

Brand Guidelines

Made in Steps

Branding concept

Creative hobby projects in paper, vinyl and fabric, with materials, machine compatibility and practice samples explained one step at a time. A warm, expressive craft identity for card making, cutting, sewing and embroidery.

Logo



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Primary



Primary Palette

Paper and Plum keep instructions clear. Violet, Lilac and Coral bring energy to projects and materials. Berry #983E59 is reserved for the existing symbol.

Paper R255 G249 B243 #FFF9F3	Plum R52 G33 B63 #34213F	Violet R90 G54 B119 #5A3677	Lilac R234 G221 B244 #EADDF4	Coral R242 G107 B79 #F26B4F
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Typography

Bricolage Grotesque
Work Sans