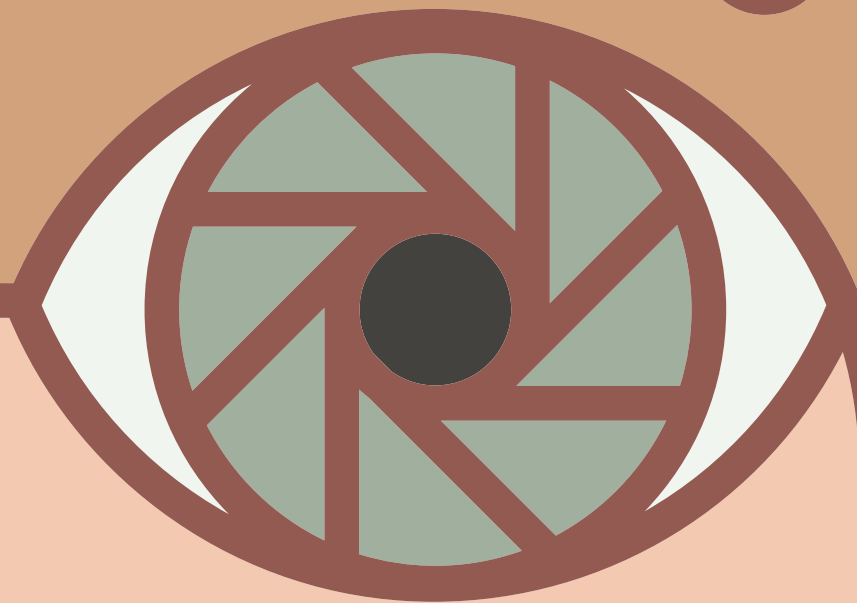




NICOLEGOLLIHAR
P H O T O G R A P H Y

WELCOME



Thank you for using the official Brand Guide for Nicole Gollihar, a local New Mexican photographer whose work captures the warmth and authenticity of the Southwest.

This guide outlines the correct and consistent usage of the logo across all media and platforms, particularly when preparing assets for print. Following these guidelines is essential to maintaining the integrity of the brand and ensuring a unified visual presence.

Rooted in modern minimalism and geometric clarity, the logo draws inspiration from New Mexico's adobe architecture and natural earth tones. It is designed to communicate clearly while radiating warmth and professionalism in every context.

Please refer to this guide whenever using the logo to help preserve brand consistency and authenticity.

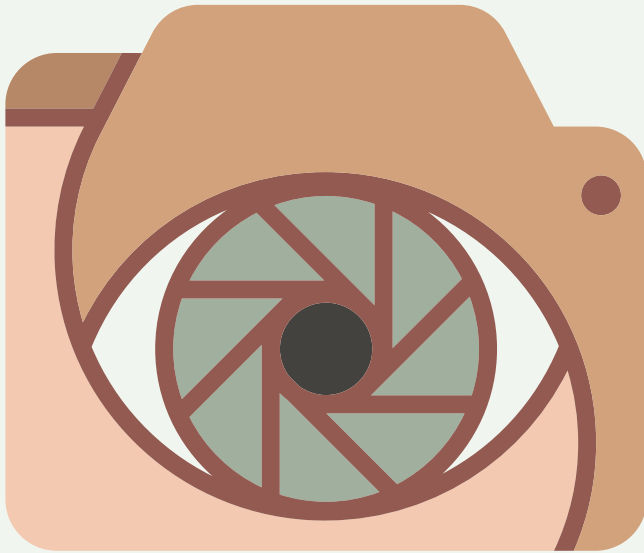
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MASTER LOGO

