

V.S.  
KILROY  
BRAND BOOK

2023





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# ORIGINAL ORIGINS

## Why do I write?

- To delight readers (and myself) with storytelling.
- To get people to think and talk about the issues present in my novels.
- To incite rebellion against the patriarchy in the hearts of women and allies everywhere.
- To inspire future generations of writers and artists to develop their own craft and put their original stories out there for the world to see.







# Small Person, Big Ideas

Growing up a weirdly small, overly sheltered, asthmatic only child in a neighborhood that skewed very Golden Girls, I made friends with books at a young age out of necessity – luckily, I also really liked them. Early exposure to the classics fueled my own writing. At 15, a man in a bookstore asked me what I wanted to be when I grew up and I replied, “Writer,” without hesitation. It's the one thing about myself that I've never doubted.

Now, I'm an award-winning indie author, brand storyteller, and Reiki practitioner who wants to spread joy, healing, and creativity. But I'm also a human still figuring myself out and finding my own meaning. One thing is certain, the world is full of injustices, mostly stemming from centuries of patriarchal influence, toxic masculinity, and systemic oppression. I'm here to help explore that by sharing my own creativity and vulnerability.



# My Take on the World

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## VALUES, BELIEFS, AND VISION

### AUTHENTICITY

I don't do fake or disingenuous. I'll always be true to myself, embrace my weird, and follow my bliss because this leads to my best work. And hopefully, it will inspire others to do the same.

### COURAGE

I can't abide hypocrisy, and I see to much of it – along with injustice – in our world. I will always strive to do the right thing even if it's the hard thing, and my writing will reflect my opinions.

### HUMOR

I think sparking dialogue about serious issues can still be done with humor, wit, and sass. I'll always be playful, feisty, whimsical, and fun to delight readers while making them think.

### GENEROSITY

As an established writer and healer, I believe in sharing my gifts with as many humans as possible. I will take the time to engage, respond, and offer as much as I can.

### EQUITY

For everyone to have the same chance at success from birth, we must start to value people above profits. And if we spent more time lifting each other instead of fearing our differences, we could all thrive. I can catalyze this by reflecting it in my work and modeling it in life by helping diverse authors reach readers.

### ACCOUNTABILITY

Until we have the hard conversations about racism, sexism, class disparity, and access to opportunity in this country (and the world), nothing will ever change. I believe we're all to be held accountable for the world in which we live. And I promote those conversations.

### COLLABORATION

When people from diverse backgrounds collaborate and work together, innovation happens. We need more of this in the creative space.

### VISION: CREATIVE THRIVING

I want to inspire, heal, and entertain to motivate others to live their best creative lives, therein making the world a better, richer, more equitable, and innovative place where everyone has the conditions to thrive.



