



# Sew Your Dreams Brand Guide

## Manifesto

Sew Your Dreams is a channel for dreamers. It is for the women who wanted to be a fairy when they grew up. The mermaid lovers, and the women who dream of going to a masquerade ball. We show that with a little work, those dreams can (kinda) come true. With sewing, you can be a fairy, mermaid, and princess. We teach basic techniques, and thorough instructions on how to create classic fantasy pieces.

## Voice and Tone

A big sister who sews. Gentle and guiding voice. Fun-loving who just wants to play with her friends and younger sister.

## Target Audience

### Demographics

Female

Age 30-35

50,000 a year (enough that they have a little extra but not a whole lot)

### Psychographics

Doesn't do much sewing but loves crafting!

Thrift shopper

They feel sewing is too hard, and that the pieces of their dreams require too many skills to even consider doing.

Think the equipment and supplies will be super expensive. They don't have the money for that.

Daydreamer

Fantasy lover

### Where they are found

Seems best to be found on:

Instagram

Facebook

Pinterest

Youtube



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## Avatar



Logos must never be stretched or misshapen. They must be on contrasting background. If it's on a light or white background, use the Black logo. If it's on a darker background then you may use any of the three.

## Content Themes

### Sewing Techniques

Teaches the basic skills you need for the projects I am doing. I will break it down into achievable steps to learn.

### What I'm making

Show what I'm working on, and how I'm making it.

### You definitely got this

Empowering and relatable quotes or stories to show that I am just like them and they can do it too.

## Fonts

Gabriela  
Arial

## Text Type

Text in Videos and on photos have capitalization rules similar to book titles. Every important word is capitalized. Nouns and verbs are always capitalized.

Text in captions and blogs follow Chicago Style.



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## Colors

White

Black

#9966dd

#ff8fdd

## Graphics and Photos

### Graphics

Hand-drawn-looking graphics, or geometric shapes with stitching on them.

### Photography

Products are always on a fabric background, or being worn. If being worn it should be outside, unless there is a ballroom or castle on hand.

