

BRAND GUIDELINES ♦

Brush Brujeria

midnight art coven • kawaii x denim digital spellwork



🌟 mission

Mission

Brush Brujeria is a midnight art coven — kawaii x denim digital spellwork. Wallpapers, stickers, prints, AI conjurings, emotes & cozy stream goods, hand-stitched under the crystal moon.






We make soft, magical, original digital art for creators who want their worlds to feel like a warm spell — pastel, dreamy, and just a little witchy.

🌟 voice

Voice & Tone

Soft, whimsical, cozy, magical. Never corporate, never harsh. Use sparkle marks (■ ✦ ✨) sparingly as soft punctuation.

Color Palette

	Name	Hex	Use
	Crystal Glow Teal	#8FF2E8	Signature accent, highlights, glow
	Moonlight Lavender	#C9B6F0	Secondary, gradients, washes
	Midnight Indigo	#1E1A3A	Headlines, body text on light
	Soft Cream	#FBF6EE	Warm light backgrounds
	Blush Pink	#FFB6D5	Tertiary accent, hearts, pop
	Crystal White	#FFFFFF	Clean surfaces, cards

Mascot — Mint Butterfly

The mint butterfly is the soul of Brush Brujeria — a glowing crystal-winged spirit that flutters through every page. Use it as a small accent in headers, footers, loading states, and brand moments. Never recolor outside the palette.



Typography

Display: Fraunces — italic, weight 500. Used for page titles and hero copy.

Body: Inter — regular 400, leading 1.6. Used for paragraphs and UI.

Eyebrow: Inter UPPERCASE, letter-spacing 0.22–0.25em, weight 600, 10–11px.

🌐 tagline

Tagline

Primary: *moonlit digital goods* ■

Editable live from **Admin** → **Branding** on the running site.