



ALYX MORGAN

PROVIDING UNCONVENTIONAL PERSPECTIVES

2025 Brand Guideline

My voice is an amalgamation of my rather unusual life. My kind intelligence, & compassionate authority bring trustworthiness & sincerity to your company's message.

My unorthodox sensitivity stands out from the crowd of voice actors. If your brand could benefit from an unconventional perspective, then I'm your gal.



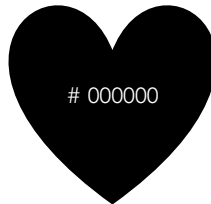
BRAND TONE

“Unconventional Perspectives” evokes a sense of curiosity, & wondering what’s going to happen next. Along with bold colors, & perceptively-insightful writing, this brand conjures a feeling of innovation & passion.

Open-minded & inclusive, “Unconventional Perspectives” forces you to look at the world in a new light.

BRAND COLOR SCHEME

The “Unconventional Perspectives” color scheme is bold, & centered on the uniqueness of my voice.



LOGO ELEMENTS



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← WICKY JAVICK (1001 Fonts.com)

← **KULHU ONE** (dafont.com)

Century Gothic (Microsoft)

ALYX MORGAN

ALYX  MORGAN

↓
My logo elements
should always be in
brand blue for the
overall branding.

BRAND MARK



The brand mark is an icon used to invoke the overall essence of the brand, without needing any descriptive verbiage.



WEB TYPOGRAPHY

Wicky Javick is a bold, clean font, indicative of the overall brand.

HEADING 1 50 PT

HEADING 2 30 PT

HEADING 3 25 PT

PARAGRAPH 3 15 PT

Kulhu One is a unique, expressive font that encapsulates the fun side of Alyx's website.

HEADING 4 30 PT

HEADING 5 24 PT

HEADING 6 16 PT

PARAGRAPH 2 16 PT

Century Gothic is a clean, artistic font, that should only be used for information dissemination.

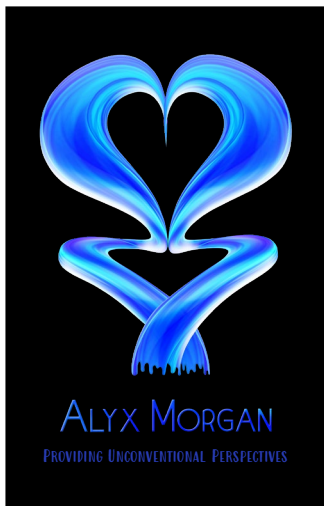
Paragraph 1 20 PT

Paragraph 4 16 PT

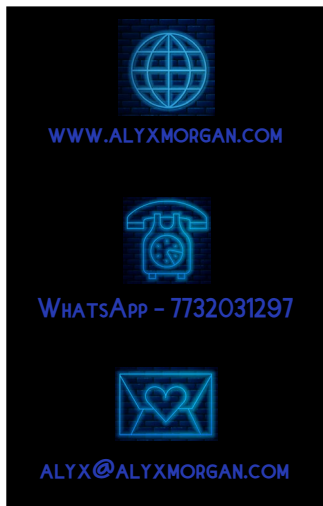
Paragraph 5 14 PT

BUSINESS CARD

The front & back of the card will be full bleed in black. Font & logo colors will be in brand blue (Hex # 273BB2). Text on back of card will be in Wicky Javick.



Front



Back

CONTACT DETAILS

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