

The background of the cover is a dark, atmospheric landscape. It features silhouettes of mountains, a dense forest of evergreen trees in the foreground, and a small wooden cabin or tower perched on a peak to the right. The sky is a gradient of dark brown and black, with several birds in flight. A large, pale moon or sun is partially obscured by the mountains in the center. The word 'WICK' is written in a large, white, sans-serif font, with a yellow flame icon replacing the dot of the 'i'. Below it, the words 'BRAND GUIDELINE' are written in a smaller, white, sans-serif font.

WICK  
BRAND GUIDELINE

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# INTRODUCTION

## Mission

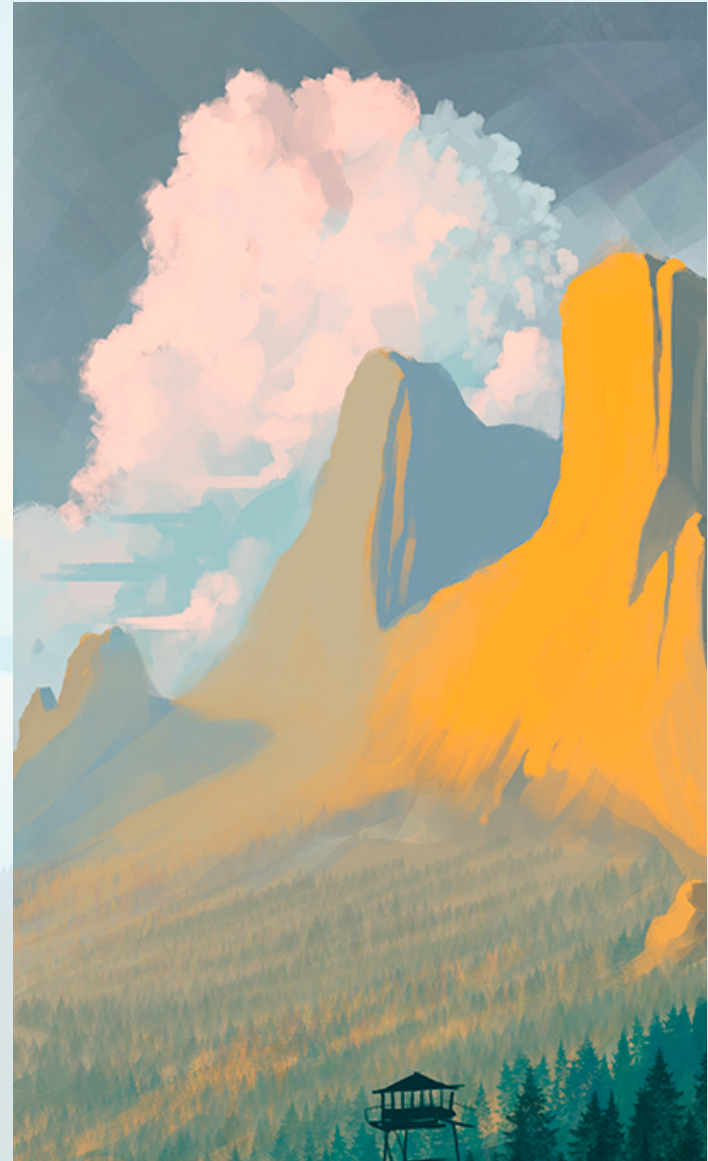
Wick's goal is to empower users to increase their happiness using proven scientific methodologies. Through consistent reminders and psychologist-backed guidance, Wick will give users the tools to look within themselves and define and achieve their own happiness.

## Products/Services

The sole purpose of Wick is to provide several psychological methods of guided happiness exercises to users. Some of the guides and workbooks will be free to use, while additional steps and tutorials will be available to premium subscribers.

## Target Market

Wick's target market consists of men and women from the age of sixteen and up. Essentially any human being who's entered or entering the adult world and is looking to cultivate happiness in their lives.



# PRIMARY LOGOS

## The Meaning

The logo for Wick is simple and elegant. Using the strong, yet elegant Montserrat font and a simple flame, the logomark aptly hints at both the comforting nature of cultivating happiness as well as the scientific methodology used to do so.

## Logo Usage

The two logos shown below are the primary logos to be used in Wick brand system. There are two different versions (on dark and light backgrounds) that can be utilized depending on the needs and wants of the marketing materials. Restrictions and sizing for these logos can be found on pages 6 and 7.



# SECONDARY LOGOS

## Black Logo

The logomark functions effectively in all-black as well as in color. If necessary, this logo can be used when a colored rendering is unavailable. The black logo must be present only on white or light-gray backgrounds.



