

# Neeley Photography

## Branding Guide



Neeley Photography



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### Magpie

Magpie should be used for business and informational text. Other fonts should not be used in order to maintain consistency and a clear brand. Dark colors within the brand color palette are preferred for this font but exceptions can be made in order to keep text readable.

### Neeley Photography

### Color Pallet



### Scriptina Pro

Scriptina Pro should be reserved for Neeley Photography copyright watermark. Additional uses for the font may include headings and titles where the text can be read easily or adds to the creative/artistic product. A light color within the brand color palette is preferred.



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