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elizabethcarl  
LIFESTYLE

Brand Book  
By Caitlin Schiattareggia

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## the STORY

It all started with one woman and her passion for organizing, planning, and focusing on all of the little details that can make the difference in an event or home...

**elizabethcarlLIFESTYLE** LLC is a brand encompassing all aspects of event planning, interior decorating, residential management, and life management and organization. elizabethcarl provides countless services in relation to organization and planning in order to create simple, organized solutions for clients.

## the MISSION

The mission of elizabethcarlLIFESTYLE is to help people create time, find balance, and enjoy life by letting elizabethcarl do the work and take care of all of the details.

## key VALUES

Familiarity  
Approachable  
Detail Oriented  
Balance

## our TAGLINE

Designing details for  
everyday living

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# logo VARIATIONS

## PRIMARY

elizabethcarl  
LIFESTYLE

## SECONDARY

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elizabethcarl  
LIFESTYLE

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## SERVICE SPECIFIC

lizcarl  
HOME

lizcarl  
EVENTS

lizcarl  
INTERIORS

## MONOGRAM



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# logo DO'S & DON'TS

## DO'S



DO leave white space around the logo. Use white or neutral backgrounds from our color palette.



DO use the service specific logos on notes, emails, apparel, etc. when working on a particular project for homes, events, or interiors.

## DON'TS



DON'T sit the logo on ugly colors. Stick to our colors in our lovely color palette (see pages 4-5).



DON'T add effects like drop-shadows, glows, embossings, etc. to the logo.

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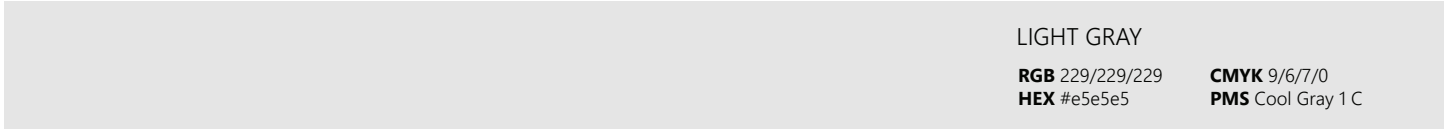
# primary COLOR PALETTE



LIGHT BLUE  
**RGB** 148/173/191  
**HEX** #94adbf  
**CMYK** 43/23/17/0  
**PMS** 2156 C



SLATE BLUE  
**RGB** 119/135/152  
**HEX** #778798  
**CMYK** 58/41/31/2  
**PMS** 2165 C



LIGHT GRAY  
**RGB** 229/229/229  
**HEX** #e5e5e5  
**CMYK** 9/6/7/0  
**PMS** Cool Gray 1 C



MEDIUM GRAY  
**RGB** 158/155/157  
**HEX** #9e9b9d  
**CMYK** 41/35/33/1  
**PMS** Cool Gray 7 C



DARK GRAY  
**RGB** 132/133/137  
**HEX** #838489  
**CMYK** 51/42/39/5  
**PMS** Cool Gray 8 C

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# secondary COLOR PALETTE



BROWN  
**RGB** 124/88/62  
**HEX** #7c583e  
**CMYK** 41/60/76/29  
**PMS** 463 C



DARK TAN  
**RGB** 197/172/141  
**HEX** #c5ac8d  
**CMYK** 24/30/46/0  
**PMS** 2316 C



LIGHT TAN  
**RGB** 210/185/150  
**HEX** #d2b996  
**CMYK** 18/25/43/0  
**PMS** 467 C

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# primary TYPEFACES

## SEGOE UI

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Semilight ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Semilight Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Bold** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## MICROSOFT YI BIATI

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## TREBUCHET MS

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



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business  
CARD

elizabethcarl  
LIFESTYLE

INTERIORs

EVENTs

HOMEs

*LIFE's DETAILS*

**NANCY 'elizabeth' Matthews**

617.588.0112 / c. 508.361.7445 / nancy@lizcarlstyle.com

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our  
LETTERHEAD

elizabethcarl  
LIFESTYLE

617.588.0112 / [lizcarlstyle.com](http://lizcarlstyle.com)  
396 Washington Street, Ste 366, Wellesley, MA 02481

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our  
POSTCARD



lizcarlSTYLE.COM

# our MOODBOARD



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# communication GUIDELINES

## GRAMMAR & FORMATTING

elizabethcarLIFESTYLE is quite a long title. We use ECL to shorten it on occasion. If we're not using ECL, lizcarl is the way to go.

