, as well as a filled-in white and an outlined white version. Much like the other logos, please be conscious of background colors to ensure the flower graphic is visible.

SCALE

These can either be used on a large scale, multiple bleeding off the page at different angles, or small as a tiny accent.

FLOWER ICONS



PATTERN



MORE SUPPORTING GRAPHICS

PATTERN

The brand's custom pattern pulls from both the primary logo and icons to create this fun and elegant pattern. These are a great way to accent your photos or content so people know it's yours without needing the full logo. They are best used bleeding off the page or just on an edge, not the whole photo. The color most appropriate depends on the background. If the background is dark, using the white pattern may be the best option! However a colored background that compliments the color pattern options would also be suitable.



Melinda's Purpose

MELINDA'S PURPOSE IS TO HELP
PEOPLE UNLOCK THE BEAUTIFUL
POTENTIAL OF THEIR LIFE. EVEN IN
PERIODS OF WAITING, THERE IS ALWAYS
OPPORTUNITY TO DANCE.

BRAND VOICE

The Melinda Patrick voice is overall very positive. She has an infectious joyfulness that permeates and inspires others. However, she is not tone-deaf or lacking in empathy when her audience is struggling or experiencing hardship. Melinda balances seriousness and compassion with joyfulness and fun.

MESSAGING AND POSITION STATEMENT

Across all channels, speak to them in a voice that's joyful, excited, and genuine. It should sound as if it's coming directly from Melinda herself.

Dance in the Wait



LIVING LIFE,
WAITING WELL!

THE TONE OF MESSAGING

TOGETHER LET'S TRUST GOD, LIVE
FULLY, AND DANCE IN THE WAIT!

A REMINDER TO MELINDA'S COMMUNITY

IF YOU AREN'T HAVING FUN IT'S
NO ONE'S FAULT BUT YOUR OWN.

REINFORCING A PRIORITY OF FUN

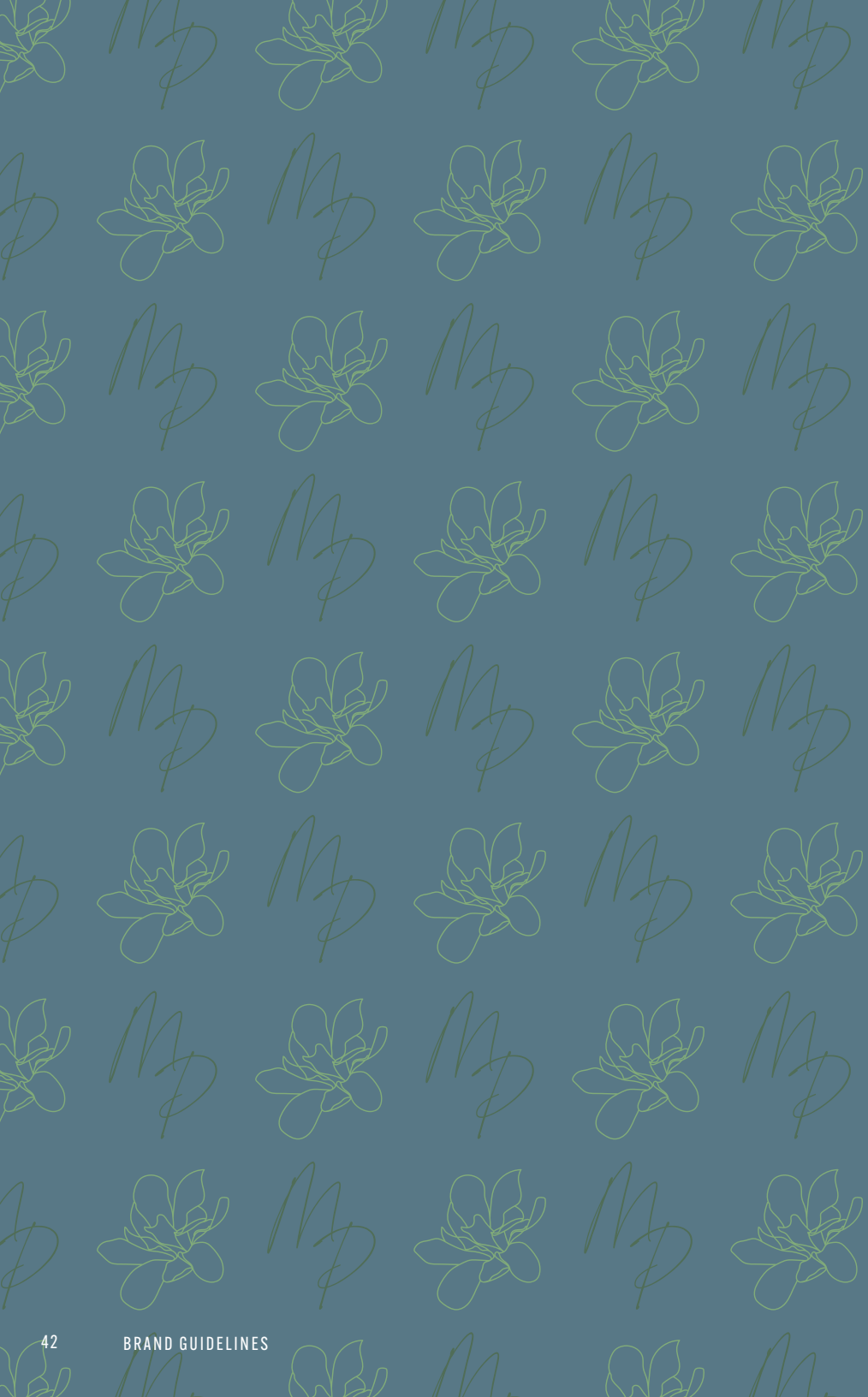
HEY FRIENDS!
I'M SO EXCITED
YOU'VE JOINED ME!