# LOGO LAND

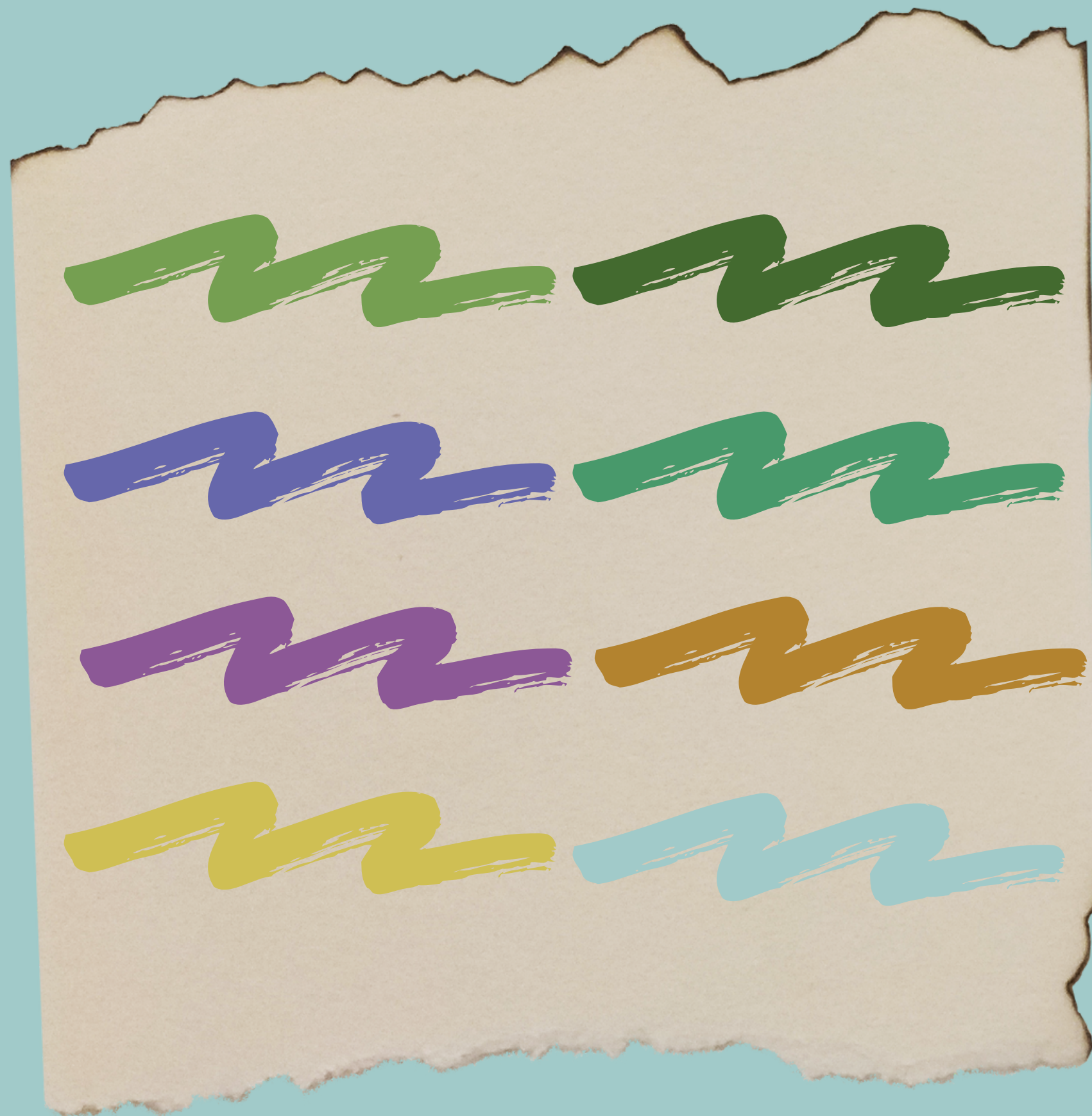
The single most identifiable element of my brand identity is my logo. Consistent use of this logo is key to retaining brand strength through immediate recognition of who I am and what I stand for as a brand.

## THE FLOWER OF LIFE

My logo is simple, clean, and stylish. The Flower of Life symbol represents how all life comes from one singular source and means we're all innately connected, which extends to our collective creativity. The logo is available for use in Eggshell Blue and Dewberry with the Flower of Life in contrasting lighter Celery.







# FOREST FANTASY

My brand is underpinned with a color palette designed to be bold and vibrant, hinging on a foundation of verdant greens to represent the lushness of creativity and complementary jewel and earth tones for notes of dark whimsy, romance, and revelry in nature.

Different combinations of color can dramatically change the tone and appearance of a document, so it's important to consider how they work together. To help achieve greater brand recognition, it's important that the color palette is applied consistently.



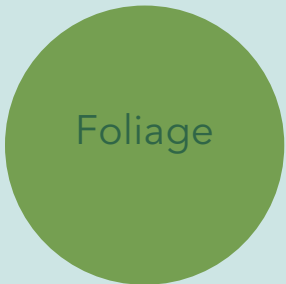
# Brand Colors

## THE PALETTE

The primary color palette is constant throughout all communications. Additionally, varying shades of these colors can also be incorporated for a richer landscape.



