



Personality 🤝 **Professionalism**

Eleanor
Mollie

**Brand Personality
Framework**

Colour palette

**Personality
statement**

Logo

Typography

Tone of Voice

Style guide

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Mollie**

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Framework**

Logo



Vibes



Personality
Statement

Tone of Voice

Style guide

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Brand Personality

**1. Celebrate your
best assets (your
team)**

Tone of Voice

Style guide

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Brand Personality
Framework



2. Don't forget
about about pages

Style guide

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3. Have fun

Tone of Voice

Style guide

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