



wild woman
DIGITAL



Brand Guidelines

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What are Brand Guidelines?

Brand Guidelines are like your brand rule book. They are the 'what to do' and 'what not to do' with your brand visuals, so that you consistently showcase your brand to the world in the correct way.

They help ensure that your business is consistent when applied to various marketing collateral – whether print, digital or largeformat scale.

By following these guidelines you can actively promote your business in the most impactful way, allowing for a consistently recognizable brand that stands out from competitors and remains memorable in your audiences' mind.



INTRODUCTION

About the Design

Wild Woman Digital is the catalyst for fearless visionaries seeking to transcend the ordinary. Through deep soul excavation, we unveil the essence of your message, crafting brands that radiate authenticity and amplify impact.

Our Brand Archetype is the Magician, Facilitating transformation and unlocking hidden potential through deep insight and mastery. Our logo and branding channel the essence of connection with nature and magic. Releasing profound transformation and unlocking hidden potential in both our clients and their brands.

Embracing the dramatic, opulent, cutting edge and luxurious, whilst being grounded.





LOGOS & BRANDMARKS

Primary Logo

The primary logo of Wild Woman Digital is used in most cases.

Submarks are used in place of the primary logo only when it does not fit with the layout.

Best Used For:

- ★ Large displays
- ★ Website banners
- ★ Brochures
- ★ Signage



LOGOS & BRANDMARKS

Secondary Logos

A secondary logo is designed to suit spaces where your primary logo doesn't.

Best Used For:

- ★ Letterheads
- ★ Email signatures
- ★ Social media banners

Brandmark

To be used in place of the logo where an icon can be recognized. This could include social media or merch..

Best Used For:

- ★ Social media profile photos
- ★ Footers
- ★ Watermarks

SCALE & SPACE

Clear Space

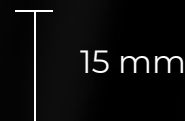


To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo from any competing graphic elements, like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the logo.

The amount of minimum clear space is reflective upon the size of the 'a' in Wild Woman. The minimum space should be maintained as the logo is proportionally resized.

Minimum Size

The minimum size logo should only be used when layout space is very, very limited.





USAGE

Incorrect Use

Consistent and correct use of the logo is essential to maintain a strong brand presence. The following is a guide to indicate incorrect use of the logo.

- ★ a) Do not stretch your logo to different proportions.
- ★ b) Do not use special effects on the logo, like a drop shadow or inner glow.
- ★ c) Do not use logo on complex backgrounds, such as busy photographs.
- ★ d) Do not use logo with unauthorized colours.
- ★ e) Do not change the size of any graphic elements in the logo.
- ★ f) Do not change the position of any aspect of the logo.

ADDITIONAL GRAPHICS

Brand Pattern

Brand patterns are an effective and exciting way to create instant brand recognition that carries through your business' physical presence at most touch points.

Best Used For:

- ✦ Social media or website backgrounds Website banners.
- ✦ Packaging
- ✦ Print collateral



ADDITIONAL GRAPHICS

Supporting Graphics

Additional graphics can be used alongside the branding as a way to enhance this instantly recognizable and unique aesthetic.

Best Used For:

- ★ Social media or website backgrounds Website banners.
- ★ Packaging
- ★ Print collateral





BLACK
HEX: 000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

WHITE
HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

SATIN SHEEN GOLD
HEX: C5963E
RGB: 197, 150, 62
CMYK: 0, 24, 69, 23

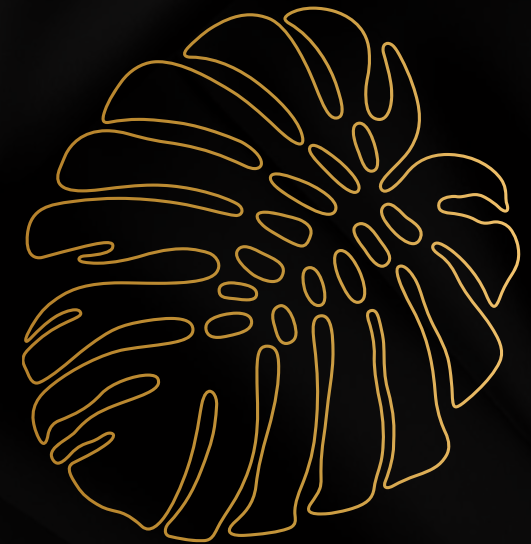
DARK GOLDENROD
HEX: B8821B
RGB: 184, 130, 27
CMYK: 0, 29, 85, 28

HUNYADI YELLOW
HEX: F0C36E
RGB: 240, 195, 110
CMYK: 0, 19, 54, 6

BRAND STYLING

Colour Palette

Colour is an integral part of brand identity, consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a certain feeling to our audience.



HIERARCHY
EXAMPLE

SUBHEADING GOES HERE

Heading goes here

Ovidebit rem vel et pelestuntin rero officaepe et faccaturio blandeles acitis volorios et et, andestibus dolor sum invel magnis ipiendunt veratus, es modi de rem ut vellandae providus as doluptibus mos ut doluptat.

TYPOGRAPHY STYLING

Sub-Heading Font

For use to introduce paragraphs and headings or add a fun accent in sub points.

Typography is a powerful brand tool when used consistently.

This set of typefaces best represent the quality and high-class feel of the Wild Woman Digital brand and should be used across all print and web applications.



FONT NAME

MONTSERRAT

WEIGHT

REGULAR

LETTERING

A B C D E F G H I J K M N O P Q R S T U V W X Y Z

a b c d e f g h i j k m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

@ ! # \$ % ^ & *

() {} [] ; , . ? /

HIERARCHY
EXAMPLE

SUBHEADING GOES HERE

Heading goes here

Ovidebit rem vel et pelestuntin rero
officaepe et faccaturio blandeles acitis
volorios et et, andestibus dolor sum invel
magnis ipiendunt veratus, es modi de rem
ut vellandae providus as doluptibus mos.

TYPOGRAPHY STYLING

Heading Font

For use in main headings in digital
and print collateral.



FONT NAME

Forfelast Royalten

WEIGHT

REGULAR

LETTERING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

@!#\$%^&*

(){}|:; ', . ? /

HIERARCHY
EXAMPLE

SUBHEADING GOES HERE

Heading goes here

Ovidebit rem vel et pelestuntin rero
officaepe et faccaturio blandeles acitis
volorios et et, andestibus dolor sum invel
magnis ipiendunt veratus, es modi de rem
ut vellandae providus as doluptibus mos.

TYPOGRAPHY STYLING

Body Font

For use in body text, all paragraphs
and lengths of content.



FONT NAME

Montserrat

WEIGHT

REGULAR

LETTERING

A B C D E F G H I J K M N O P Q R S T U V W X Y Z

a b c d e f g h i j k m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

@ ! # \$ % ^ & *

() { } [] ; ' , . ? /

This Brand Guideline has been
created with magic by...



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