

# DESERT DESIGNS

*From Barren to Breathtaking*

---

BRAND PORTFOLIO



---

**TAYLOR DANCIGER**  
**ADVT 310**

# PORTFOLIO LAYOUT

---

- Logo
- Colors
- Brand Fonts & Slogan
- Print Collateral
- Digital Collateral
- Promotional Items

# LOGO

## Clear Space Requirements

**Minimum:** 1.5 inches between the text and the begging or end of the circle

**maximum:** 2 inches

## Specifics

- The graphic should always be included with the text for Desert Designs.
- The primary and secondary colors are to be used at all times
- Can be printed In black and white when necessary
- The spect ratio should never be changed.



**Logo on white background with color**



**Logo on black background with color**



**Logo In all black**



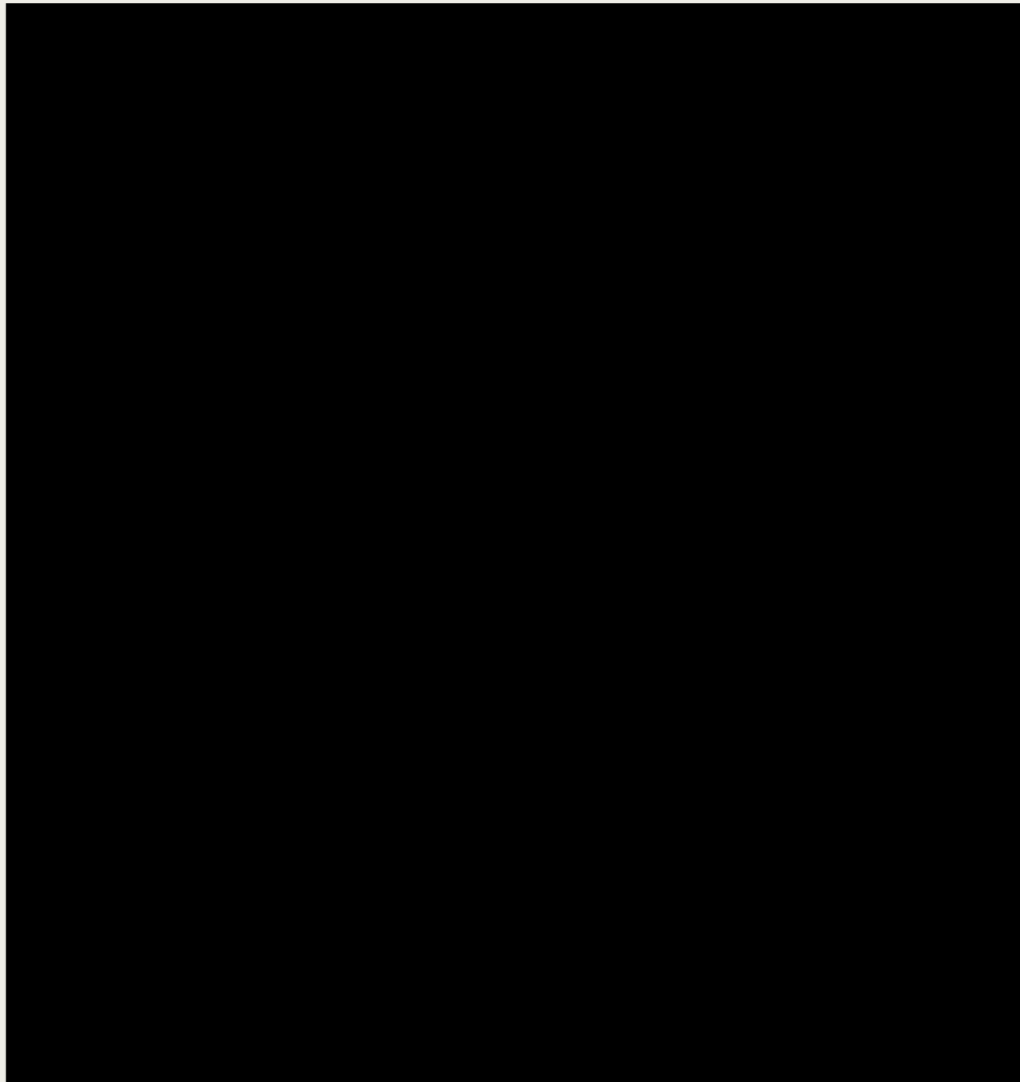
**Minimum Size:**

1 x 1 Inch

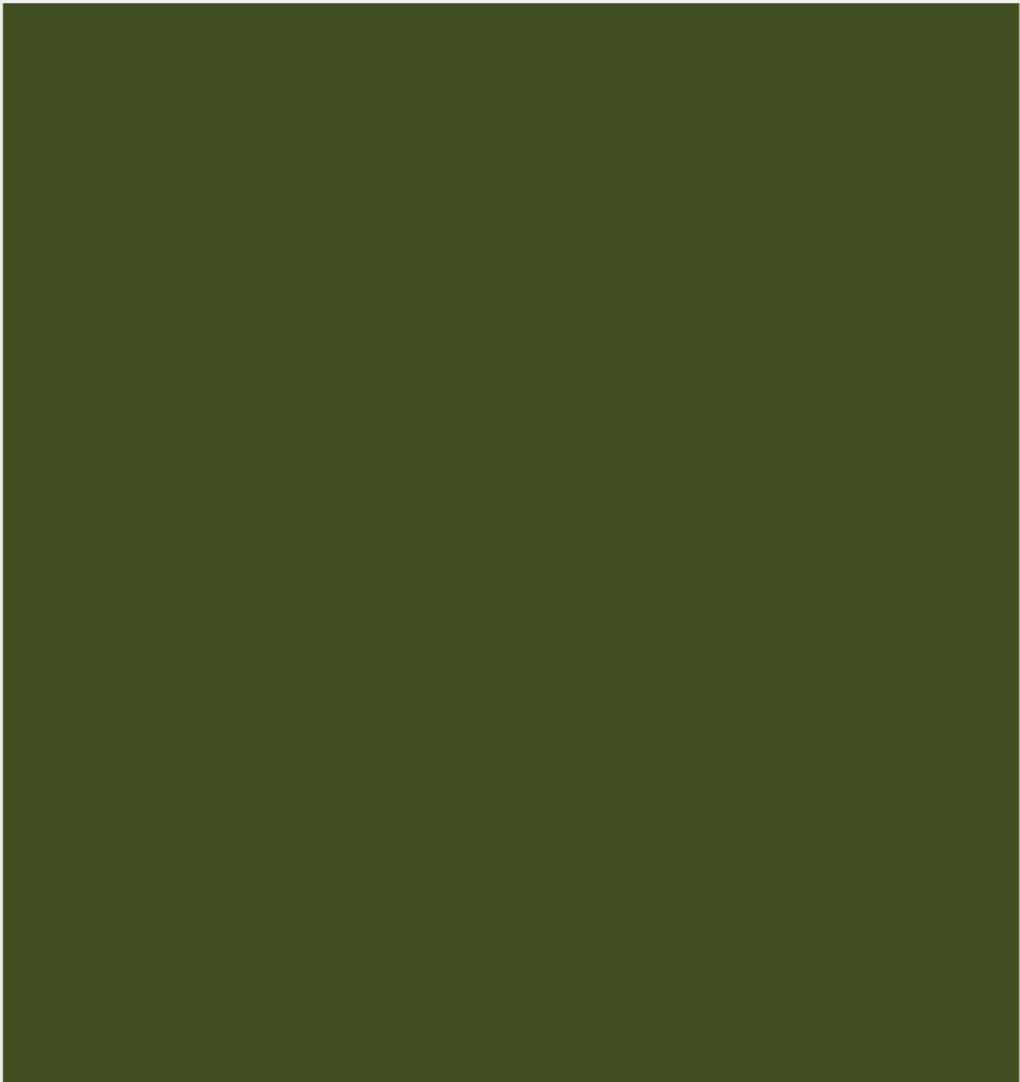
# COLORS

---

## Primary Colors



**Color Name: Barren Night**  
**PMS 0000**  
**CMYK 0-0-0-100**  
**RGB 00-00-00**  
**HEX 000000**



**Color Name: Olive Drab**  
**PMS 0000**  
**CMYK 67-47-100-46**  
**RGB 61-74-00**  
**HEX 404b20**

## Secondary Color



**Color Name: White Sand**  
**PMS 0000**  
**CMYK 0-0-0-0**  
**RGB 00-00-00**  
**HEX 000000**





# BRAND FONTS & SLOGAN

---