3

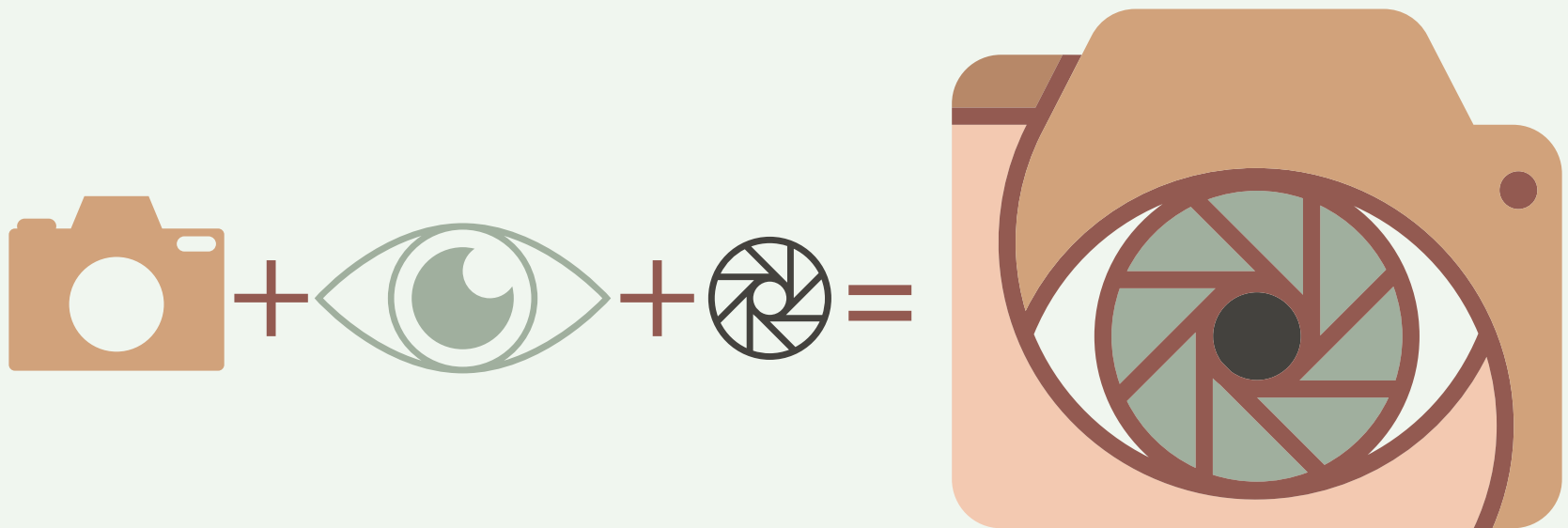


The master logo is the primary visual representation of the brand and should be used whenever possible. Its design is inspired by the iconic adobe architecture of New Mexico, reflected in both its shape and earthy color palette.

Minimalistic, geometric, and simple, the logo captures the warmth and structure of the region's visual landscape while maintaining a modern and timeless aesthetic. This version is the most complete expression of the brand identity and is intended for use across the majority of applications.

Always prioritize the master logo unless a specific variation is required for spatial or technical reasons.

SYMBOLISM



The logo design is rich with subtle symbolism, combining key elements of Nicole's professional journey and creative vision.

At its core, the mark blends the forms of a camera, an eye, and a shutter. This fusion not only reflects the technical aspects of the craft, but also pays homage to Nicole's background in ophthalmology, where precision, vision, and detail are central.

The warm, earthy color palette is inspired by the Southwest landscape, echoing the tones of adobe walls, desert light, and nature. Together, these elements create a modern, meaningful representation of the brand that feels both personal and rooted in place.