Color P  
14-4809  
Color C  
16, 0, 0, 21  
Color R  
161, 202, 201  
Color H  
#A1CAC9



Color P  
16-2037  
Color C  
16, 0, 31, 38  
Color R  
117, 159, 81  
Color H  
#759F51



Color P  
18-0135  
Color C  
15, 0, 23, 58  
Color R  
167, 106, 47  
Color H  
#436A2F



Color P  
17-3938  
Color C  
27, 27, 0, 33  
Color R  
102, 103, 171  
Color H  
#6667AB



Color P  
16-6127  
Color C  
32, 0, 18, 40  
Color R  
72, 153, 107  
Color H  
#48996B



Color P  
18-3533  
Color C  
4, 24, 0, 41  
Color R  
140, 88, 150  
Color H  
#8C5896



Color P  
17-0949  
Color C  
0, 19, 52, 30  
Color R  
179, 131, 47  
Color H  
#B3832F



Color P  
14-0647  
Color C  
0, 6, 48, 19  
Color R  
207, 191, 84  
Color H  
#CFBF54



# Hero Color

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Eggshell Blue is whimsical without being overbearing. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints.

Eggshell  
blue

Color P

14-4809

Color C

16, 0, 0, 21

Color R

162, 202, 201

Color H

#A1CAC9

10%

20%

30%

40%

50%

60%

70%

80%

90%



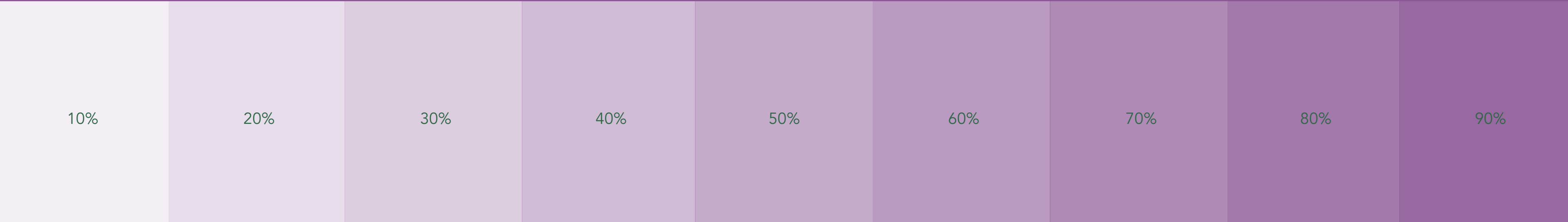
# Secondary Color

Dewberry is robust but gentle. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints.

Dew  
berry

Color P  
18-3533  
  
Color C  
4, 24, 0, 41

Color R  
140, 88, 150  
  
Color H  
#8C5896





# FABULOUS FONTS

Because my brand has a lot of boldness and whimsy, I wanted to keep the fonts uncomplicated.

Georgia is my primary font and it has just the right amount of elegance to feel fancy without being overwhelming.

Avenir Light is the secondary font for most longer form copy as it's simple and clean. Amsterdam One is a fanciful font similar to my actual signature that's only used for the logo.

This font is fab.

This font is fab.

This font is fab.  
AWARD-WINNING INDIE AUTHOR



Primary Font

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GEORGIA

ABCDEFGHIJKL  
MNOPRSTUVWXYZ

abcdefghijkl  
mnoprstuvwxyz

1234567890!@#%&()+

Aa



# Secondary Font

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AVENIR

ABCDEFGHIJKL  
MNOPRSTUVWXYZ

abcdefghijkl  
mnoprstuvwxyz

1234567890!@#%&()+

Aa



# Typography

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## MAIN COLLECTION

### GEORGIA

To be used for  
headings and  
titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

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### AVENIR

To be used for  
main copy and  
body of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

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*Amsterdam One*

To be used only in  
the logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+





# RETROMANTIC

My photography and filming style reflects the nostalgia, dark whimsy, boldness, and fantastical elements present in my works.

It charmingly conveys my unique perspective on the dynamic nature of the changing world around us and the potential it has to be truly magical and inclusive.



# Photography

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This photographic style is for ads and social posts. It captures the essence of my writing. Imagery should contain real elements and nothing animated or cartoonish – unless it's showcasing illustrations from my books or it's a very intentional meme.