## Fonts

**Lao Sangam MN**

H A P P Y T O B E H E R E

**Above the Beyond Script**

*Dancing is fun*

## Slogan

*From Barren to Breathtaking*

# *Print Collateral*

---

**PRINT PUBLICATION, EVENT POSTER, SANDWICH  
BOARD, AND BILLBOARD**





# DESERT DESIGNS

## PRINT PUBLICATION

50% OFF  
Your first service  
of any kind!

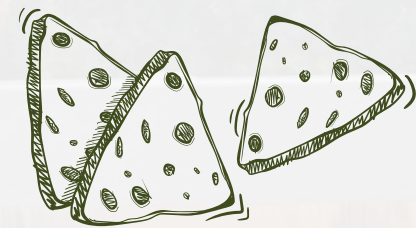
SUMMER  
SPECIAL:  
May 1st - Aug 1st

Contact us at (760) 428-3380 for more details



# EVENT POSTER

## Dips in the Desert



Join us for a dip night in the heart of the desert! Get to know our team and see what it's like to design your dream outdoor living space!

May 25  
5-8pm

4402 Canyon Dr,  
Palm Springs, CA





# SANDWICH BOARD



DESERT DESIGNS

SUMMER SPECIAL:  
50% OFF  
YOUR FIRST SERVICE OF ANY KIND

Contact us at (760) 428-3380 for more details



