



*Visual Branding Quiz*

**APPLE**

STYLE GUIDE

[WWW.MARIAHALTHOFF.COM](http://WWW.MARIAHALTHOFF.COM)

# About

## **You matched with the Apple Brand Identity!**

The Apple brand is classic in look and feel, giving off a mature, collected and minimalist vibe.

### **Descriptive Words**

Classic, Simplistic, Vintage, Chic, Elegant

### **Design Elements**

Simple, Limited Color Palette, Clean, Basic Typeface Logo

### **Brand Examples**

Kate Spade ([katespade.com](https://www.katespade.com))

Pottery Barn ([potterybarn.com](https://www.potterybarn.com))

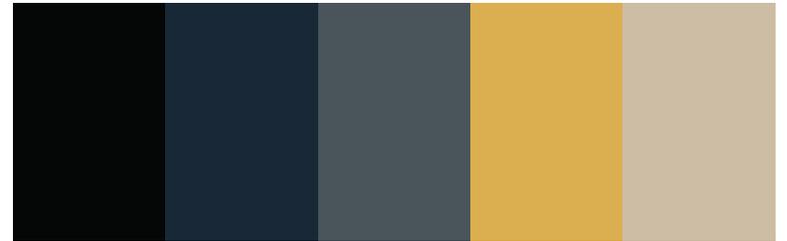
Gap ([gap.com](https://www.gap.com))

# Mood Board + Color Palettes

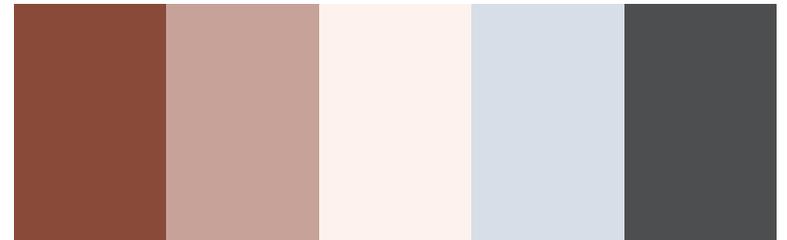
A mood board is a combination of images, colors, textures and patterns that help visually describe the overall mood and feel of the visual identity.



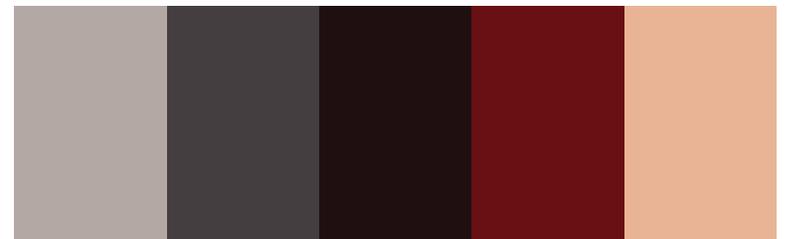
## PALETTE ONE



## PALETTE TWO



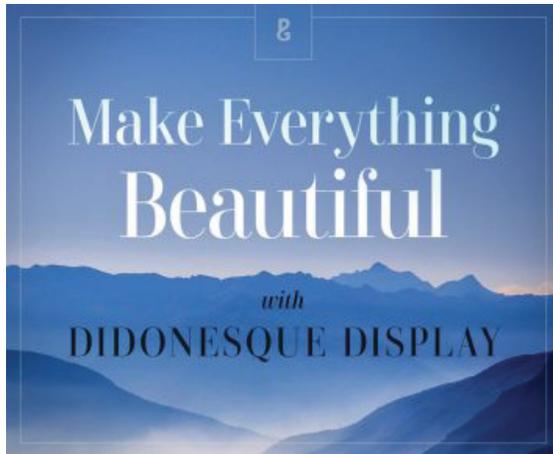
## PALETTE THREE



# Font Ideas

Here are some of my favorite fonts for this brand style. Most of these fonts are around \$20 – What. A. Steal. **Click on each link to see the full product!**

