

# BRAND STYLE GUIDE

For creativity and  
consistency



MONICAFAYE

The logo features a stylized 'MF' monogram in dark blue. The 'M' is formed by a dark blue vertical bar on the left and a dark blue diagonal bar on the right. The 'F' is formed by a grey vertical bar on the left and a dark blue diagonal bar on the right. Below the monogram, the name 'MONICAFAYE' is written in a dark blue, sans-serif font, with 'MONICA' in a larger weight than 'FAYE'.

# INSIDE THIS GUIDE:



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Hey friend,

If you're reading this, you're either thinking about working with me, booking me, partnering with me, or representing the brand somewhere I can't be in the room. Either way — welcome. I'm glad you're here.

This guide exists because I take this work seriously. After two decades in search, e-commerce, and digital marketing — from Fortune 500 boardrooms to my own kitchen-table strategy sessions — I've learned that brands don't get found by accident. They get found because someone decided to **make a little noise or alot**. That's what I do — make alot of **search noise!**

But let me be clear about one thing— *SEO isn't just search engines anymore, it's every engine that answers. Google. ChatGPT. Perplexity. AI Overviews. Voice assistants.* Whatever comes next. The game changed, and the brands that win are the ones who stopped playing yesterday's version of it.

So when you see "Let's Make Some Search Noise" on a slide, a tote bag, or the back of a book — that's not a slogan. That's the whole strategy. Get loud. Get found. Get cited. Get paid.

The pages that follow are the rules of the road: how the brand looks, sounds, moves, and shows up. Treat them like guardrails, not handcuffs. Stay on-brand, stay loud, and stay true to the people we're here to serve — founders, operators, women in tech, and anyone bold enough to build something that deserves to be seen.

Thank you!

Let's make some search noise.

— **MonicaFaye Hall, Founder, The Digital Hall & SERPfinity**

**M**  
**MONICAFAYE**

# MONICAFAYE'S MISSION

MonicaFaye's mission is to empower businesses with tailored, data-driven digital marketing strategies that foster growth, increase engagement, and boost AI visibility. Because getting found should feel like a win — not a chore.





## MONICAFAYE'S VISION

We envision MonicaFaye as a leading force in SEO and AEO — setting new standards and bringing the foundational know-how to build enterprises that don't just survive the ever-changing search ecosystem, but thrive in it.

- Transparency & Integrity
- Innovation & Results-Driven
- Collaboration & Client Centric
- Joyful Confidence

*MonicaFaye takes the work seriously — not ourselves. Big results, good energy.*

## **CORE VALUES**



# About MonicaFaye

MonicaFaye Hall is a digital marketing strategist, SEO and AEO expert, keynote speaker, and best-selling author. With more than two decades in search, e-commerce, and content strategy — including Fortune 500 e-commerce leadership — she founded The Digital Hall to help brands get loud, get found, and get paid in the AI search era. Her books include Kiss My SEO, E-Commerce Management: A Simplified Guide, and the co-authored Ladies in Tech & Friends Vol. IV. She has been featured in Entrepreneur, CNN Underscored, the Richmond Times-Dispatch, and SmallBizTrends.

# Signature Phrases / Brand Voice in Action

Lines you can lift into headlines, slides, social posts, and merch.

- **Master:** Let's Make Some Search Noise.
- **SEO:** If your website doesn't make SEO noise, no one will ever see it.
- **AEO:** Be the answer. Not the echo.
- **Strategy:** Mark your territory in search.
- **Outcome:** Get loud. Get found. Get paid.
- **Positioning:** SEO that earns its place. AEO that demands it!

# **Tone & Voice**



## **Tone**

- Professional, confident, results-driven, innovative, empowering, warm, a little playful

## **Voice**

- Clear, transparent, motivational, human

# LOGO

The MonicaFaye monogram is straightforward and depicts a stylized M and F — a personal, founder-led mark.



## MAIN LOGO FEATURES



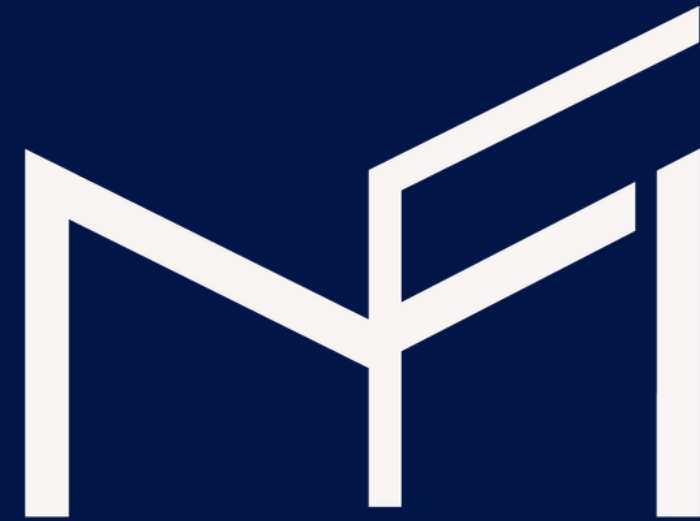
## WEBSITE LOGO MARK



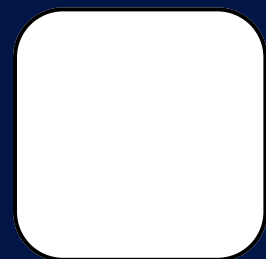
## WHITE VARIATION



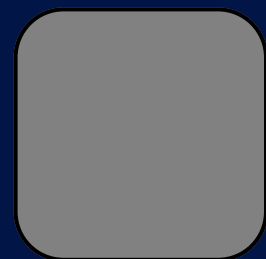
Avoid distortions, color changes, or unauthorized modifications.