# L'IL BITS

I'm the Midge and the Susie. The charming, retro-fabulous, quick-witted, hilarious front-woman talent, but also the gritty, get-it-done, behind-the-scenes agent, dedicated to making others shine.

My brand personality and voice reflects these dualities, and should also capture who I am as a person. I'm not just a writer, and sharing more of myself and my life will make my interactions with my audience richer and deeper.

I'm a wife, a stepmom, a cat lady, a Reiki practitioner, a bookworm, a domestic goddess, an epic dinner party hostess, a cocktail queen, a traveler, a deep thinker, and a retro fashionista who loves to belt out show tunes – in other words, a modern Renaissance woman who's into a li'l bit of everything.





# Brand Personality ---

WITTY

GENUINE

KNOWLEDGEABLE

PLAYFUL

HONEST

CHARMING

GENEROUS

NURTURING

# Voice and Tone

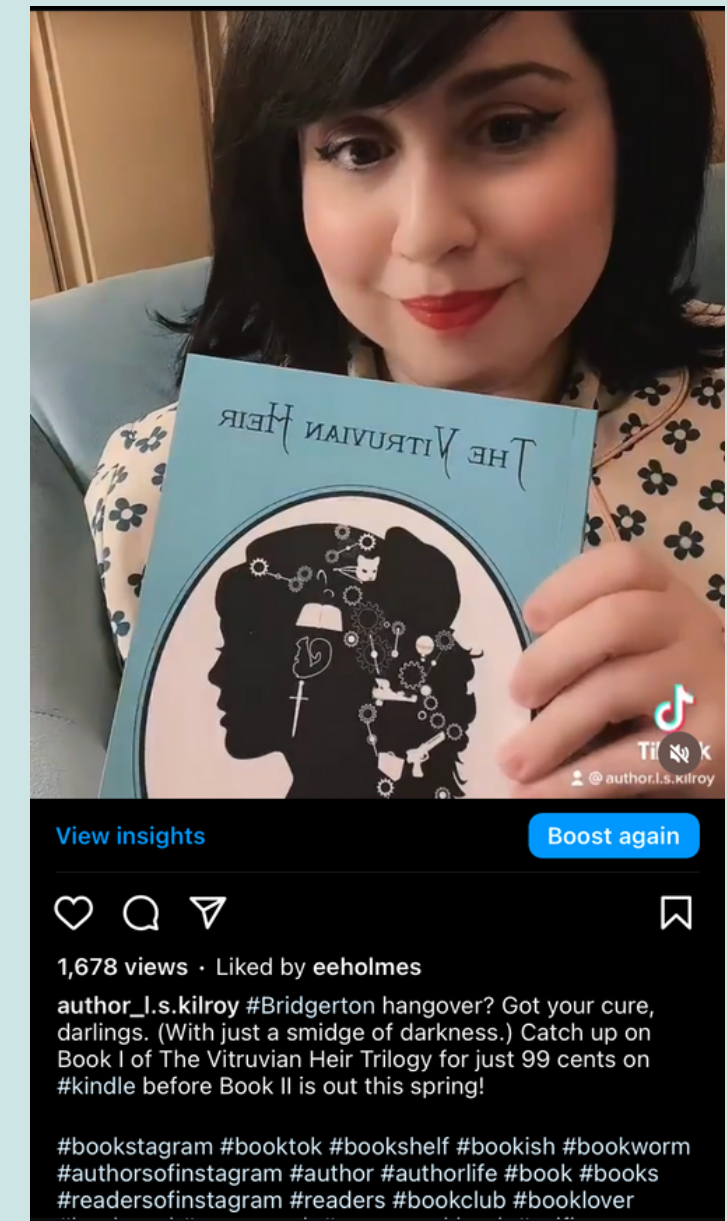
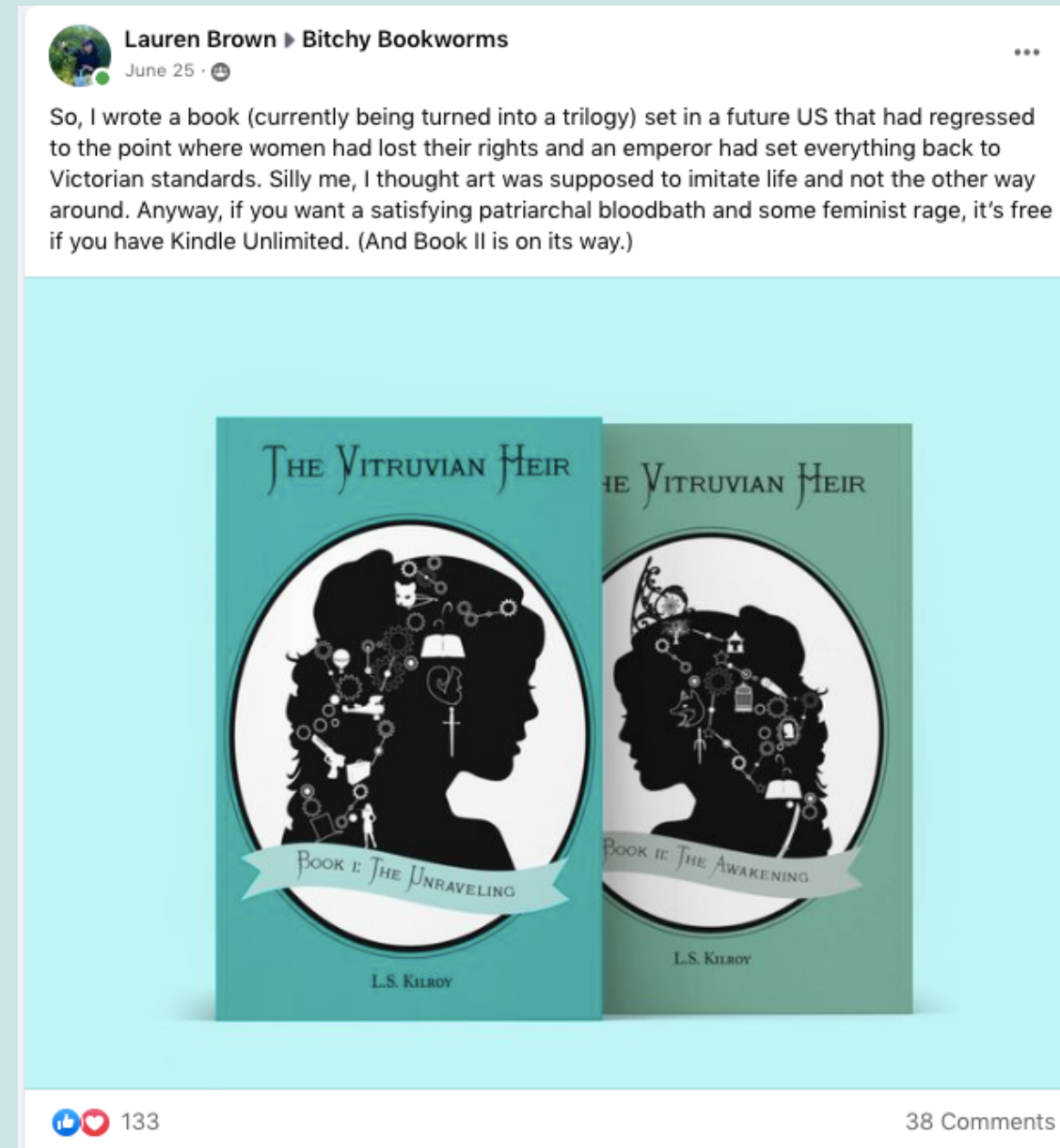
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Voice is the unique way I present to the world. It should come through in all my communications as the unchanging essence of my brand. A well-crafted voice communicates personality and values. It's a distilled representation of me that is always consistent. Tone is more like attitude, the emotional context of a piece. Tone can change depending on the piece or the audience. Voice is always the same.

