

McKinney
Media

BRAND GUIDELINES

YOU HAVE A STORY— LET US HELP YOU TELL IT.

At McKinney Media, we believe that photography isn't just about taking pictures—it's about telling stories.

Whether you need a professional headshot to elevate your personal brand, timeless wedding photography to capture your love story, or high-impact visuals to showcase your business, we deliver images that make a lasting impression.

We're proud to be Lehigh Valley, PA's go-to photography team, trusted by businesses, couples, and individuals across Pennsylvania, New York, New Jersey, and beyond.

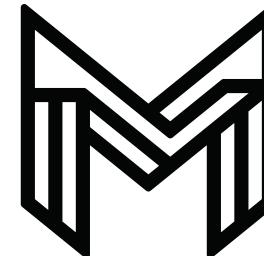




Bold. Modern. Multifaceted.

The McKinney Logo.

The main brand logo will be the logo and wordmark together horizontally. The logo will primarily be black on a tan background. Using the logo, the wordmark, and/or a combination of the two as tan or white on a black background is also acceptable. Any combination of the tan, white and black logo will be used for collaborative marketing. The red and black color combination will be utilized for holidays and other appropriate seasonal marketing material.



LOGOMARK



LOGO AND WORDMARK



HOLIDAY/SEASONAL LOGO AND WORDMARK

[**McKinney Media Brand Assets**](#)

The McKinney School of Media and Marketing Branding

The main brand logo will be as shown, on a black background. The logo variations and color combinations shown are the only approved versions of the logo.



MAIN LOGO



LOGO VARIATIONS

Download the McKinney School of Media and Marketing assets by scanning the QR code or by visiting the hyperlink.



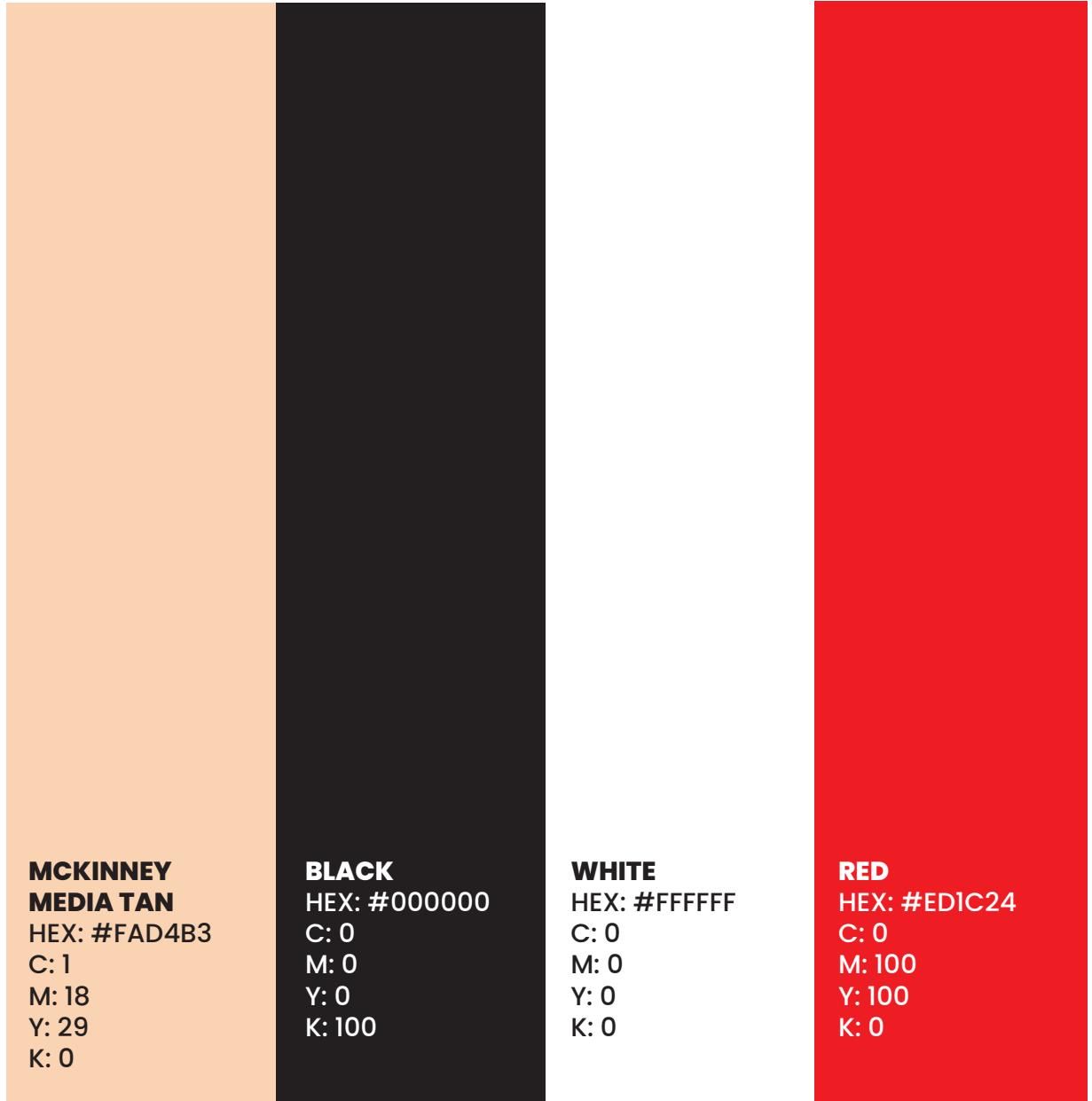
[McKinney School of Media and Marketing](#)

LOGO USE-CASES

The McKinney logo and wordmark is the main logo option, and should be used for all printed assets and digital assets, as well as all photography.



COLOR PALETTE



LOGO USAGE

The McKinney Media logo is a core element of our visual identity and must be used consistently to maintain brand recognition and integrity.

To ensure proper use, please adhere to the following guidelines:

Do not alter the logo in any way, including changes to color, proportions, orientation, or design elements. Only use the color combinations described on page 10.

Always maintain clear space around the logo to preserve its visibility and impact. No other visual elements should infringe on this space.

Use only approved versions of the logo provided in the brand asset package.

Do not use the logo on backgrounds that reduce legibility or compromise contrast.



TYPEFACES

PRIMARY TYPEFACE

Poppins

Poppins is the primary typeface for the brand. This typeface should be utilized for copy and headers.

This is Poppins Semibold. This will be utilized as subheaders or headers.

This is Poppins Regular as a typeface for copy. Different weights will be utilized for emphasis.

SECONDARY TYPEFACE

Bree Serif

Bree Serif is the secondary typeface for the brand. This typeface will primarily be used for headers and subheaders.

This is Bree Serif Extra Bold. This will be utilized as subheaders or headers.

Photos That Speak. Images That *Last*.

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