ALTERNATIVE LOGO

5

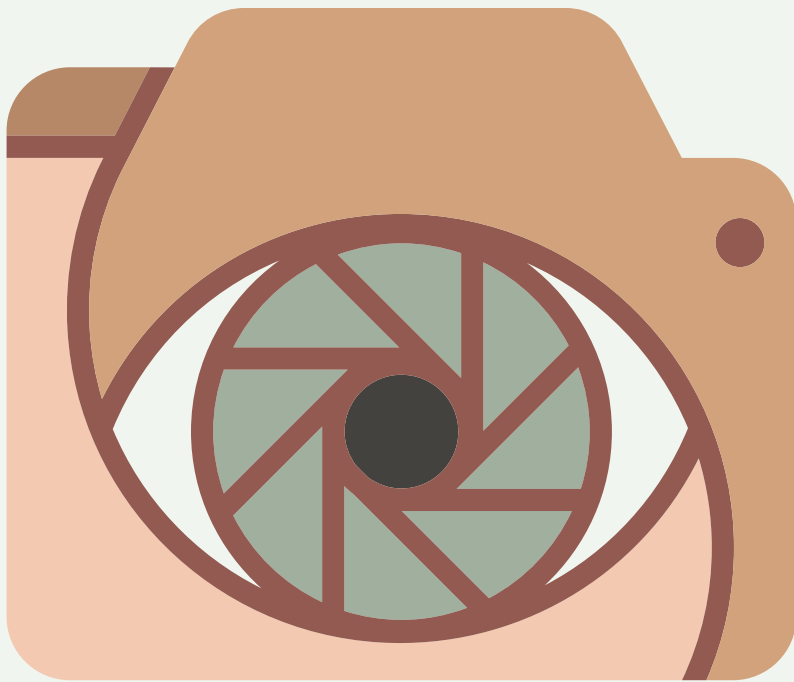


In situations where full-color printing is not possible or technical limitations arise, the alternative line version of the logo should be used.

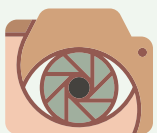
This simplified version maintains the integrity of the brand while ensuring clarity and legibility across various applications, such as single-color printing, embossing, or small-scale reproduction.

Use the alternative logo only when the master logo cannot be applied

LOGOTYPE



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The logotype is available in two versions to suit different layout needs: the main version for general use and a horizontal version designed for headers or other space-conscious applications.

A sans serif typeface has been carefully selected to align with the brand's minimalistic aesthetic and to reinforce clear, modern communication. Its simplicity complements the logo mark, ensuring visual harmony across all formats.

Use the appropriate version of the logotype based on the context, while maintaining consistency with the overall brand identity.

FONT

Poppins SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 @ ! ? ; : . ,

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 @ ! ? ; : . ,

Poppins Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 @ ! ? ; : . ,

MINIMUM SIZE

8

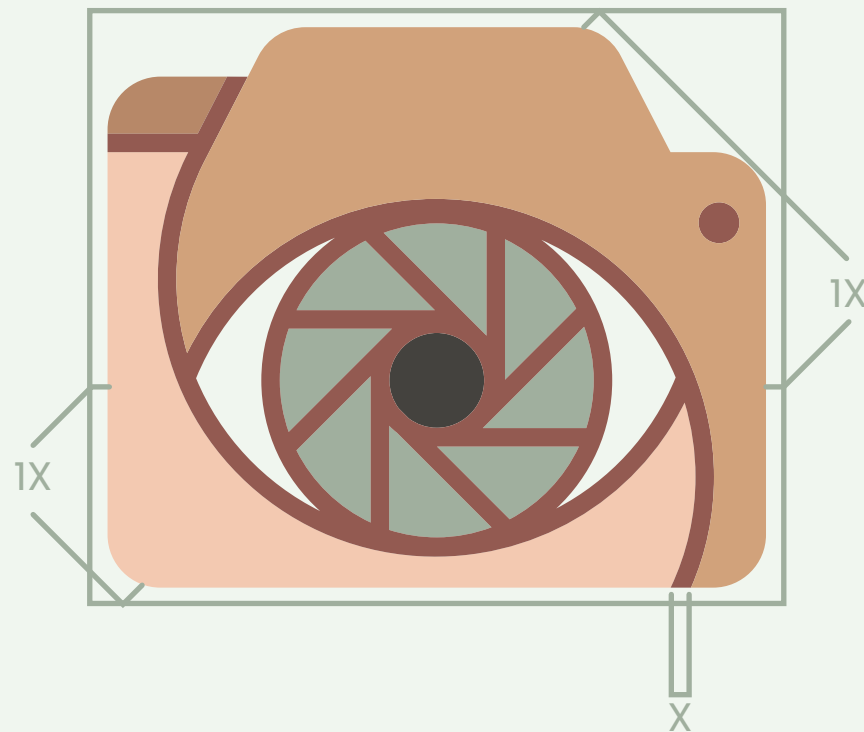


To maintain legibility and visual impact, each logo and logotype has a defined minimum size. These minimum sizes vary depending on the complexity and detail of each version.

