PERSONAL BRAND KIT / 2026

Dusty Lyn McLean.



I do not fit in one box.

So I build my own.

MISSISSIPPI ROOTS / A CURIOUS MIND / REAL PROJECTS

dustylyn.com

01 / THE IDENTITY

A little mark. A big world.



dustylyn.

THE PERSONAL WORLD OF DUSTY LYN MCLEAN

THE SIGNATURE MARK

A rounded deep-green square, a soft turquoise lowercase d and a warm coral dot. Keep the proportions intact, give the mark breathing room and use the original files supplied in this kit.

COLOR PALETTE

FOREST
#233D3B

TEAL
#5ABFD0

PALE
#9DD3D5

CREAM
#F7F6F2

INK
#202523

CORAL
#DE886E

GOLD
#C7A45A

MUTED
#657775

02 / THE PERSON

Real life. Real work.

Dusty Lyn McLean is a Mississippi-born technologist, entrepreneur, independent researcher and creative builder. Originally from Gloster, Mississippi, she graduated from Jewel M. Sumner High School in Kentwood, Louisiana. After living in different places across the Southwest, she now calls North Mississippi home.

Her projects span e-commerce, wholesale distribution, research development, agriculture, digital systems, product education and personal storytelling. She shares the things she builds, the places she goes and her unfiltered recommendations without pretending every idea is already finished.

QUICK FACTS

Name	Dusty Lyn McLean
Home state	Mississippi
Originally from	Gloster, Mississippi
School	Jewel M. Sumner High School, Kentwood, Louisiana
Now based	North Mississippi
Height	5 ft 2 in
Weight	150 lb (self-reported; may change)
Website	dustylyn.com

03 / CONTENT & APPLICATION

Curious. Capable. Candid.

BRAND VOICE

Direct but thoughtful. Warm without sounding scripted. Curious, practical, and willing to say when something is still a work in progress. Prefer first-person stories, specific observations and meaningful context over inflated achievements.

SHORT BIO FOR SOCIAL PROFILES

Mississippi-born. Building businesses, exploring ideas, chasing adventures and sharing what I learn. Technology, research, honest reviews and real life. dustylyn.com

VISUAL GUIDELINES

Use a clean cream background, dark evergreen typography, turquoise highlights and small coral accents. Choose editorial serif headlines paired with clear sans-serif body copy. Use the original portrait with natural proportions; do not warp, retouch or recolor the person.

USAGE & PRIVACY

Use height and weight in a media kit or profile only when relevant; they are not necessary on every public page. Do not imply affiliation, accreditation, formal research approvals or completed projects beyond what is documented.