

LOGOS

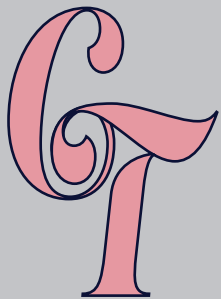
Primary Logo



Secondary Logo



Spark Icon



Color Palette

Primary Colors



Blushing Cheeks

Hexcode: EAA9B0

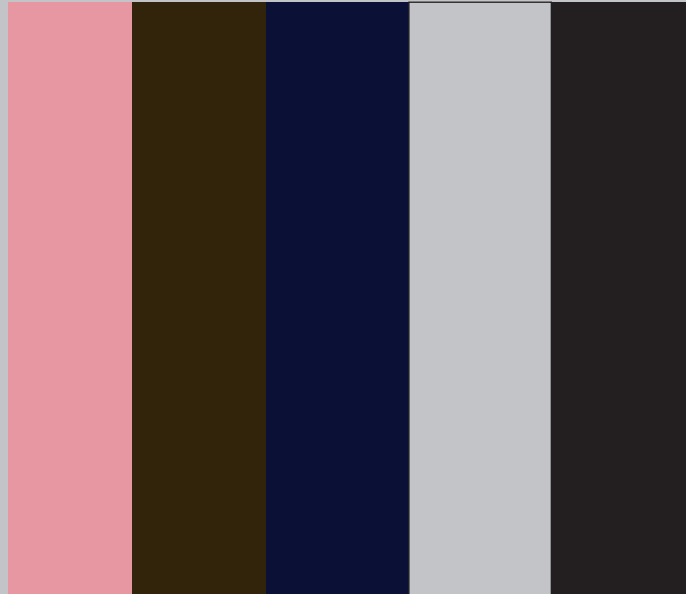
R: 234 G: 169 B: 176



Espresso Yourself

Hexcode: 33250E

R: 51 G: 37 B: 14



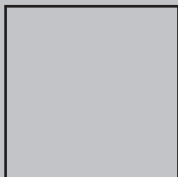
Secondary Colors



Night Sky

Hexcode: 0B1337

R: 11 G: 19 B: 55



Moonlight Gray

Hexcode: C3C5C7

R: 195 G: 197 B: 199



Darkest Night

Hexcode: 231F20

R: 35 G: 31 B: 32

Typography

Headers

Bufalino Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Absolute Beauty Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SantElia Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

vwxyz

abcdefghijklmnopqrstuvwxyz

1234567890

For print use only

Body Text

Bufalino

Thin for web

Light for Print

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Font Combinations

Web

Absolute Beauty
Script

paired with Bufalino Thin

Print

SantElia Script

paired with Bufalino Light

Business Card

Front



Back





Courtney Terwilliger

Senior Advertising and Public Relations Major and Academic Advising Student Employee at the University of Tampa.

I am a senior at the University of Tampa, where I am currently pursuing a degree in Advertising and Public Relations. With a passion for effective communication and building strong relationships, my academic journey has provided me with a solid foundation in the world of advertising and PR. Throughout my time in college, I have polished my skills in strategic planning, creative messaging, and campaign management, which are essential for success in the field of advertising and public relations.

My professional journey has been equally diverse, embracing various roles in Human Resources, Marketing, Internal Communications, Public Relations, and my time working with the Academic Advising Offices on UT's campus. These experiences have allowed me to understand the importance of connecting with people, whether it's in a corporate setting, a marketing campaign, a PR initiative, or engaging with other students. My experiences in these areas have taught me the value of collaboration, problem-solving, and adaptability in delivering impactful solutions and strategies to meet organizational objectives.

As I approach the end of my academic career, I am excited about the prospect of leveraging my educational background and practical experience to make a meaningful contribution in the field of advertising and public relations. I am committed to continuously expanding my skill set, staying updated with industry trends, and tackling challenges with creativity and enthusiasm. I'm eager to connect with industry professionals, exchange ideas, and collaborate on innovative projects. I invite you to reach out and explore potential opportunities for mutual growth and success in the ever-evolving realm of advertising and public relations.

Courtney Terwilliger

Branding Guide

