BRAND STANDARDS + PROPOSED DIGITAL DIRECTION

Kristi Bird

Wildlife & landscape artist



Brand & website guide

A quieter frame for the art. A clearer path to the artist.

Prepared for Jaeson Tanner / Zero Noise Marketing
Version 1.0 · 6 October 2026

Based on the supplied business card and website screenshots. New design recommendations are identified throughout.

01 / FOUNDATION

Keep the character. Refine the frame.

A fine-art identity rooted in the natural world, with enough restraint to let the paintings lead.



Original business card: front



Original business card: reverse

ESTABLISHED IN SUPPLIED MATERIAL

The artist name **Kristi Bird**; **Baskerville Regular**; the annotated colour **#5B7083**; a soft white feather; wildlife and landscape paintings; and a personal connection to nature.

PROPOSED REFINEMENT

A white gallery canvas, deep ink text, a lighter supporting surface, concise navigation, a consistent artwork grid and a structured footer. These extend the existing identity.

Observant

Specific subjects, places and moments.

Personal

A clear, welcoming voice from the artist.

Considered

Space, hierarchy and careful image handling.

Source note: The written #5B7083 annotation is the colour authority. The card preview and screenshots appear lighter; do not replace the specification with a sampled screen colour.

02 / IDENTITY

The name is the signature.

Keep the original Baskerville wordmark. The treatments below use Libre Baskerville as a proposed web-font study; the original card is on page 2.

Kristi Bird

FINE ART

Kristi Bird

PRIMARY / REVERSE

Use the original name artwork where available. White on brand blue is the preferred masthead treatment; ink on white or mist is the secondary treatment. “Fine Art” is an optional proposed descriptor.

CLEAR SPACE / PROPORTIONS

Leave clear space of at least half the capital K height on every side. Keep the wordmark on one line. Scale proportionally; never stretch, outline, bevel or add a drop shadow.

FEATHER

Use the supplied feather asset, with its original soft edges. One quiet appearance in the masthead is enough. Keep it separate from the name and away from navigation.

SMALL SCREENS

Let the name stay legible. Remove the feather before shrinking the wordmark. Aim for a 32–36 px wordmark on mobile, then adjust to the actual viewport.

03 / COLOUR

A palette that gives the art space.

One established brand colour, supported by a small, functional digital palette.

Brand blue	Deep ink	Gallery white	Mist	Divider
#5B7083	#29343D	#FFFFFF	#F3F5F6	#D7E0E5
91 / 112 / 131	41 / 52 / 61	255 / 255 / 255	243 / 245 / 246	215 / 224 / 229
Existing	Proposed	Proposed	Proposed	Proposed

RECOMMENDED USES

White: artwork canvas and main content. Mist: About and supporting panels. Brand blue: identity, primary buttons and newsletter band. Deep ink: body text and footer. Divider: thin rules and nonessential boundaries.

Text / background	Contrast	Use
White / brand blue	5.13 : 1	Buttons and masthead
Deep ink / white	12.71 : 1	Body and headings
Deep ink / mist	11.62 : 1	Supporting sections
White / deep ink	12.71 : 1	Footer

Ratios calculated from the listed sRGB values; each exceeds 4.5:1 for normal text. Check all final states, images and focus indicators. For print, convert through the printer's ICC profile and approve a physical proof; no Pantone or CMYK standard is established by this guide.

04 / TYPOGRAPHY

Quietly expressive.

Brand font: Baskerville Regular. Guide specimens: Libre Baskerville, a proposed web substitute. Keep the original name artwork for the final identity.

DISPLAY / IDENTITY

Libre Baskerville

Aa Bb Cc Dd Ee 0123456789

BODY / INTERFACE — PROPOSED

Arial / Helvetica / sans-serif

A quiet moment in the pines. New paintings, studio notes and upcoming shows.

Role	Desktop size / line	Mobile size / line
H1 · Baskerville	56 / 60 px	38 / 42 px
H2 · Baskerville	40 / 46 px	32 / 38 px
Artwork title · Baskerville	26 / 32 px	24 / 30 px
Body · sans serif	18 / 29 px	16 / 26 px
Navigation / button	15 / 22 px	16 / 24 px
Caption / metadata	14 / 21 px	14 / 21 px

Implementation: use licensed Baskerville webfonts if available, or Libre Baskerville (SIL Open Font License). Check line breaks. Keep the original wordmark; use regular heading weight, natural letter spacing and 55–70 characters per body line.