MESSAGING FOR PODCAST

LET'S GET THIS
PARTY STARTED!

AN EXCITED WELCOME TO HER COMMUNITY





PHOTOGRAPHY

Make it Joyful

Melinda Patrick's brand is joyful, welcoming and friendly; her photography should reflect it! It is important that all photos are on-brand, so that new followers can instantly know who Melinda is by the visual feelings her photos emit.

Melinda's photos should be an open door to her audience that leave them feeling welcomed and encouraged! Cohesive photos give credibility to the brand, which increases the chances of new followers investing in Melinda's content.

Brand photography should be a culmination of everything this guide has laid out so far. It should reflect brand voice, brand pillars, values, and design guidelines.



PHOTOGRAPHY EDITING

Keep the following in mind while editing photos.
You also may find using the Lightroom app may help you.

ADDITIONAL TIPS:

- Don't use filters within Instagram to edit your photos. They typically reduce quality and do not help in keeping photos cohesive.
- Use an app other than Instagram to edit. Lightroom and Afterlight are easy to use.
- You can purchase Lightroom presets from your favorite influencers (or our online marketplace!) and use them within Lightroom to edit photos in a cohesive way.
- Use a reference photo like below. Try and make edits to be as close as possible to create a cohesive feed.



BEFORE

AFTER



BRIGHTEN

Be sure photos have the proper lighting. This can be achieved with changing exposure to a good base, then balancing out shadows, blacks, whites, and highlights.



TOO BRIGHT



TOO DARK

COLOR

It's important to have the proper saturation-- not too much or too little. This is because certain colors can stand out in your social media feeds and throw off the cohesion of your content. This can be achieved with saturation and vibrant adjustments. If you are using Lightroom, you can change the saturation of individual colors.



TOO SATURATED



NOT SATURATED ENOUGH

BLACK AND WHITE PHOTOGRAPHY

Black and white photography is a great option if a photo features too many off-brand colors. Black and white photos should still be edited so that they are bright and clear. To the right is the before photo with only the black and white filter, then the after is with editing.

BEFORE

AFTER



BRIGHTEN

Even in black and white, photos should have the proper lighting. This can be achieved with changing exposure to a good base, then balancing out shadows, blacks, whites, and highlights. The adjustments you make for black and white photos will generally be lighter than with a colored photo to make sure the subject can be seen.



TOO BRIGHT



TOO DARK

CONTRAST

It's important to have the proper contrast, especially with black and white photos. This can be achieved with contrast adjustments, or with shadow, black, white, and highlight adjustments. To make black and white photos pop more, there should be more contrast with the lightest part and darkest part of the photograph.



