

# Ashley James

*Typography*

*Logo*

*Usage*

*Handwriting*

*Colourways*

*Swatches*



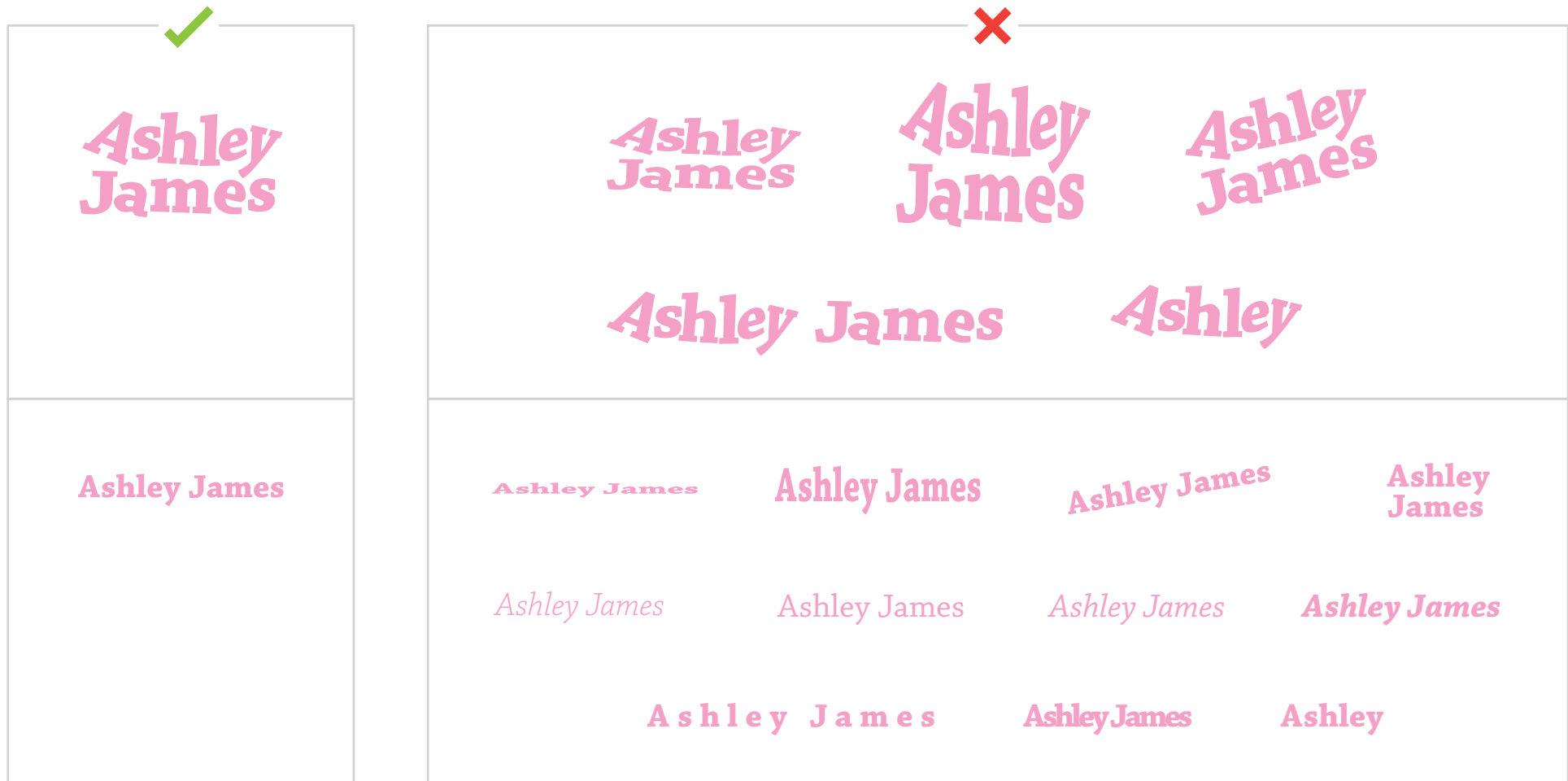
**Chaparral Pro** **Bold**  
***Bold Italic***  
Regular  
*Italic*  
*Light Italic*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq**  
**Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 0 ? ! £ \$ %**

Primary; **Ashley  
James**

Secondary; **Ashley James**

The logo must not be distorted via means such as stretching in any non-uniform dimension nor placed at an angle. 'James' should not be omitted or moved to the same line as 'Ashley'. For the secondary logo, these rules still apply while including the prohibitive of using other weights of the typeface in any other degree of kerning. In this iteration 'James' should not be dropped to a second line or removed.





Ashley

*All instances of handwriting that appear within the brand are not font based. Ashley will write these words out on a graphics tablet to create the assets.*



Presenter  
Blogger  
Writer  
Model  
DJ

**Ashley  
James**

**Ashley James**

**Ashley  
James**

**Ashley James**

**Ashley  
James**

**Ashley  
James**

**Ashley James**

**Ashley James**

*While these are the primary brand colours, the logo's fill colour may also adapt in suiting the images it sits on. These colours will be determined by the predominant or focal colour of the image being used.*

