

Presented by
Moon Design
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Brand Identity Guidelines



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1.0

Introduction

or

1.0

Introduction

W. P. Collective: Purveyors of Fine Ancestral Art. Our logo captures the essence of colonial Virginia's heritage with its heraldic design and vintage fonts. Inspired by the 17th century, it reflects our commitment to timeless elegance and genealogical excellence. Tailored for retirement-age enthusiasts in the Southern United States, our logo exudes sophistication and resonates with a passion for history.

1.1 Logo



Main Logo

This versatile logo is designed for both online and offline usage, suitable for applications ranging from billboards to t-shirts and paper. It's optimized for large-scale visibility while maintaining clarity and impact across various mediums.

1.2



Secondary logo

This secondary logo variation is tailored for smaller scales such as Instagram profiles, app icons, and stationary items. Its simplicity ensures versatility, allowing usage in spaces where the main logo may not fit.

1.3



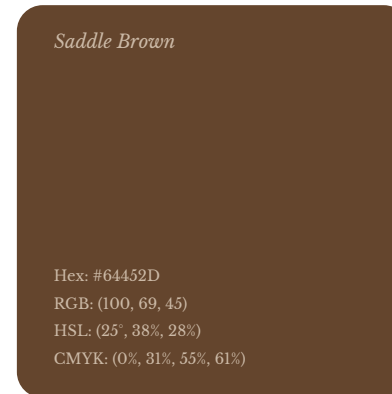
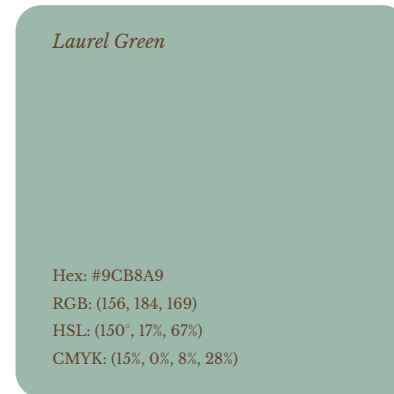
Logo Mark

This mark serves as a standalone representation of the logo, ideal for scenarios where the full logo isn't necessary. Whether as a watermark on images, a stamp of authenticity, or an emblem for presentations, this mark retains the essence of the brand's identity in a concise and recognizable form.

2.0 Color

2.1 Color Palette

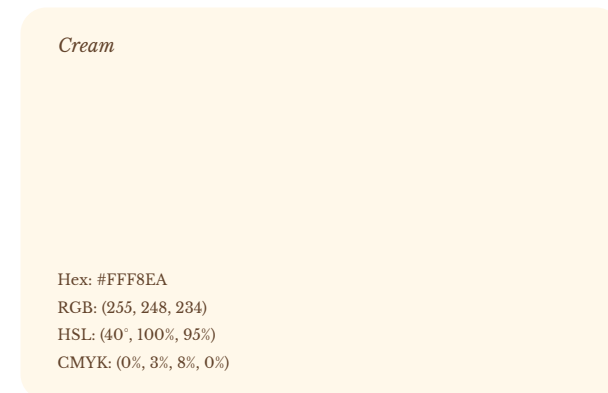
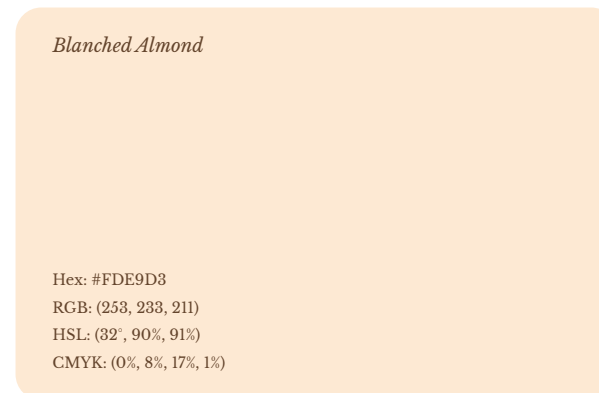
Primary



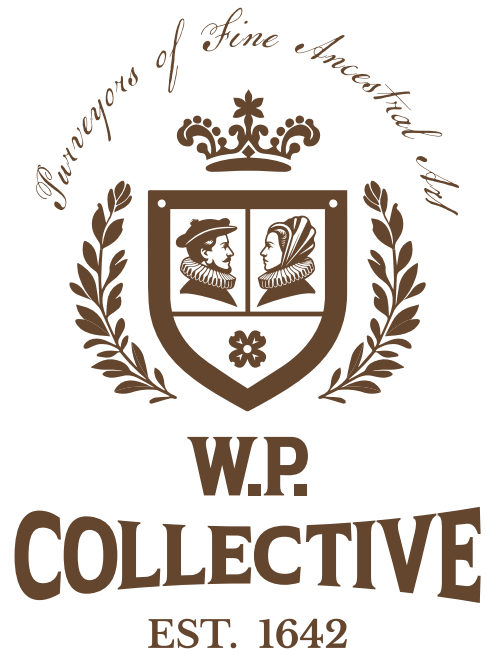
Secondary



Background



Color
Variation **2.2**



3.0

Typography

03

3.1 Typography

Priamary font

alieu
Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

secondary Font

Libre
Baskerville

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

4.0

Do's & don't

04

Logo Do's & Don'ts 4.1

Do Not: Fonts

Do not use any other font

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Colour

Do not change the colours
Use the official colour, All the colors have been experimented with and then carefully selected to avoid any mismatch in color coordination

Logo Do's & Don't 4.1



Do Not: Colour

Avoid using dark colors with light logo color variations, as it can distort the logo's appearance

6.0

Visual Application

06







Thank you