You may have noticed we like to play around with capitalization... elizabethcarl is always *lowercase* with no space in between, while LIFESTYLE is in all *uppercase* letters. When we put the two together, there is no space between elizabeth-carl and LIFESTYLE. To differentiate the two, make LIFESTYLE two points smaller. Sometimes we differentiate our "s"s too...take a look at our business card on page seven.

## READABILITY

Contrary to our belief that *the details make the difference*, we like to keep our readability short, sweet, and simple.

## STYLE

We want to have a friendly, familiar way of talking to our clients. This is done through a casual style of writing.

## tone of voice

Our tone of voice is welcoming, easygoing, and recognizable.

## EMAIL SIGNATURE

Enjoy the details in life!

Nancy 'elizabeth' Matthews  
INTERIORs... EVENTs... HOMEs  
elizabethcarLIFESTYLE  
617.588.0112

# target AUDIENCE

One of our key target audiences is women ages 30-60 that are working (or not working) with a family that need help managing their time through organizational and time management services. They also look for help in planning weddings and parties and finding rental equipment or decorations for those events. Additionally, they are seeking an interior designer that can revamp any space in their house.

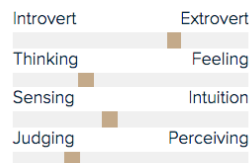
## Meghan Millowitz



*"I want to be able to decorate my home, throw parties, and organize my life without the stress of time and decisions."*

**Age:** 35  
**Work:** Part-time Beauty Consultant  
**Family:** Married, 3 kids  
**Location:** Osterville, MA

### Personality



Social Overloaded Particular

Family Oriented

### Goals

- Have someone on call to aid in all of her organizational, social, and life projects
- To find an interior designer that will manage every aspect of designing her new home

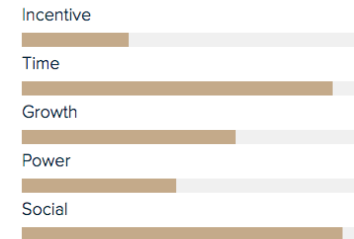
### Frustrations

- Having to hire multiple different people for one project or event
- Working with a designer that doesn't know and understand her well enough
- Not being able to throw all of the parties and work events she wants because of her lack of time and resources

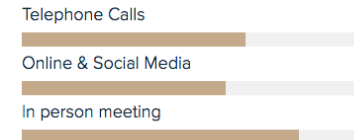
### Bio

As Meghan's three children are growing up and her beauty product sales begin to rise, she has trouble finding the time to keep her life and house organized. Meghan and her family just recently moved and she is looking for someone to decorate her home the way she has always envisioned it. The amount of clutter and disarray is driving her crazy but she doesn't have time to organize it all. Meghan hopes to hire someone whom she can use long-term for whatever organizational projects, parties, work events, and room changes she encounters. She wants someone she can build a personal relationship with who will be able to cater to her taste and needs.

### Motivation



### Preferred Channels of Communication



# target AUDIENCE

Another key target audience is men ages 30-60 that are working (or not working) with a family that needs help managing their home and organization. They seek services such as residential management, maintenance schedules, house checks, clean-outs, move in help, and so on. They often need someone to check in and keep an eye on their home while they are away.

