



Leyanis Diaz

BRAND GUIDELINES



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Brand Message



Hailing from la isla de Cuba, Leyanis Diaz is a Bilingual Business Consultant, Small Business Advocate, Speaker, Afro-Latina Influencer and the Founder of MAJOR, an online one-stop shop for minority-owned businesses.

Since 2017, she has been managing and operating a minority-owned and women-led boutique marketing and consulting company, Leyanis Diaz, LLC, offering consulting, speaking and influencing services including but not limited to: one-on-one consulting, group consulting, lectures, webinars, office hours, speaking engagements, content creation, and experiential marketing opportunities.

Brand Message

—Learning with Leyanis/Aprendiendo con Leyanis

Leyanis is an immigrant, a first-generation college student, and grew up in some of Miami’s roughest neighborhoods.

Learning with Leyanis/Aprendiendo con Leyanis was created to educate, entertain, and empower people of color and women. This bilingual blog represents all the things Leyanis wishes someone would have told her; the things she wished she knew early on about being a founder and an adult while also covering the things she is learning day-to-day. It is an ongoing reflection and celebration of her personal life and journey. It is for life long learners, for young women in search of adulting tips and tricks, for women business owners in need of business advice and guidance, and for young afro-latinas dealing with identity issues.

Topics include: work, business, wellness, beauty, life, money and culture and identity.



Logo

Leyanis Diaz

Main logo, Midnight version
Typeset in Rockness Regular



Logo Safe Zone
Always keep a minimum clear space around the logo to protect and isolate it from any competing elements. Use the letter z as a guide.

Logo Usage



DO

Ensure legibility by using a version of the logo that has high contrast to the background. The three color versions of the logo should be used only when the background is white, nearly white, black, or nearly black.



Logo Usage



DO NOT

Stretch or skew the logo in any way.



DO NOT

Place the logo on a low-contrast background.



DO NOT

Color the logo in unapproved colors.



DO NOT

Recreate the logo by typing even when using Rockness, the typeface of the logo.



DO NOT

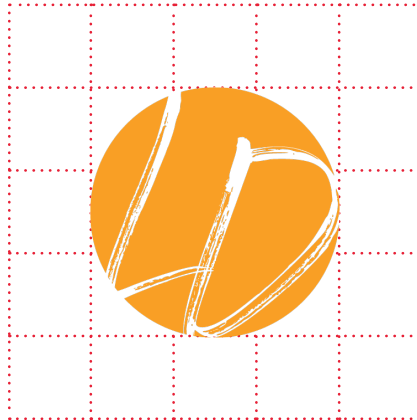
Unlock and rearrange parts of the logo.



DO NOT

Add drop shadows or other effects.

Logo Icon & Usage



Logo icon

LD initials set in Rockness Regular

DO

Use this icon when the space given is too compact for the full logo. May be used as a wordmark on documents. Always keep minimum clear space around the logo to protect and isolate it from any competing elements.

DO NOT

Use this icon in addition to the full logo; use one or the other, not both together. Do not use more than one version of the icon at once. See page 7 for more “Do Not” guidelines.

Logo

—Learning with Leyanis/Aprendiendo con Leyanis

LEARNINGwith
Leyanis

English Version

Use this logo on English-only materials.

APRENDIENDOcon
Leyanis

Spanish Version

Use this logo on Spanish-only materials.

LEARNINGwith
Leyanis

APRENDIENDOcon
Leyanis

Combined Version

Use this logo on materials presenting in both English and Spanish.

Logo Usage



LEARNINGwith
Leyanis



APRENDIENDOcon
Leyanis



LEARNINGwith | APRENDIENDOcon
Leyanis *Leyanis*

DO

Keep a minimum clear space around the logo to protect and isolate it from any competing elements. The background must always be white or nearly white to ensure legibility.



LEARNINGwith / APRENDIENDOcon
Leyanis *Leyanis*



LEARNINGwith APRENDIENDOcon
Leyanis *Leyanis*



LEARNINGwith
APRENDIENDOcon
Leyanis

DO NOT

Create an unapproved combination of the English and Spanish versions. Do not place the English logo and the Spanish logo next to each other. Use the Combined Version of the logo when showing both logos together.

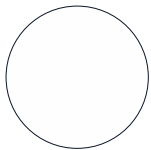
See page 7 for more “Do Not” guidelines.

Colors



ALIZARIN

CMYK 3 / 99 / 84 / 0
RGB 231 / 29 / 54
HEX #E71D36



SUGAR CANE

CMYK 0.25 / 0 / 0.75 / 0
RGB 253 / 255 / 252
HEX #FDFFFC



MIDNIGHT

CMYK 90 / 76 / 55 / 70
RGB 1 / 22 / 39
HEX #011627



LIGHT SEA GREEN

CMYK 67 / 0 / 36 / 0
RGB 46 / 196 / 182
HEX #2EC4B6



DARK TANGERINE

CMYK 0 / 44 / 96 / 0
RGB 255 / 159 / 28
HEX #FF9F1C

LeyanisisDiaz
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LeyanisisDiaz

Typefaces

Headlines Work Sans

*Shown here in Bold.
Use for headlines and
display text; never use for
body text.*

Leyanis Diaz

Hailing from la isla de Cuba, Leyanis Diaz is a Bilingual Business Consultant, Small Business Advocate, Speaker, Afro-Latina Influencer and the Founder of MAJOR, an online one-stop shop for minority-owned businesses.

Body Text Source Sans Pro

*Shown here in Bold
and Regular. Use for all
body texts.*

Since 2017, she has been managing and operating a minority-owned and women-led boutique marketing and consulting company, Leyanis Diaz, LLC, offering consulting, speaking and influencing services including but not limited to: one-on-one consulting, group consulting, lectures, webinars, office hours, speaking engagements, content creation, and experiential marketing opportunities.

Pis dolorrorio esti odia aut faccum est quo et, sequi dolorepel int et, voloribus atur, sitam, as mos ex et into bla pliqui sa nobit harum fuga. Nem es sum quat. Bus dent am sam ipsam, vent que nulliquam facerovid qui cumque nobistenetut harum fugar aut doluptiates di bla dolorem sint.

Uptatur picimin cust, nitatqui con nimus estium custe corrovitio blam ro notur simus. nis exlanitibus volocimi. voluntatur simi. coquis minus

*an online one-stop
shop for minority-
owned businesses*

Callout Text Work Sans

*Shown here in Light Italic.
Use to emphasize or call
special attention to a text.
Do not use for big blocks
of body text.*

Leyanis Diaz

leyanisdiaz.com