TOO MUCH
CONTRAST



NOT ENOUGH
CONTRAST

TYPES OF PHOTOGRAPHY

COLORED FLOWERS



OUTLINE FLOWERS



SINGLE FLOWER

GRAPHIC PHOTOGRAPHY

On occasion, graphic elements of either the flower icon a logo can be used layered on photography or text in order to add playful energy to a post.

This should not be used on every social media post and not the same graphic right in a row. As has been mentioned before, it is important to see if colors will be able to be seen on the photo, so the appropriate variation should be used.

When using the flower graphic, the number, placement and size of the flower can vary. Consider rotating or flipping flowers. Using one flower on some posts and multiple on others is an easy way to create variety.



LOGO

PATTERNS

Images can be overlaid with the brand’s custom pattern. This can be with the white, green, or blue pattern based on what looks the best with the photo background. The pattern can be repeated with multiple stacked together if smaller is desired, or a single square cropped in to make it bigger. It’s preferred to be placed bleeding off the sides of the photo rather than over the whole photo. It can be either vertical or horizontal.



COLORED, VERTICAL, SINGLE PATTERN, LARGE.



WHITE, HORIZONTAL, STACKED TOGETHER, SMALL.

PHOTOGRAPHY INCORRECT USE

Please avoid the following off-brand photography situations.

ADDITIONAL TIPS:

- Do not post photos that are too dark/ not properly edited.
- Have a good mix of posed and candid imagery. Limit the number of selfies you post, so that your photos have a variety.
- You can max out professional photoshoots by reusing images multiple times, or cropping in different ways, but do not use the same image when it will be near eachother, i.e. two posts in a row, or in the row above or below on the Instagram grid.



DON'T

Use off brand colors like neons, reds, yellows, oranges or maroons.



DON'T

Use unedited photos or photos that are too dark.



DON'T

Use blurry or pixelated photos.



DON'T

Have photos be zoomed in too close. Limit the number of selfies you post.



DON'T

Place logos or elements where they can not be seen against the photo.

INSTAGRAM GUIDELINES



FUTURE INSTAGRAM INSPIRATION

As the Instagram grows, the posts need to grow with it! Here is some inspiration for content creation.

THE KEY TO KEEPING YOUR INSTAGRAM
FEED ENGAGING IS HAVING A VARIETY
OF DIFFERENT POSTS!

BY MIXING UP POSING, FEATURING
GROUP SHOTS, CANDIDS, SELFIES, AND
PROFESSIONAL SOLO PHOTOS, AND
CREATING BRANDED TEXT POSTS,
YOUR FEED WILL REMAIN EXCITING
AND FRESH.

TO MAXIMIZE YOUR FEED, ONE POST
SHOULD NOT BE SIMILAR TO THE ONE
IT SITS NEXT TO.



INSTAGRAM GUIDE

Now it's time to put it all together! Every social post should reflect the brand guidelines in this book.

To the right is a successful sample feed of what people may see as the first 9 posts on the Melinda Patrick profile, using sample photos and text graphics.

ADDITIONAL TIPS:

- Post often and regularly. This will help boost growth and engagement.
- Continue posting reels! All the information in this guide can be applied to creating Instagram Reel covers, so the feed remains cohesive.
- Vary the posts. Don't post something right next to something very similar within the feed. This requires planning, which may seem daunting, but should be valued as much as any other part of the business.
- Consider using a planning app like Planoly or Later to plan out posts ahead of time.
- Viewers should see Melinda within the first couple of posts on the page. These may be the only posts a new person may see, so make sure every post is authentic in the brand voice.

TYPES OF POSTS

Note position of each of post in relation to the others on the Instagram grid. There is both a subject and graphic style, and both should be considered in planning out posts. All photos should be edited to standards previously mentioned regardless of if they have a graphic or not.

SUBJECT

1. LOOKING AT CAMERA (SOLO)

Just one person looking at camera.

2. LOOKING AT CAMERA (GROUP)

Same as 1 but more than one person.

3. CANDID (SOLO)

Picture not looking at camera just one person.

4. CANDID (GROUP)

Same as 3 but more than one person.

5. TEXT AND GRAPHIC

Encouraging simple text with graphic that’s elaborated on in the caption. Keep it simple in the photo.