05 / ARTWORK + EDITORIAL

The paintings are the content.

Faithful reproduction and specific language build more trust than decorative effects or generic claims.



A Whisper in the Pines

Acrylic on canvas · Private collection

Source artwork reproduced from the supplied card PDF. Confirm dimensions and print availability before adding them to product records.

IMAGE RULES

Show complete paintings on artwork pages. Preserve colour, orientation and proportions.

Keep text outside the art. Use white space and fine rules instead of heavy frames.

Use consistent thumbnail areas with “contain” behaviour; crop only an approved detail.

Use Kristi’s original portrait and supplied artwork files for production.

VOICE

Warm, observant and direct. Use first person for artist stories and newsletter notes. Name the subject or place; keep a homepage excerpt to one or two sentences.

PROPOSED COPY

“New paintings, studio notes and upcoming shows.”

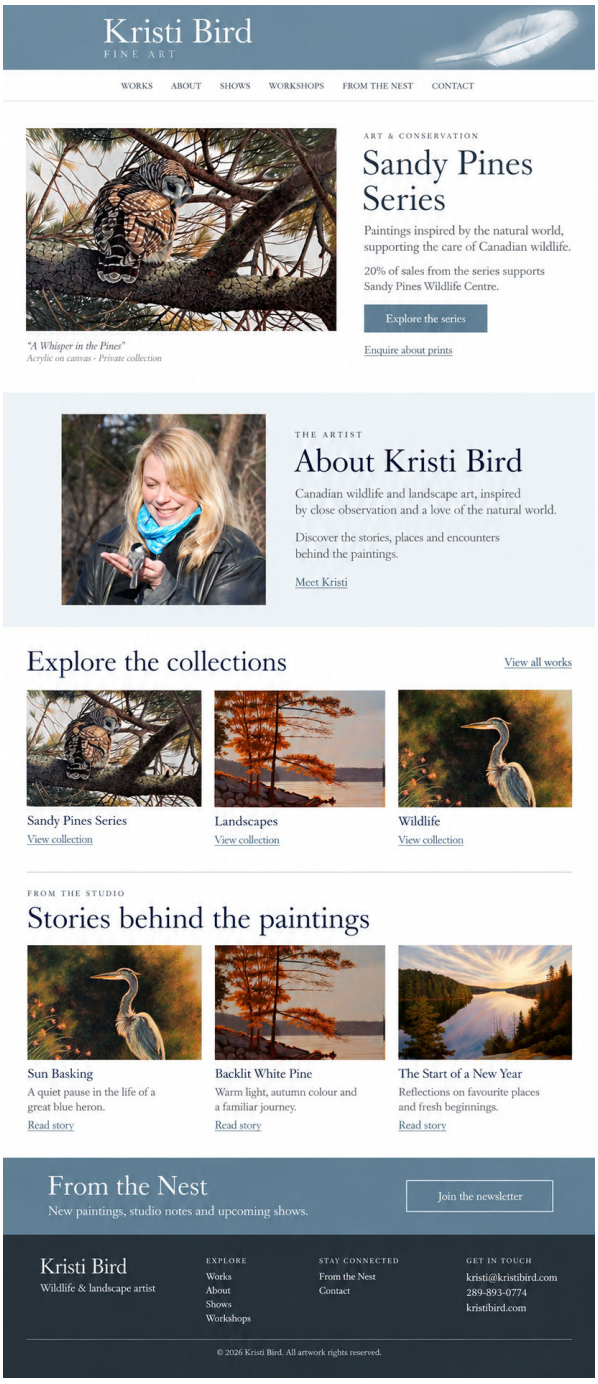
“Discover the stories, places and encounters behind the paintings.”

Keep records precise: artwork title, medium, dimensions, availability and price belong in separate fields. Distinguish an original from a print. Retain real story dates on article pages; never invent dates, testimonials or collection availability.

06 / WEBSITE DIRECTION

An editorial gallery, top to bottom.