# BILLBOARD

A photograph of a desert landscape at dusk or dawn. In the foreground, a circular fire pit with a bright fire sits on a stone base. Behind it is a swimming pool with a waterfall. The background is filled with palm trees and desert vegetation. The text "DESERT Designs" is overlaid on the left side of the image.

DESERT  
*Designs*

Taking  
landscapes from  
barren to *breathhtaking*

---

Contact us at  
(760) 428-3380

# *Digital Collateral*

---

**INSTAGRAM & FACEBOOK POSTS**



# INSTAGRAM



## DESERT *Designs*

PALM SPRINGS, CA

- ✓ LANDSCAPES
- ✓ HARDSCAPES
- ✓ IRRIGATION
- ✓ LIGHTING
- ✓ WATER FEATURES
- ✓ FIRE PITS



CONTACT US  
(760) 428-3380



[www.desertdesigns.com](http://www.desertdesigns.com)



# FACEBOOK



## DESERT *Designs*

PALM SPRINGS, CA

- ✓ LANDSCAPES
- ✓ HARDSCAPES
- ✓ IRRIGATION
- ✓ LIGHTING
- ✓ WATER FEATURES
- ✓ FIRE PITS



CONTACT US  
(760) 428-3380



[www.desertdesigns.com](http://www.desertdesigns.com)



# Promotional Items

---

**MOCKUPS**



**MAIN  
OFFICE  
SIGN**





# UNISEX T-SHIRT



# TRUCKER HAT





**POOL  
TOTE**

DESERT DESIGNS

Palm Springs, CA



POOL  
TOWELS





*Thank you!*

---

**TAYLOR DANCIGER**  
**ADVT 310**