

# BRAND GUIDELINES

SHAW DESIGN GROUP

---

A large, light blue, stylized letter 'S' logo is positioned in the bottom right corner of the page. The 'S' is thick and has a slight curve, set against a dark blue background with a repeating floral pattern.

The background features a repeating pattern of stylized, light-colored leaves arranged in a grid. Each leaf is contained within a square cell, and the entire pattern is set against a solid orange background. The leaves are oriented vertically, with their stems pointing downwards.

# INTRO DUCTION

# INTRODUCTION

Welcome to Shaw Design Group – where inspired spaces begin.

Your home tells your story. We approach design a little differently and mix creativity with craft, layering color, texture, and personality into spaces that feel as good as they look.

Our work is bold yet timeless, refined but never stuffy. It's about creating rooms that invite conversation, spark joy, and grow with you over time. At Shaw Design Group, design isn't just about beautiful spaces, it's about the pride you feel when friends walk in, the joy of daily life made simpler and sweeter, and the relief of knowing you don't have to figure it all out alone. We're here to dream with you, plan with you, and build a home that feels just right: stylish, soulful, and unmistakably yours.

# ABOUT SHAW

These brand guidelines are here to keep everything we create true to who we are. They're a shared reference point, a way to make sure every detail reflects the warmth, creativity, and sophistication at the heart of Shaw Design Group.

Whether you're designing a presentation, writing copy, or creating social content, this guide helps you speak with one clear, consistent voice. It brings together all the elements, from our mission and tone to our patterns and palette, so that every touchpoint feels connected, intentional, and unmistakably Shaw. With these guidelines, we build trust, spark excitement, and invite people into a world of inspired design.



# SLOGAN, MISSION, VISION

## **SLOGAN**

Inspired design for inspired living

## **MISSION STATEMENT**

Our mission is to design homes that balance bold creativity with thoughtful detail, creating spaces that are not only beautiful and inviting but deeply personal to each family we serve.

## **VISION STATEMENT**

Our vision is to redefine what it means to feel at home, creating designs that are as unique, inspiring, and welcoming as the people inside them.

The background features a repeating pattern of light pink squares on a slightly darker pink background. Each square contains a small, dark pink starburst or sunburst shape, centered within the square. The text is overlaid on this pattern.

# BRAND ARCHI TECTURE

# BRAND OVERVIEW

Shaw Design Group's visual identity captures the balance of bold creativity and inviting warmth that defines our work. Rich teals and layered blues ground the brand in trust and sophistication, while organic elements add softness and personality. Abstract and geometric forms speak to our meticulous attention to detail, creating a look that feels both refined and full of life. Together, these elements reflect our core values and visually express the welcoming, story-filled spaces we design.