6. OBJECT OR SCENERY

A picture without people. Ok to use stock photos on occasion if caption is elaborate.

GRAPHIC

A. SIMPLE EDIT

Nice and clean, no additional graphic.

B. BLACK AND WHITE

Same as A but a black and white edit.

C. PATTERN

Custom pattern on photo or graphic, either horizontal or vertical.

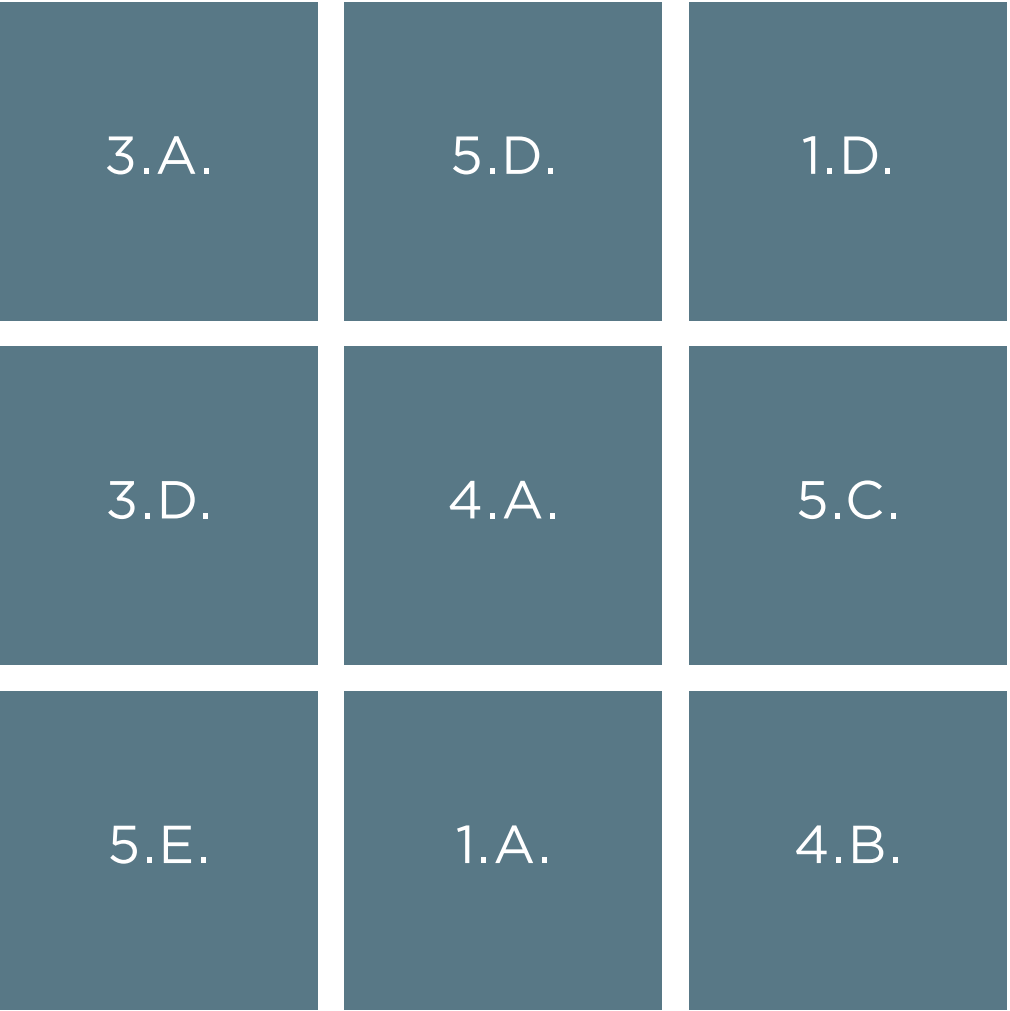
D. FLOWER ICONS

Flower graphic on photo or graphic, variety of color, number, and placement.

E. TEXT OR LOGO ON PHOTO

Text or logo on a photo background with a technique from page 32.

SUBJECT AND GRAPHIC TYPES FOR FEED EXAMPLE





Melinda
Patrick

MELINDAPATRICK.ORG

2022 MELINDA PATRICK