

# BRAND GUIDE



# WELCOME!



**Haley Moonen Photo + Film is a photography and videography brand based in Arizona, founded by Haley Moonen. Her brand is rooted in a passion for capturing authentic and joy-filled moments in life's most important stories. With a focus on documentary-style storytelling, she aims to preserve the genuine emotions and raw beauty of each moment she capture.**

*Haley Moonen*  
**Founder**

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# BRAND

## Brand Values

- **Faith:** Haley is guided by her faith in all that she does, seeking to reflect the beauty of creation and the love of her Creator in her work.
- **Authenticity:** Her work is characterized by its authenticity, capturing genuine moments and emotions without staging or artificiality.
- **Creativity:** She approaches every project with creativity and innovation, striving to tell each story in a unique and compelling way.
- **Professionalism:** She is committed to providing a professional and reliable service to her clients, ensuring their trust and satisfaction.

## Brand Voice

- Her brand voice is friendly, genuine, and professional. She communicates with warmth and sincerity, reflecting her dedication to her clients and her passion for storytelling through visual media.

## Tagline

Faithfully Unscripted: Capturing the Authentic Joy of Love Stories

The logo for Haley Moonen Photo + Film features a moon and a mountain, representing Tucson, Arizona, where the brand is based. It incorporates elements of nature, such as mountains and moons, to reflect the brand's connection to the natural beauty of its surroundings. The design emphasizes the brand's focus on authenticity and storytelling, with a minimalist and modern aesthetic that aligns with its professional yet creative nature.

HALEY MOONEN  
*Photo + Film*



HALEY MOONEN  
*Photo + Film*





Haley Moonen's photography is known for its documentary approach, capturing authentic and candid moments that tell a story. Her style emphasizes:

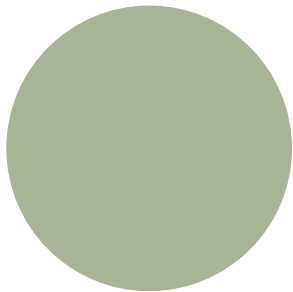
- **Authenticity:** She focuses on genuine emotions and interactions, avoiding staged or artificial poses.
- **Candid Moments:** Haley specializes in capturing natural, unposed moments that reflect the true essence of her subjects.
- **Storytelling:** Her photography aims to tell a narrative, whether it's a wedding day or a personal milestone.
- **Natural Light:** She utilizes natural light to create soft, natural-looking images that enhance the mood.
- **Attention to Detail:** Haley captures both main moments and smaller details, adding depth to her storytelling.



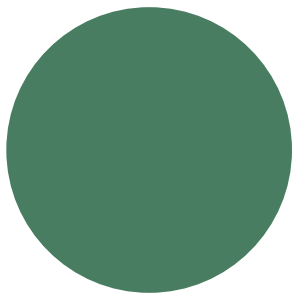
COLOR

The brand colors for Haley Moonen Photo + Film create a harmonious palette that reflects the brand's values and visual identity. These colors include muted greenish-gray (#A7B496), deep green (#487D61), deep reddish-brown (#9B5846), soft peachy (#DCA583), and light neutral (#E1E1CE). Each color contributes to a sense of tranquility, authenticity, creativity, and versatility, embodying the brand's commitment to capturing genuine moments with artistic flair.

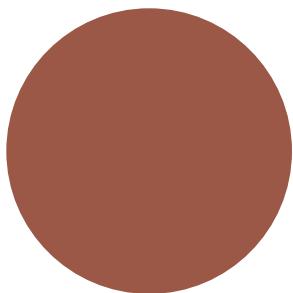
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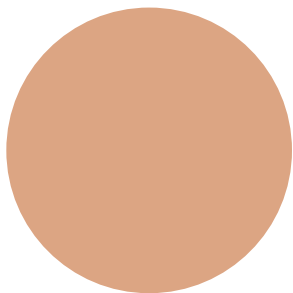
#487D61 (RGB: 72, 125, 97)



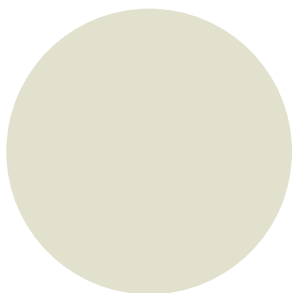
#9B5846 (RGB: 155, 88, 70)



#DCA583 (RGB: 220, 165, 131)



#E1E1CE (RGB: 225, 225, 206)



Haley Moonen Photo + Film uses Manison for headings, conveying sophistication and elegance. Gistesy is selected for secondary text due to its modern and versatile design, adding a touch of refinement to the brand's materials. For body copy, Public Sans is used, providing a clear and professional font that ensures readability across various platforms. These fonts were carefully chosen to maintain a cohesive and visually appealing brand image.