Using the logos below their recommended size may result in loss of clarity, especially in print or digital formats where precision is essential.

Please refer to this page for the minimum size requirements of each logo and logotype to ensure optimal readability and brand integrity.

SPACING



To ensure consistency, clarity, and visual impact, the logo must always be surrounded by sufficient clear space. This prevents crowding and allows the logo to stand out in any layout.

Do not place the logo near any other graphic elements, text, or edges unless they are at least one line width away on all sides. The "line width" refers to the thickness of the main stroke used in the logo design and serves as the minimum buffer space.

Maintaining this spacing helps preserve the logo's readability and ensures a clean, professional presentation across all applications.

COLORS

C:0 M:26 Y:43 K:29
R:182 G:135 B:103
Hex: b68767
P: 39-3C

C:0 M:20 Y:42 K:18
R: 210 G: 168 B:122
Hex: d2a87a
P: 28-2C

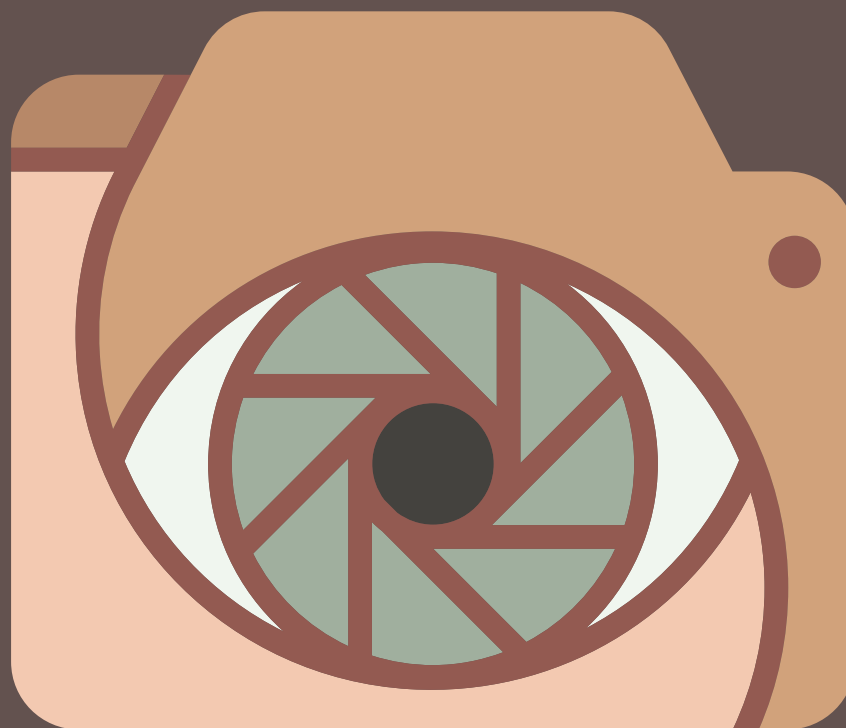
C:0 M:17 Y:26 K:5
R: 242 G:200 B:178
Hex: f2c8b2
P: 48-2C

C: 0 M:4 Y:10 K:73
R: 69 G:66 B:62
Hex: 45423e
P: 172-16C

C:0 M:38 Y:44 K:42
R:147 G:91 B:82
Hex: 935b52
P: 43-11C

C:2 M:0 Y:3 K:4
R:239 G:244 B:237
Hex: eff4ed
P: 134-9C

C:9 M:0 Y:10 K:31
R:159 G:175 B:158
Hex: 9faf9e
P: 147-9C



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