# BRAND ESSENCE

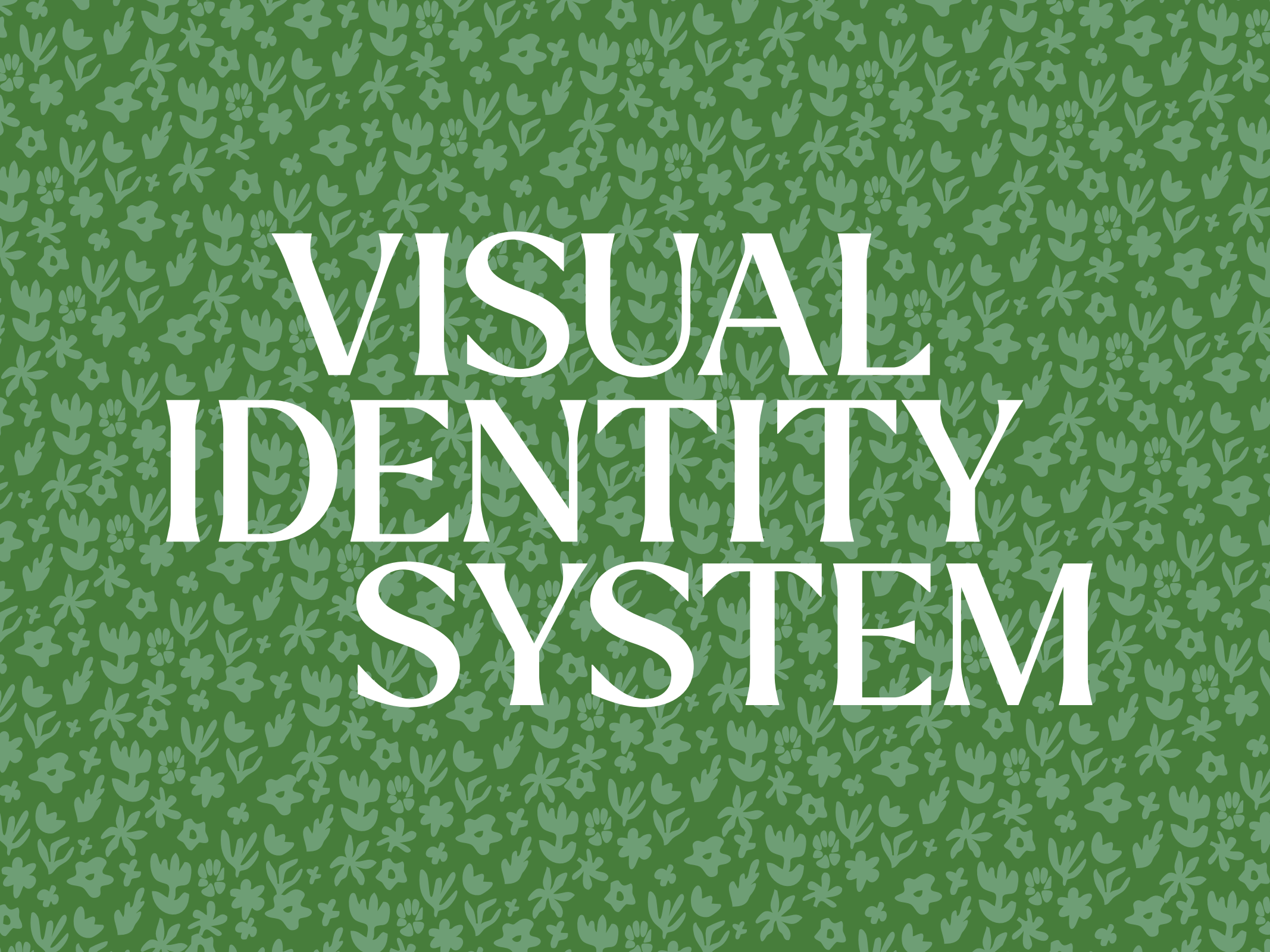
Elegant whimsy and upscale play.

Shaw Design Group's visual identity is rooted in a balance we call elegant whimsy and upscale play. Elegant whimsy is where refined design meets a sense of lightness – graceful forms, organic motifs, and soft, flowing details that bring warmth and personality to even the most polished spaces. Upscale play builds on that energy with bold color moments, unexpected textures, and creative contrasts that keep our work fresh, joyful, and full of life. Together, they embody our belief that sophistication should never feel cold and playful design should never feel casual. It's this mix that makes a Shaw home feel both timeless and alive.

# VOICE AND TONE

Shaw Design Group's copy should feel like chatting with a down-to-earth friend who just happens to know everything about design. The voice is warm, upbeat, and approachable – confident without being stiff, playful without losing professionalism. Sentences should be clear, light, and easy to read, with a natural flow that makes people smile as they imagine their dream space. Use contractions and conversational phrasing, and lean into words that spark excitement. Avoid heavy jargon or boring terms; instead, paint a picture that feels inspiring, relatable, and fun.

Every message should guide clients through a simple journey: call out the pain point, show empathy, present Shaw's unique process as the solution, and end by painting the transformation in a way that feels exciting and attainable. The style should celebrate the emotional payoff: pride when guests walk in, joy in daily life, relief at not having to figure it all out alone. Overall, the copy should be bubbly, friendly, and encouraging, while still polished enough to reflect the sophistication of Shaw Design Group.