*These are affiliate links from my favorite design marketplace - Design Cuts - which I use ALL THE TIME in my business.*

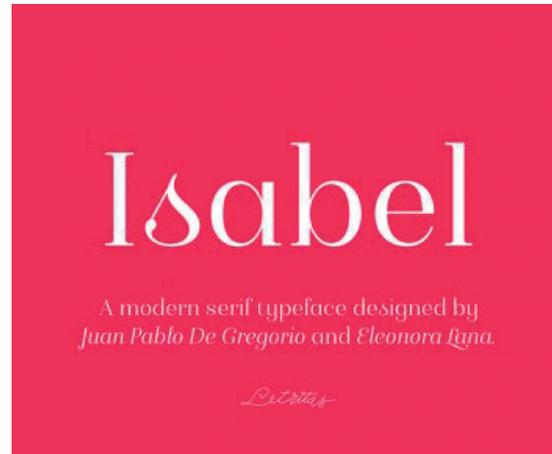


8

Make Everything Beautiful

with  
**DIDONESQUE DISPLAY**

**VIEW/BUY FONT**

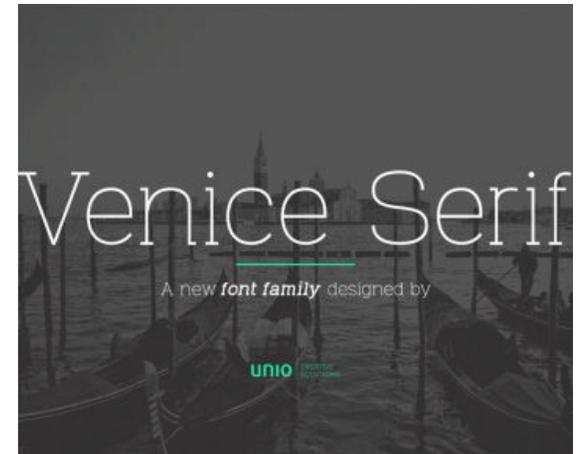


**Isabel**

A modern serif typeface designed by  
Juan Pablo De Gregorio and Eleonora Lana.

*Retras*

**VIEW/BUY FONT**



**Venice Serif**

A new **font family** designed by

unio

**VIEW/BUY FONT**



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**“gorgeous”**



**DIDONESQUE POSTER**

A PLUMP & JUICY TYPEFACE  
BY PAULO GOODE

**VIEW/BUY FONT**



INTRODUCING

**LEYTON**

TYPEFACE

**VIEW/BUY FONT**



**LUCY ROSE**

**VIEW/BUY FONT**

# Resources

*These are affiliate links from my favorite design marketplace - Design Cuts - which I use ALL THE TIME in my business.*



## Social Media Templates

Instagram stories are ALL the rage these days, and having perfectly branded templates will make you look like a total bad a\$\$\$. So go check these out because there are tons of them to choose from and they're super easy to edit!

[VIEW/BUY TEMPLATES](#)



## 100 Logo Templates

The logo templates in this pack are 100% editable and scalable. You can open and edit with both Photoshop and Illustrator and with 100 vector elements included you can start mixing and create a lot more templates for your own projects!

[VIEW/BUY BUNDLE](#)



## More Design Inspiration

I put together an entire Pinterest board full of brand inspiration JUST for the Apple Brand! Now go check it out, follow me and start your own brand board to get you started.

[GO TO PINTEREST BOARD](#)

# What's Next?

## The BRAND DESIGN Blueprint



### Ready to take your branding to the next level?!

I've put together the Brand Design Blueprint to help you do just that. This online course consists of three modules with multiple pre-recorded video lessons to help you create a mood board, choose a color palette, create a branded font pairing, and conceptualize a logo for your brand.

Click the button below to earn more about the course and enroll!

or visit [mariahalthoff.teachable.com/p/brand-design-blueprint](https://mariahalthoff.teachable.com/p/brand-design-blueprint)

**CHECK OUT THE COURSE HERE!**