Manison - Headings  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Gistesy- Secondary  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Public Sans- Body Copy  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

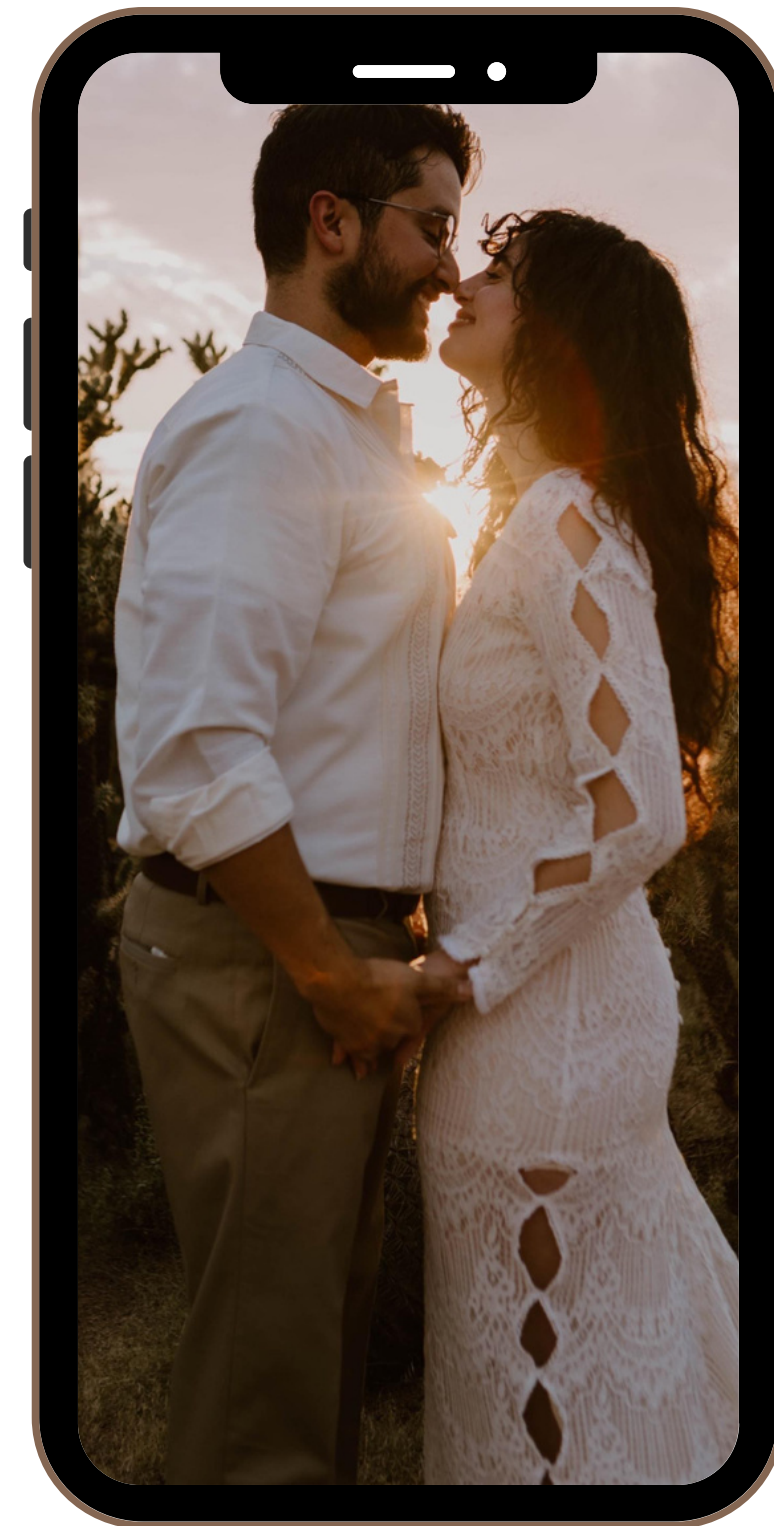
TYPE



# Let's stay in touch

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<https://haleymoonenphoto.mypixieset.com>



# TORY CLARK

## BRAND DESIGNER & PHOTOGRAPHER

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### About This Brand Guideline

This brand guideline was created by Tory Clark for Haley Moonen Photo + Film. It serves as a comprehensive resource to ensure consistent and effective brand representation across all platforms. The guidelines cover key aspects of the brand, including its story, values, visual identity, photography style, tagline, fonts, and brand colors. Use this document as a reference when creating any materials related to Haley Moonen Photo + Film, ensuring that all communications align with the brand's vision and mission.

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