# VISUAL IDENTITY SYSTEM

# LOGO SYSTEM

The broken “S” is more than a letter, it’s a symbol of transformation. Its flowing, open form represents the way Shaw Design Group approaches every project: breaking apart what’s expected to create something more personal, more beautiful, and more alive. The subtle gap in the shape suggests movement and possibility – a space for new ideas, new stories, and new ways of living to enter. At the same time, its graceful curves and balanced form speak to our belief in combining bold creativity with thoughtful detail. It’s a mark that feels modern and sophisticated yet full of warmth and personality.

The primary lockup, set in Larken, is ideally used in contexts where the full name should be used for familiarity and name recognition. With two weights, it can be easily scaled down and broken up into additional lockup, detailed on the following page.



Logomark



Lockup

# VARIATIONS

For different contexts, different versions of the logo, lockup, or tagline may be appropriate. In the right color and right layout, there's a perfect opportunity for each of these to be employed. Whichever version you use, always ensure proper clear space, consistent color usage, and never stretch, distort, or alter the logos in any way.

## SHAW DESIGN GROUP

INSPIRED DESIGN FOR INSPIRED LIVING

The secondary logo is our go-to and should be used on most branded materials, from the website and presentations to stationery and signage.

## SHAW DESIGN GROUP

This tertiary wordmark is a clean, versatile option for lighter applications like social graphics, print layouts, or subtle placements where a softer touch is needed.



The monogram works best as a brand stamp – perfect for social media icons, watermarks, or small-scale uses where the full logo wouldn't be legible.



The Boxed Shaw mark is ideal when a bold, standalone presence is needed, such as signage, packaging, or secondary brand moments.

# CLEAR SPACE & MINIMUM SIZE

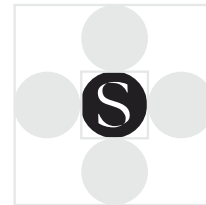
To make sure our logos always look sharp, legible, and professional, they should never be used smaller than the recommended minimum sizes. Scaling below these sizes can cause details to blur or text to become unreadable, which weakens the brand's impact. Each logo has its own minimum size depending on its complexity; for example, the primary wordmark requires more space to stay clear and legible, while the monogram can be used at smaller scales without losing detail.

Make sure to give the logos breathing room in print and digital formats not to crowd it. That will maintain legibility and professionalism, too.

Hint: The "I" in "Design" is the center of the logo on the lockups!



W: 0.25 in



0.5 in



W: 0.5 in



W: 1 in



H: 0.25 in



W: 1 in

# VISUAL ASSETS

A photograph of a dining room with blue walls and a glass table. The room features a modern aesthetic with a large, starburst chandelier, a glass dining table with white chairs, and a patterned rug. The text 'BOLD HEADLINE' is overlaid in large, white, serif font across the center of the image.

# BOLD HEADLINE

## SPUNKY SUBHEAD

Body copy set in DM sans feels like the calm, grounding voice beside the bold statement of the serif headlines. While the serif draws attention with its strong contrast and sculptural details, the sans serif steps in to guide the eye comfortably through longer passages. Its clean, open forms create a smooth rhythm that balances the contrast of the display type, making the overall layout feel intentional and effortless. Together, they create a visual dialogue and that harmony keeps the design feeling elevated without losing clarity or warmth.

# TYPOGRAPHY

## LARKEN

Used for both headings (in medium) and subheadings (in black). There's quite a range with this typeface, so there may be flexibility within what works best at different scales.