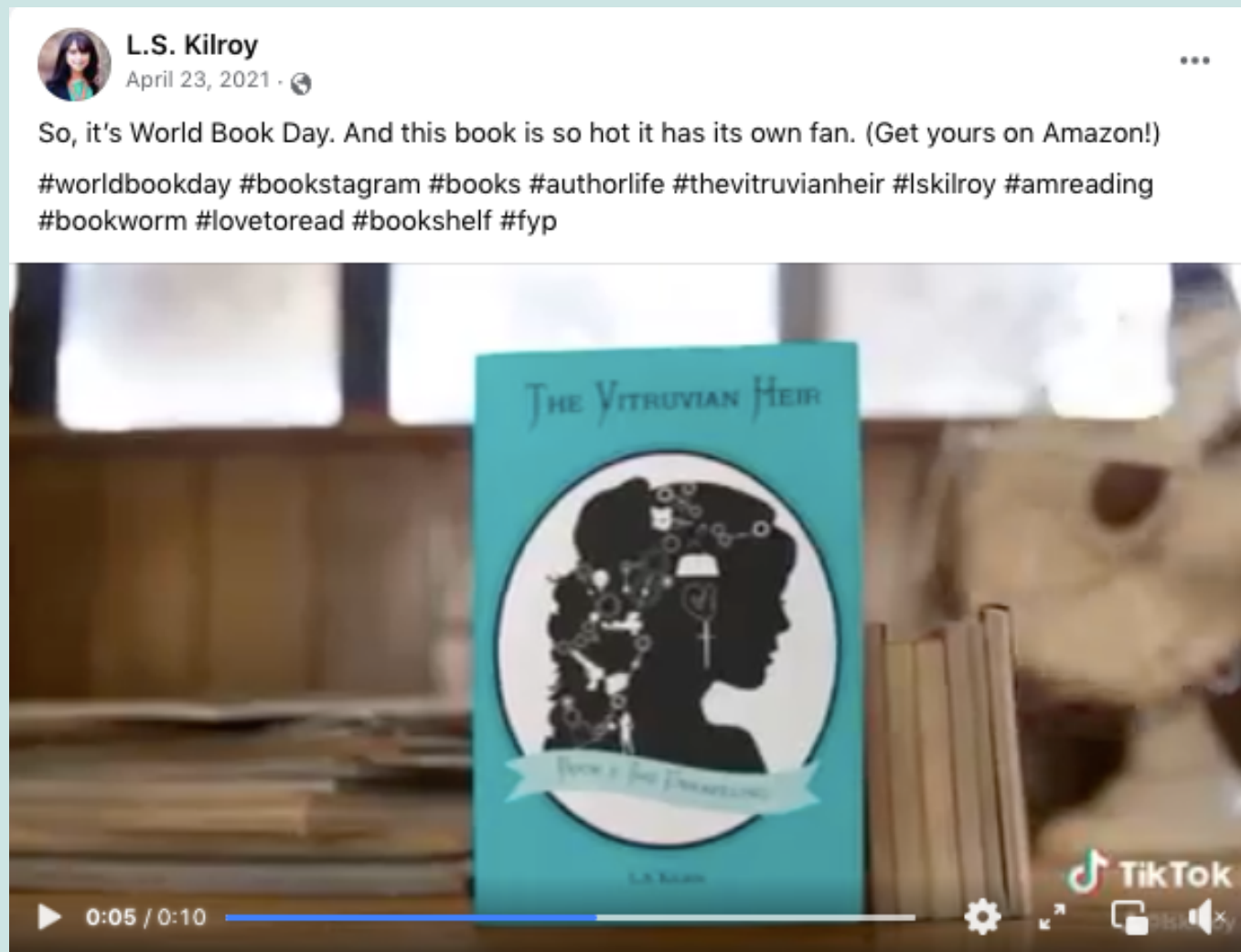




# Examples: All the Words

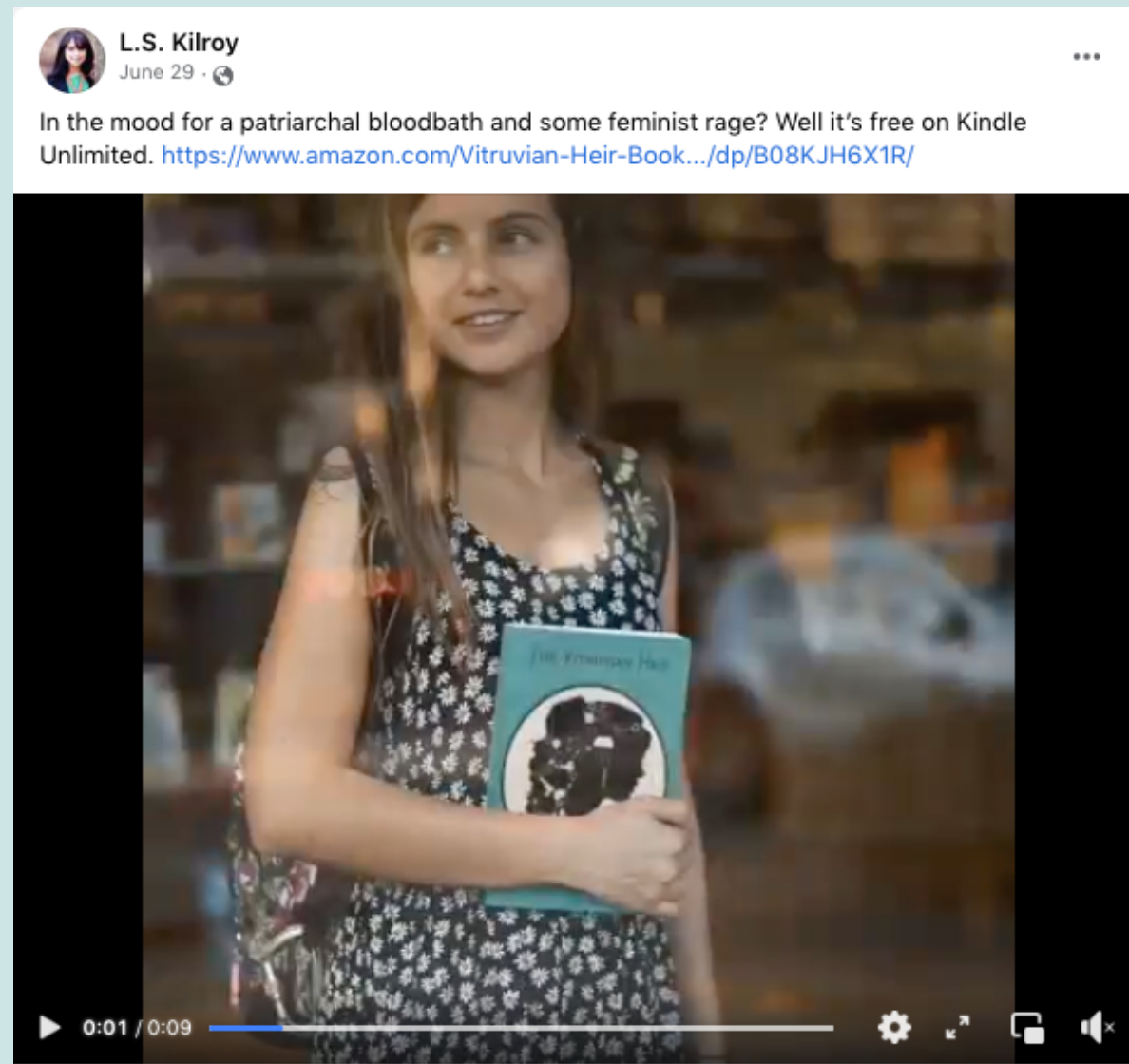


# Examples: All the Words





# Examples: All the Words



# Examples: All the Words

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## LI'L BIT PODCAST

I'm sunsetting my "Kilroy Is Here" podcast to start a new one called "Li'l Bit," that broadens its focus from just writing-related topics to include more of my interests and passions as a modern Renaissance woman:

- Books/writing
- Cooking/baking
- Cocktails/entertaining
- Decorating/curating
- Reiki/spiritualism
- Travel
- Vintage fashion
- Singing







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