Brand Imagery and Illustration Rules

1. Imagery Guidelines

- Use high-resolution images aligned with the brand message.
- Prefer authentic, natural, and diverse subject matter.
- Avoid excessive editing, filters, or overlays.
- Maintain consistent cropping and spacing.
- No stock watermarks or low-quality images.

Sample Image 1
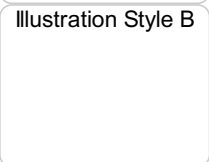
Sample Image 2

Sample Image 3

2. Illustration Rules

- Use simple, clean lines and shapes.
- Maintain consistency in style across all illustrations.
- Limit color palette to brand-approved colors.
- Ensure illustrations complement, not overpower, content.
- Keep proportions and perspectives uniform.

Illustration Style A

Illustration Style B

3. Do & Don't Examples

- **Do:** Use original photos, soft-edged vector illustrations.
- **Don't:** Overlay heavy gradients, use mismatched illustration types.