The supplied screenshot sequence becomes one coherent page, with repeated artwork and placeholder copy resolved.



01 FEATURE

Lead with Sandy Pines and one clear route to the series. Keep the original painting dominant.

02 ARTIST

A concise introduction alongside the real portrait. Replace all Lorem Ipsum.

03 COLLECTIONS

Three distinct entrances: Sandy Pines, Landscapes and Wildlife. One consistent card treatment.

04 STUDIO STORIES

Use the three supplied story subjects, with short excerpts and a clear reading link.

05 NEWSLETTER

A dedicated “From the Nest” invitation linking to the existing signup destination.

06 FOOTER

A clear closing structure for exploration, contact and artwork ownership.

Visual concept: the generated rendering illustrates layout and mood. Build with original art and photography, and use the exact colour and type specifications in this guide.

07 / LAYOUT SYSTEM

Consistent at every size.

A simple responsive grid keeps the same visual hierarchy without squeezing the desktop page into a phone.

Screen	Layout	Spacing
Desktop · 1100 px+	12 columns; 3 artwork cards	Max content 1200 px; 32 px outer gutter
Tablet · 700–1099 px	6 columns; 2 artwork cards	24 px outer gutter; 24 px card gap
Mobile · under 700 px	1 content column	20 px outer gutter; 48 px section spacing

MOBILE READING ORDER

Name and menu → feature heading → artwork and caption → supporting copy and action → artist → collections → stories → newsletter → footer.

SPACING + ALIGNMENT

Use an 8 px spacing rhythm. Desktop sections use 64–80 px of vertical space. Align card headings and action links. Let content height grow naturally; avoid fixed text-box heights.

BUTTONS + LINKS

Use one filled primary action per section. Underline text links. Aim for controls at least 44 × 44 px. Provide visible keyboard focus and sufficient contrast in every state.

BEHAVIOUR

Use a simple menu button on mobile. Keep complete artworks visible. Stack the footer into two columns on tablet and one column on mobile.

ACCESSIBILITY

Use descriptive alt text, semantic heading order, persistent field labels and keyboard access. Check for overflow and clipping at 200% zoom.

08 / FOOTER

A professional finish.

Make it easy to continue exploring, hear from the studio or contact Kristi directly.

From the Nest

New paintings, studio notes and upcoming shows.

Join the newsletter

Kristi Bird

Wildlife & landscape artist

EXPLORE

Works
About
Shows
Workshops

CONNECT

From the Nest
Contact

GET IN TOUCH

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LINK BEHAVIOUR

Element	Destination / rule
Wordmark	https://www.kristibird.com/
Newsletter	https://www.kristibird.com/email-newsletter
Email / telephone	mailto:kristi@kristibird.com / tel:+12898930774
Explore / connect	Use confirmed page routes; no empty or “#” links.

Contact details come from the June 2024 business card and should be confirmed before launch. Add privacy or social links only when their destinations are ready and verified. Use the current year automatically in the finished footer.

09 / HANDOFF

From concept to a finished site.

This package defines the design direction. Implementation should retain the original assets and confirmed content.

BEFORE LAUNCH

Assets Replace every generated-image representation with the original painting, feather and portrait files. Use responsive image sizes and preserve aspect ratios.

Content Confirm the Sandy Pines donation percentage and terms, print availability, painting dimensions, current contact details, show listings and workshop details.

Navigation Use the evergreen label “Shows”. Preserve older events in an archive. Confirm destinations for collections and studio stories.

Forms Link the concept’s newsletter button to the existing signup page. Any future inline form needs a real subscription integration and useful error feedback.

Quality Check desktop, tablet and mobile widths, links, keyboard focus, alt text, image loading and 200% zoom before publishing.

SOURCE REGISTER

Business card PDF, June 19, 2024

Primary identity reference: name treatment, annotated font and colour, feather, artwork and contact details.

Four screenshots, October 6, 2026

8:31:56: header and Sandy Pines; 8:32:09: About; 8:32:19: collection cards; 8:32:30: studio stories.

Indexed content from kristibird.com

About, Works and Newsletter pages informed the content categories and short descriptions. Direct page requests were blocked during research.

About Works Newsletter