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## DM SANS

Body copy set in DM Sans 9pt provides high clarity primarily used for fine print.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# PRIMARY COLORS

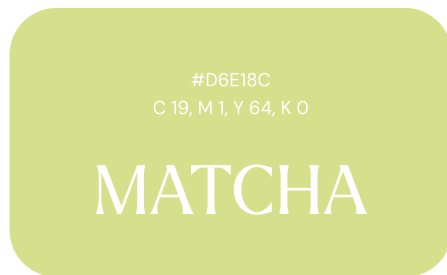
Our primary colors bring energy and personality to the Shaw Design Group brand. Their boldness adds vibrancy to the refined elegant shapes of our logo marks, infusing a sense of excitement and life into the brand's elegant, whimsical identity. The warm tones of red orange spark creativity and approachability, while the cool depth of the teals grounds the palette in sophistication and trust. Together, they balance playful charm with timeless elegance, rounding out our visual language and making every brand touchpoint feel confident, inviting, and full of character.

When building a design, focus on using one primary color and adding one or two secondary colors from the list. Try to steer away from using two of the primary colors in one visual, that way it's not too much of a bold punch to handle! There are plenty of mix and match options with secondary colors to create the feel you want.



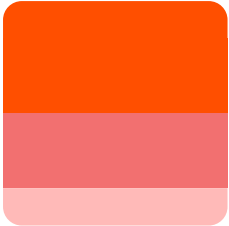
# SECONDARY COLORS

Our secondary and tertiary colors expand the palette with softness and versatility, creating opportunities for depth, contrast, and creativity. These hues add nuance to our bold primary tones, allowing us to layer color in playful, unexpected ways that bring our patterns and layouts to life. Their lighter, more delicate character complements the strength of the core palette, giving us the flexibility to craft designs that feel dynamic yet cohesive. Whether used to highlight details, build rich backgrounds, or add subtle accents, these colors invite bold design decisions while maintaining the brand's balance of elegance and whimsy.

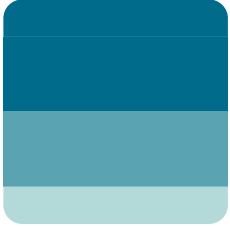


# COLOR PAIRINGS

There's a lot here! Because layering is an integral part of the brand, defined colors are important to establish consistency across different mediums and uses of colors. They bring life to the brand and are some of the primary carriers of story and energy. Stick to the color pairings below for the best deliverables.



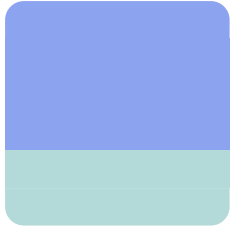
TONAL REDS



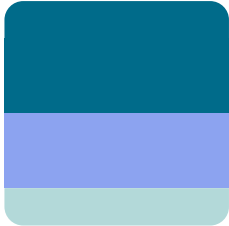
TONAL BLUES



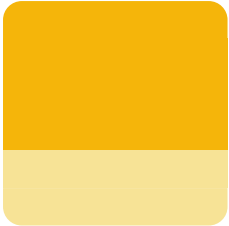
TONAL GREENS



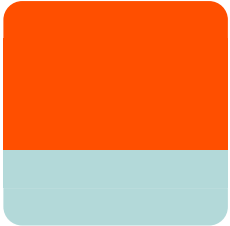
WINTER



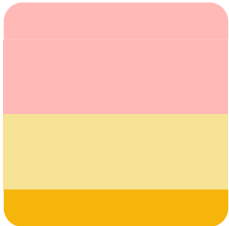
OCEAN



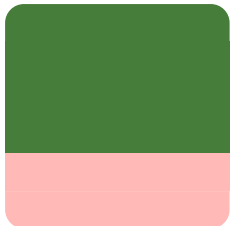
TONAL YELLOWS



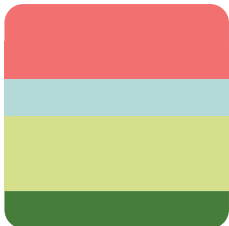
SUPER



POPSICLE



WATERMELON



GARDEN

# IMAGERY

The photo editing style is designed to highlight Shaw Design Group's work in its best light - literally and figuratively. Natural light is enhanced to feel warm and inviting, while colors are carefully balanced to stay true to the space and emphasize the depth and richness of each design decision. Shadows and contrast are subtly refined to bring out layers of texture, from intricate patterns and bold cabinetry to soft textiles and organic materials. Every image is edited to feel polished but real: bright enough to capture the vibrancy of a space, yet grounded enough to convey comfort and livability. The result is a visual story that celebrates the harmony of bold design and welcoming warmth that defines Shaw homes.