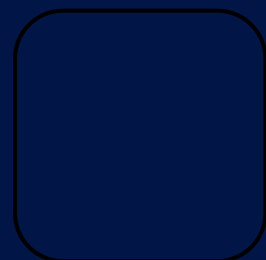
MONICAFAYE



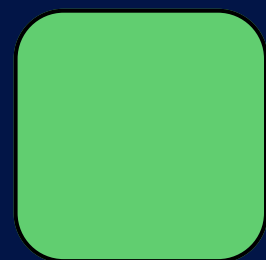
WHITE  
#FFFFFF



GRAY  
#818181



DARK BLUE  
#021547



GREEN  
#61CE70

# COLOR PALETTE

These colors reflect the MonicaFaye brand identity — confident, modern, and built for visibility.

*Avoid distortions, color changes, or unauthorized modifications.*

# TYPOGRAPHY



## MONICAFAYE HALL FONT

Montserrat

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#\$%^&\*()

## FONT HIERARCHY

MonicaFaye Hall

**SEO - AEO - Digital Marketing Strategist -  
Best Selling Author - Speaker**

MonicaFaye Hall brings energetic, data-driven talks on SEO, Answer Engine Optimization (AEO), e-commerce strategy, and leadership for women in tech. Invite her to inspire, inform, and equip your audience with practical tools they can use on Monday morning.

# **Imagery**

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## **Guidelines**

### **Photography Style**

- Feature real people in natural settings, showcasing genuine moments that resonate with clients and partners.
- Represents people from various backgrounds and industries to demonstrate inclusivity and broad appeal.

# Tone & Style

- Professional yet engaging; results-driven and educational

# Hashtags

- Use branded hashtags  
#monicafaye, #monicafayehall  
#LetsMakeSearchNoise  
#SERPfinity #TheDigitalHall  
#Search

# Posting Frequency

- Maintain a consistent schedule to engage the audience.

# Social Media ← Guidelines

## Use Cases



## Uses

- Event flyers and brochures.
- Advocacy reports and community updates.
- Digital marketing campaigns.

## Merchandise

- Branded items like tote bags, pins, and T-shirts.

## **Accessibility**

- Ensure all digital and print materials meet accessibility standards.

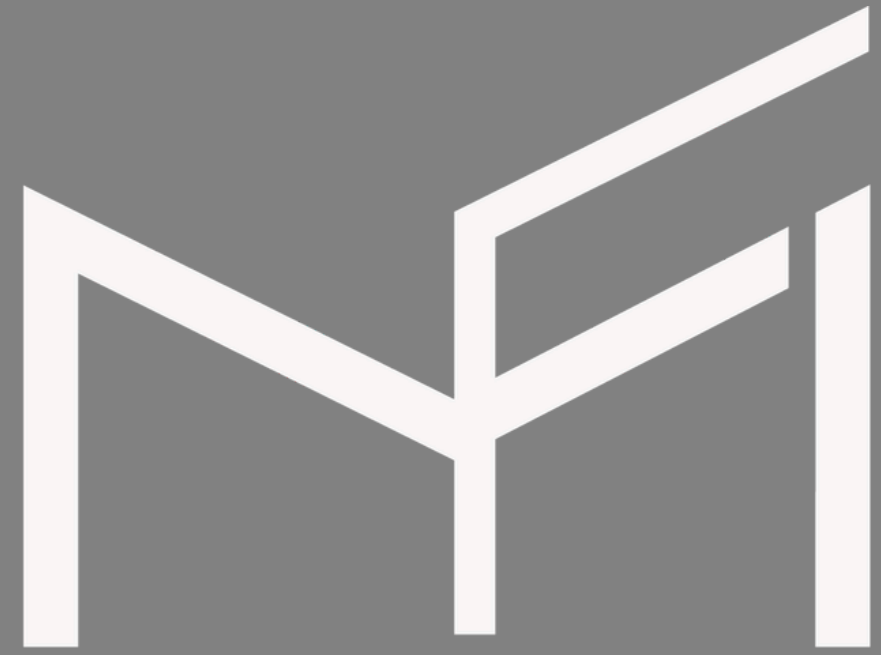
## **Approvals**

- Establish a process for reviewing and approving branded materials.

**Compliance &**  

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**Governance**



MONICAFAYE

CONTACT  
INFORMATION



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