



MyDailyBuy

Honest picks. No filler.

BRAND GUIDELINES

Version 1.0 · 2026

The logo

A shopping bag holding a monogram — simple enough to read at profile-photo size, distinctive enough to recognize without the name attached.



PRIMARY LOCKUP



ICON — DARK BACKGROUND
(INSTAGRAM / FAVICON)



ICON — ON LIGHT BACKGROUND

Clear space & minimum size

Keep space equal to the width of the bag icon clear on every side. Never use the icon smaller than 32px, or the full lockup narrower than 140px wide.

Don't

- Recolor the bag or the monogram outside the approved palette
- Stretch, skew, or rotate the icon
- Add drop shadows, outlines, or effects beyond the approved version
- Place the gold icon on light-gold or busy photo backgrounds

Color palette

Ink and gold carry the brand. Teal and stone stay in supporting roles — labels, captions, secondary text.

Ink	Gold	Parchment	Teal	Stone
#1E2A32	#C89B3C	#FAF7F1	#2F6F62	#8B8478
Primary text, backgrounds, headers	Accent, CTAs, the "Buy" in the wordmark	Page background	Category labels, secondary accents	Secondary text, captions

Usage ratio

Parchment and Ink should cover roughly 80% of any layout. Gold is a spark, not a fill — use it for one call to action or highlight per screen, not as a background color.

Typography

Two typefaces, two jobs: a serif with character for headlines, a clean sans for everything you need to read fast.

DISPLAY • FRAUNCES

Aa Bb Cc

Used for headlines, section titles, and the wordmark. Set with generous line-height.

BODY & UI • PUBLIC SANS

Aa Bb Cc

Used for body copy, buttons, labels, and captions. Regular for paragraphs, semibold for UI.

WEIGHT & SIZE SCALE

H1	MyDailyBuy	Page titles
H2	MyDailyBuy	Section headings
BODY	MyDailyBuy	Paragraph text
LABEL	MyDailyBuy	Eyebrows, tags, buttons

The logo in use



@mydailybuy

Instagram profile photo

SOCIAL



MyDailyBuy

Browser favicon

WEB



My**DailyBuy**

Health & Wellness General Shopping

WEBSITE HEADER

Questions about using the brand? Keep it simple: ink, gold, and the bag.