# IMAGERY

When layering text over bright, detailed imagery, use opacity thoughtfully to keep the design clear and intentional. Place a **black or very dark blue** background behind the image and reduce the image's opacity to around **75%**, this softens busy visuals and creates the contrast needed for text to remain legible. **Always use white text** in these compositions to maintain a clean, high-contrast look. Feel free to break up longer words, but be mindful of what the words spell!)

For vertical images, try not to have more than 5 letters on a line. There are always exceptions to the rules!

For horizontal images, try to expand the words out to fill the width of the image, whether that means reworking the language or choosing a different photo.

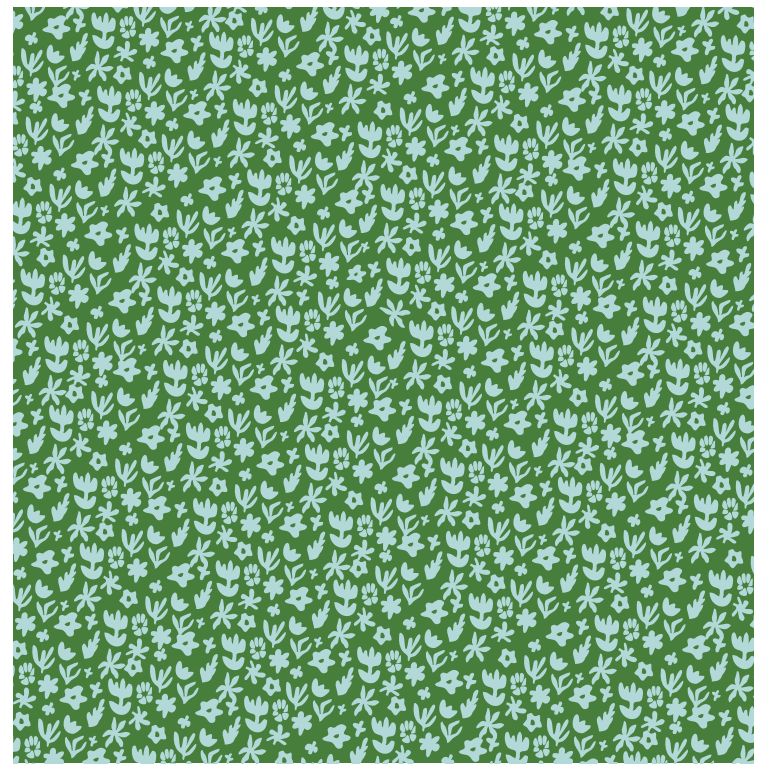
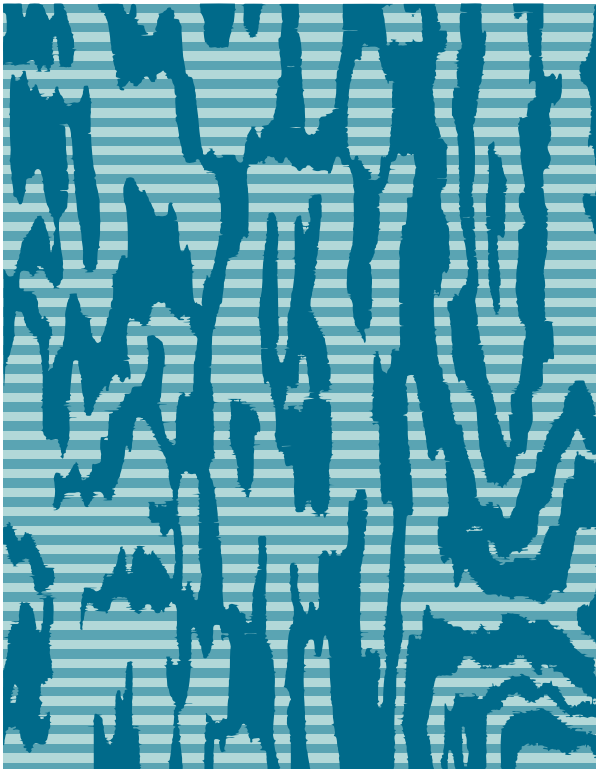
Make sure to take up the full length or width of the photo as modeled below.