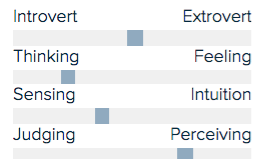
## Joe Smith



*"I get worried about my house when I'm living 500 miles away, but I just can't make that trip to check on it."*

Age: 52  
 Work: Small Business Owner  
 Family: Married, 4 kids  
 Location: Washington, D.C. and Hyannis Port, MA

### Personality



- Hands-on
- Busy
- Responsive
- Receptive

### Goals

- Communicate with a local individual who can complete tasks on call
- Create a house checklist and maintenance schedule for someone to manage locally
- Have someone to check on the house and boat weekly

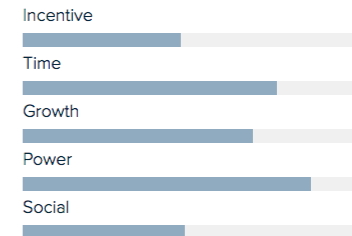
### Frustrations

- Not being able to meet with and supervise maintenance or other household responsibilities
- Calling multiple different people to handle different aspects of the house during the year
- Hearing about troubles with the house or neighborhood and not being there to control it

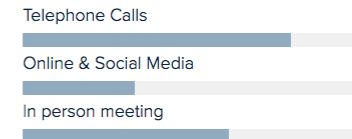
### Bio

Joe lives in Washington, D.C. year-round but also has a home in Hyannis Port, MA where he and his family spend the summer months. Because of the distance, he is not able to check up on his house during the other nine months of the year. During the year there are often break-ins, storms, and severely cold weather around town so he likes to have someone around to check on the house and his boat that is parked in the driveway. His home in Hyannis Port is old which means it requires constant residential and property management checkups, so he needs someone to be able to do this for him rather than make the trip up multiple times a year.

### Motivation



### Preferred Channels of Communication



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social  
MEDIA

Social Media Plan



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# social MEDIA

## GOALS

- Generate 15% more traffic on website and social media platforms
- Gain at least 50 followers on Instagram and 50 page likes on Facebook by January
- Post content to platforms at least once a week

## OBJECTIVES

- Increase brand awareness online by using the hashtag #lizcarlstyle
- Create a larger customer base by bringing in a following and more clients
- Increase knowledge of the services provided

## METRICS

- Number of page likes, likes and comments per post, followers, shares, and views.

## MOTIVATIONS

- Make people more aware of the services provided by ECL
- Draw in more clients and followers that are not just personal referrals

## PURPOSE

- To help people create time, find balance, and enjoy life by taking care of all of the details involving one's home, events, interiors, organization, and life
- To increase awareness of the brand in order to broaden our customer base
- To engage with and inform new clients of the company and services

# competitive ANALYSIS

## AMY MCLAUGHLIN LIFESTYLES

### What we like

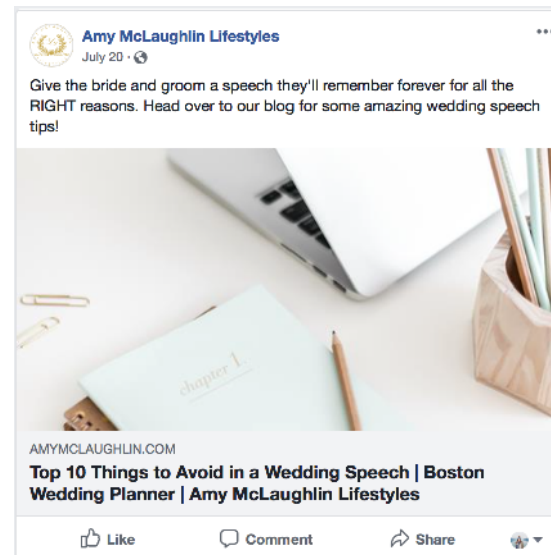
- Posts weekly on both Facebook and Instagram (Instagram posts get posted to Facebook)
- Tagging her clients from events with thoughtful and creative captions that imitate her brand voice
- Good mix of photos, reposts, and articles

