

+ M E S S A G E S

#FromHeather

# Brand Kit

A legacy project in memory of Heather Kennedy-Montplaisir

[www.MessagesFromHeather.ca](http://www.MessagesFromHeather.ca)



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# Introduction



In our journey of sharing Heather's messages and inspiring people to live their best lives, a brand kit is our compass. It's a set of guidelines that keeps our brand on the right track. Let's see why it's vital:



## Consistent Identity

It makes us look and feel the same everywhere, building trust



## Scalability

We can grow without losing our identity and style



## Professionalism

It gives us a polished and trustworthy image



## Emotional Connection

It helps us connect with people through our story and values





# About Us

Messages #FromHeather is a legacy project to ensure Heather's light and love for life live on.

Heather was a beacon of hope for others, an inspiration to many, and a strength to everyone who knew her. Cancer may have cut her time on earth short, but it didn't take her love of life, her joy, her sense of adventure, or her passion from her. We want to ensure to share her powerful messages with the world to inspire people to live their best lives, do what they can with what they have, don't put off to tomorrow what can be done today, and to love those around them.





# Colour Palette

8A9EB0

F48E45

EA6A5C

84B7B7

F7BF29

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# Typography

## Primary Typography

sketchy in snow

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%^&\*()\_+

## Secondary Typography

Twinkle Dreams

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%^&\*()\_+



# Imagery

Images for our decals play the primary role in how our brand is perceived. They evoke emotions, tell stories, and reinforce our identity.

Each decal is comprised of:

- positive & uplifting message, with a subtle + sign used in each
- happy colour scheme
- rays that help the message “shine”
- personable font types to make the messages more approachable



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# Brand Voice

Our brand's voice is a beacon of positivity and inspiration. It's more than just words on a screen or a decal, it's the essence of Heather's journey, conveyed through uplifting messages that resonate deeply with our community. This voice is compassionate, supportive, and empowering, reflecting Heather's spirit of resilience and hope.

It's how we connect with you, our community, fostering trust and understanding. Consistency in communication is key, ensuring every interaction with Messages #FromHeather leaves you feeling uplifted, educated, or inspired.

## Inspirational

We aim to be approachable, and inspiring, creating a warm and welcoming environment of hope, love, education, and inclusion

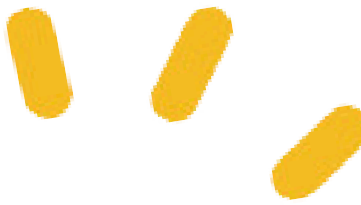
## Approachable

Our tone is conversational, as if Heather is talking to a friend rather than delivering a formal lecture

## Knowledgeable

We provide information and inspiration with confidence and expertise, establishing trust

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# Brand Values

Our brand values are more than just words; they are the foundation of our identity and the guiding principles behind everything we do.

In a world where genuine connections can sometimes feel scarce, we believe that staying true to our core values is essential to creating a meaningful and lasting impact.



## Connection

Fostering a sense of community and meaningful connections



## Positivity

Promoting a positive outlook and spreading joy through every message



## Authenticity

Ensuring our messages and content are genuine and heartfelt



## Inclusivity

Valuing diversity and making everyone feel welcome and appreciated



## Inspirational

Encouraging and uplifting others through positive and motivating messages



## Integrity

Maintaining honesty and ethical standards in all communications



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# Resources

Messages #FromHeather & Project Inspire  
[www.MessagesFromHeather.ca](http://www.MessagesFromHeather.ca)

Multiple Myeloma Canada  
[www.myeloma.ca](http://www.myeloma.ca)

Plasma Cell Leukemia  
[www.cancer.ca](http://www.cancer.ca)

Hospice Southeast New Brunswick (Hospice SENB)  
[www.HospiceSENB.ca](http://www.HospiceSENB.ca)

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# Contact Us



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## #FromHeather



Website

[www.MessagesFromHeather.ca](http://www.MessagesFromHeather.ca)



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Social Media

[@MessagesFromHeather](https://www.instagram.com/FromHeather)



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