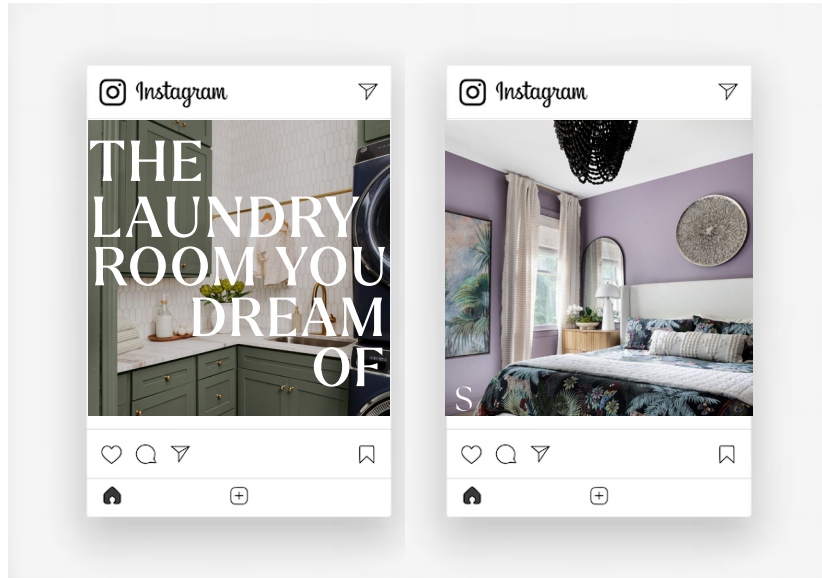
# PATTERNS

The introduction of layered patterns adds depth and personality to Shaw Design Group's visual language, emphasizing the brand's boldness and sense of interactivity. Each pattern brings its own rhythm and energy, creating visual texture that mirrors the layered, intentional approach we bring to every design project. These patterns break up simplicity with moments of surprise, offering a sense of movement and discovery that draws the eye in. Together, they balance sophistication with whimsy, reinforcing the idea that great design should be both refined and full of life.

The flourished version of the Shaw lockup should be used sparingly and intentionally, reserved for special moments in social media graphics or print pieces where a distinctive, elevated touch is desired. If you're layering text on top of patterns, use a primary color overlay at 75% on top and layer with white text.

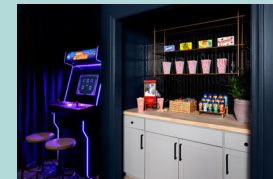
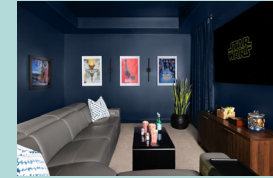


# COLLATERAL



## PRESENTATION

Eped molorem fugias acerrum ratem quae pressita nieni nam imincte eveleniendam latem reperia sin raturia tUSDanti volorum repro ea debis qui dolo volo cus



Eped molorem fugias acerrum ratem quae pressita nieni nam imincte eveleniendam latem reperia sin raturia tUSDanti volorum repro ea debis qui dolo volo cus



**SHAW**  
DESIGN GROUP

**BROOKLYN SHAW**

FOUNDER & OWNER  
brooklyn@shawdesigngrouppllc.com  
(678) 510-3019

S  
shawdesigngrouppllc.com



**LIVE INSPIRED.**