### What we don't like

- Almost all of the content is advertising her weddings, leaving out her interior services

### Takeaways

- Connect our Instagram page to Facebook so that Instagram posts get shared to Facebook wall
- Incorporate all aspects of the company -- home, events, interiors, and organization through a variety of post types



# competitive ANALYSIS

## MASTER THE TIME CONCIERGE

### What we like

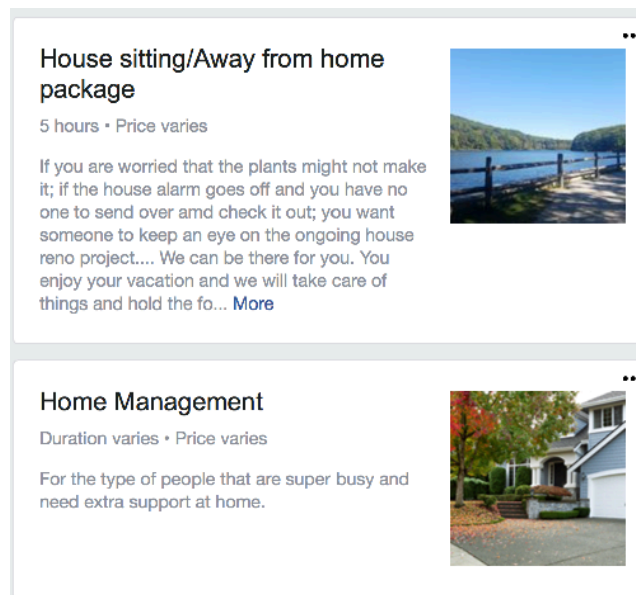
- Instagram highlights
- Posts are up to date and relevant with ongoing in Boston, and she connects them to how her services can help
- Facebook page has services listed with a description, image, price, and duration

### What we don't like

- Uses her first name as the title on her Instagram page which seems unprofessional
- A lot of random sports and personal photos

### Takeaways

- Post content on Instagram Story and organize them with highlights for users to go back and watch
- List main services on Facebook page



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# content STRATEGY

## BRAND VOICE

We want the customer to know that we are always listening and eager to lend a helping hand! ECL makes this known through a clear, friendly, and warm voice that accentuates our innovative, authentic, collaborative, and detail oriented approach.

## PLATFORMS

We will be creating an Instagram and Facebook. We chose these two platforms because they are the most relevant and used by our target audience, males and females ages 30-60.

## POST TYPES

Our post types will vary depending on the platform. (See pages 20-21).

### Instagram

We will mostly post photos of the homes, interiors,

and events that ECL organizes. Occasionally, we will post behind the scenes videos and boomerangs on our Instagram Story. In addition, we will post helpful tips and tricks for organization and planning as well as fun quotes that reflect our brand identity.

### Facebook

Our Facebook will repost the photos and videos that we will post on Instagram. In addition, we will share articles or customer content that is relevant to the brand and that can help to better inform our audience. Additionally, Facebook be a resource to find all of our other photos that are not on our website.

## TIMELINE

Right now, we are hoping to post at least once a week on both platforms. We will increase the amount of times per week as time goes on.

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# content STRATEGY

## HOW TO BUILD SUPER FANS

We will engage with our users on Facebook and Instagram by:

- Asking questions in the captions of our posts to elicit interaction between our followers
- Always responding to comments in order to build a strong relationship and brand trust
- Repost and share content from our followers
- When using a customer's photo, tag them

