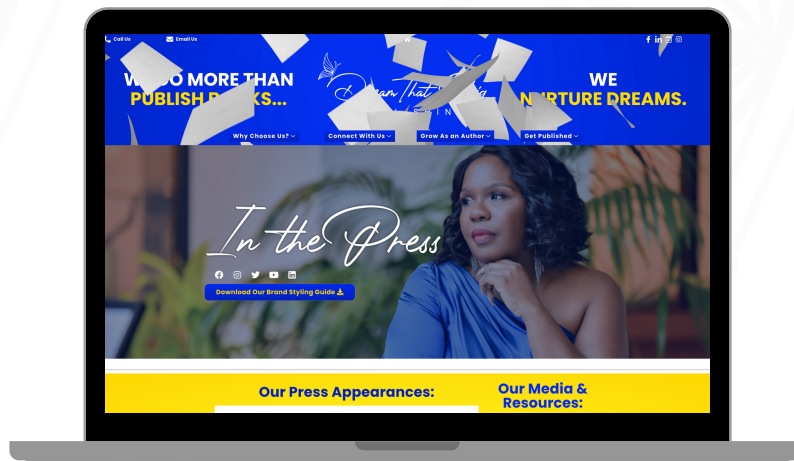




Dream That Big

P U B L I S H I N G

BRAND AND STYLING GUIDE



dreamthatbigpublishing.com



@DTBPUB

PREPARED BY:

JESSICA EDWARDS

METICULOUS JESS® MARKETING AGENCY LLC

Updated: 2/2023



STYLING GUIDE

logos



preferred ↷



(use for book covers) ↷

STYLING GUIDE

brand colors

#011C4F

#022A77

#0321BA

#022AED

#FED200

#FFDB2D

#FEED8C

STYLING GUIDE

brand fonts

TITLE/HEADING FONT:

POPPINS

& sometimes...

ANTON

SUB-TITLE

POPPINS ← (with increased letter spacing in most uses)

BODY:

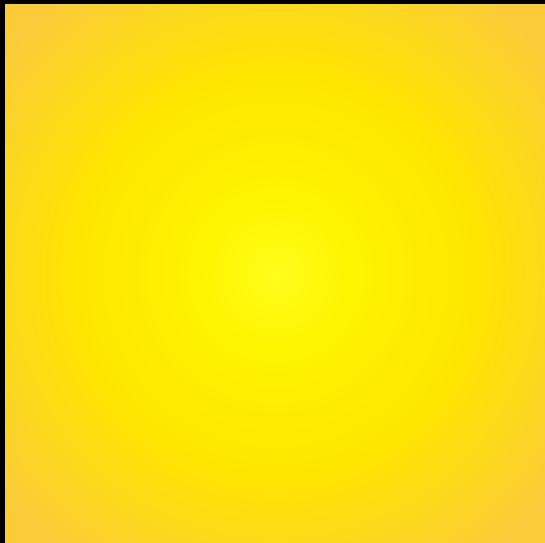
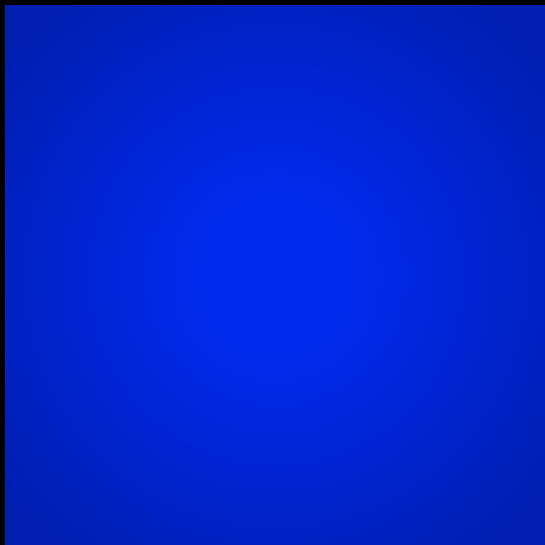
Poppins

ACCENT:

Photograph Signature

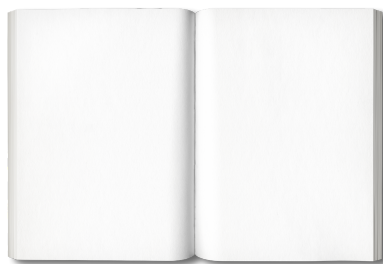
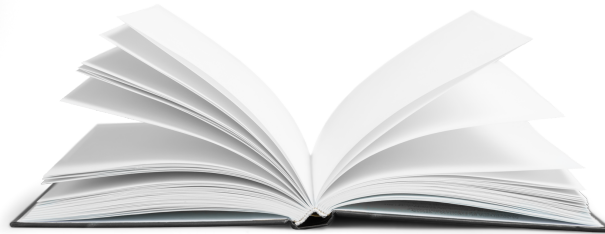
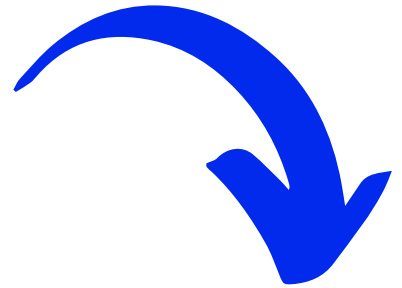
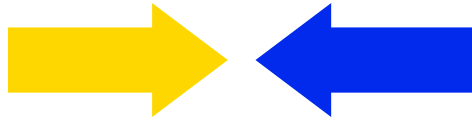
STYLING GUIDE

backgrounds/patterns



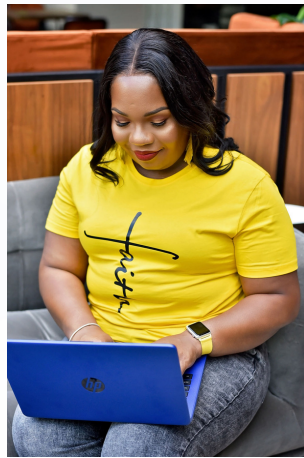
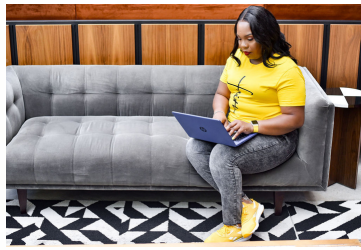
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design elements



BRAND IMAGES





EXAMPLE MARKETING MATERIALS COMPLETED AND APPROVED



5 DAILY AFFIRMATIONS

To **EMPOWER** You to Live Free from **OVERTHINKING**

AFFIRMATIONS Can Be a Valuable Tool to Stave Off: **SELF-DOUBT & FEAR OF FAILURE.**

THE THEORY IS... Clearing Your Mind and Repeating Affirmations to Yourself Out Loud, Can Create this Belief in Your Conscious.

Creating a Positive Mindset Will Not Only Help You Push Through Overthinking and Achieving Your Goals as an Author... It's Also a Powerful Strategy for All Areas of Your Life!

As a **Future Author**, the Best Time to Use These Affirmations for Writers is Just Before You Start Writing.

Remember: One of the Key Elements of Affirmations is **Repetition.**

SO KEEP SAYING IT, UNTIL YOU ARE LIVING IT!

Dream That Big PUBLISHING

FINANCIAL PLANNING FORM

for Success as an Author

There are many financial aspects to starting and launching a profitable book brand. This form is designed to assist in keeping you clear and aware of the big picture while taking the smaller steps toward it.

Publish Date:

Total Budget:

The BIG Idea is Here:

Author Name:

Book Name:

Book Vision:

Goals: 30 Days 90 Days 6 Months 12 Months

7 FIGURE AUTHORPRENEUR®

the podcast
HOSTED BY OCTORYIA ROBINSON

S1 E1: BUILDING WEALTH AUTHENTICALLY

With Special Guest
Dr. Kelvin McCree, MA, Ph.D.
Chief Learning Officer
Laser Focus Leadership Solutions

With Special Guest
Dr. Vernetta Mosley, PhD
Writing Coach - Editor - Consultant

EMAIL SIGNATURE ELEMENTS



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7 **FIGURE**
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