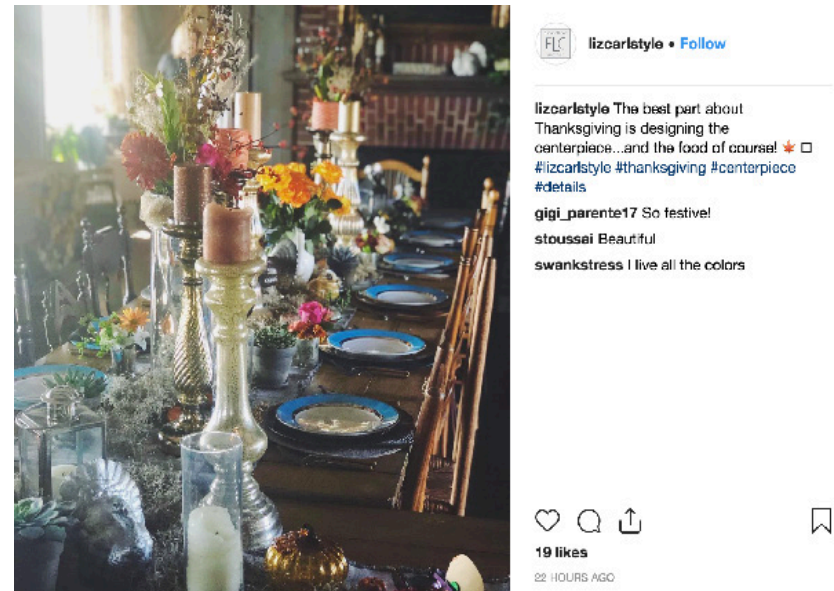
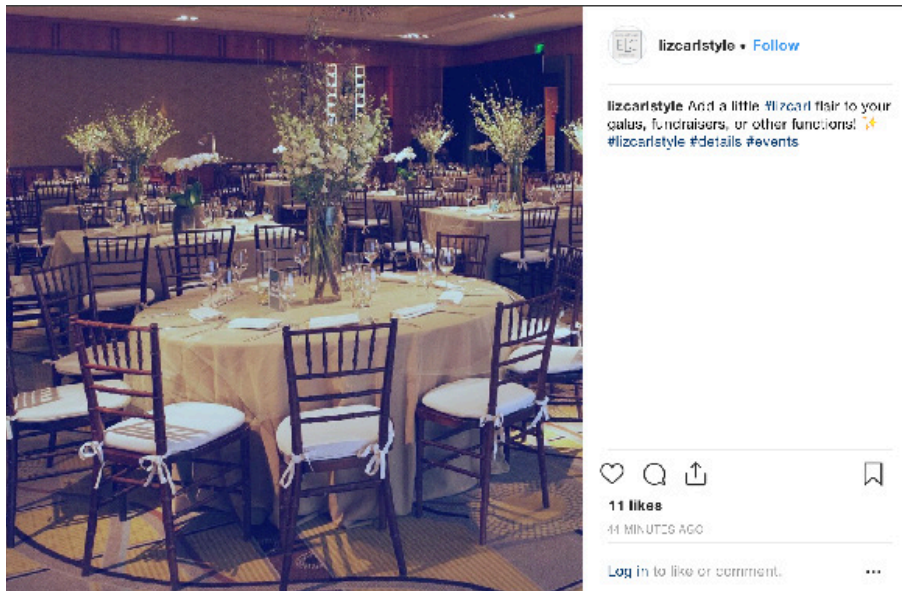
## MEASUREMENT

Our methods of measurement will be used to determine if our goals and objectives have been met. These will include the number of **page likes, likes and comments per post, followers, shares, and views** on our content on Facebook and Instagram. Additionally, we will determine which specific topics and types of content perform best with our followers.

# content STRATEGY

## INSTAGRAM

Our Instagram posts will include photos from past projects across all services, and the captions will be fun while also explaining the project or how ECL can help. All posts will include the hashtag #lizcarlstyle and #details, along with additional hashtags specific to the post. Asking questions and engaging with followers in the comments will promote discussion.



# content STRATEGY

## FACEBOOK

Below are two post examples that introduce the services that ECL provides with a graphic or photo. We try to keep our captions upbeat and exciting, and ask questions to engage our followers. We include the hashtag #lizcarlstyle at the end of every post, with additional hashtags relating to the post to create further engagement. The second post portrays how we share tips and ideas with our followers and how our services connect to it.