## Solid White Logo

The logomark can also be used in all-white when the situation calls for it. Same as the all-black variation, the solid white logo should be used primarily when color isn't available. Use the solid white Wick logo only on black and dark gray backgrounds.



## Standalone Logo Mark

The W with the flame can function on its own as a logo in certain situations. The logo can be shortened in the different color variations of the Wick logo once the full logo has been shown in the same advertising piece.



# LOGO WITH IMAGERY

## White Gradient Fade

Wick logo can be used with imagery and other graphic or iconic elements, but the legibility of the logo mark must not be compromised. The preferred image style is either a light, lifestyle image or a . The logo must be placed within the white area to ensure brand legibility and cleanliness.



## Whitewashed Imagery

Another way to use the Wick logo with imagery is to create a whitewashed color effect over the selected image that desaturates the selected image. The logo can then be placed over top the image ONLY if both the logo mark and logo text are still legible.



## Color Overlays

Whole Living Essentials logo mark can be used over an image with colored overlays, but the appropriate colored use (white or black text) must be selected based on the colored overlay. If dark, the white logotype must be used. If light, the dark logotype is appropriate. All parts of the logo MUST be legible in every instance.



# SIZING & SPACING

## Minimum Size

The size of the logo is important for the legibility of the brand. For this reason the minimum logo sizes presented to the right are to be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.



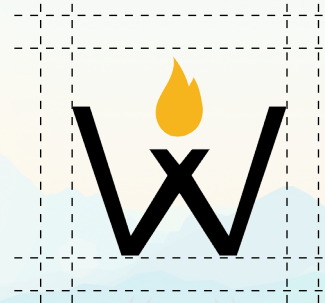
35px Web Absolute



55px Web Absolute

## Minimum Clear Space

The minimum clear space that can be used around both the vertical and horizontal logo mark is 0.4 inches (print) and 30px (web). For the most impact, the logo mark should always have as much white space surrounding it as possible. Do not let any typography, imagery or graphic elements enter the minimum clear space area.



Surrounding Clear Space  
30px Web Spacing



Surrounding Clear Space  
30px Web Spacing

# LOGO RESTRICTIONS

## NO Logo Stretching

Both primary and secondary logos are NOT be altered by horizontally or vertically stretching the logo in any way. Please keep a watchful eye when the logo mark is resized to ensure that logo stretching does not occur.



## NO Style Alterations

Both primary and secondary logos are NOT be tilted or have drop shadows or other various filters added to the logo mark for any reason. Other examples that are NOT allowed include Inner shadows, outer glows, bevel and emboss and feather



## NO Color Alterations

Both primary and secondary logos can NOT have any color alterations made at any time. The logo must always be the primary logo presented on page 3 or must be black and/or a white logo on the approved background colors presented on page 4. No other colors that are not approved brand colors can be added to the logo.





# BRAND COLORS

## Primary Colors

The following primary colors are to be used as this brand's prominent color scheme.

These colors can be used to accent and create prominence within print, web and other brand materials.



### PURPLE

#73046B

C(60) M(100) Y(19) K(7)  
R(115) G(4) B(107)



### GREEN

#E85B0C

C(3) M(73) Y(100) K(1)  
R(232) G(91) B(12)



### YELLOW

#F69809

C(1) M(41) Y(100) K(0)  
R(246) G(152) B(9)



### BLUE

#2E4665

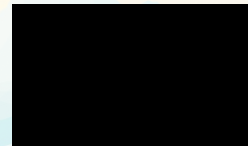
C(86) M(68) Y(35) K(18)  
R(46) G(70) B(101)



### LIGHT BLUE

#6AA8AF

C(55) M(15) Y(26) K(0)  
R(106) G(168) B(175)



### BLACK

#000000

C(100) M(100) Y(100) K(100)  
R(0) G(0) B(0)



### WHITE

#FFFFFF

C(0) M(40) Y(0) K(0)  
R(255) G(255) B(255)

# BRAND COLORS

## Secondary Colors

The following secondary colors are to be used as subtle colors within this brand's print, web and other brand materials. The colors are used to help accentuate, not over power the brand's primary color scheme.



**PURPLE**  
#73046B  
C(60) M(100) Y(19) K(7)  
R(115) G(4) B(107)



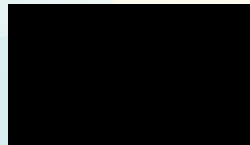
**GREEN**  
#E85B0C  
C(3) M(73) Y(100) K(1)  
R(232) G(91) B(12)



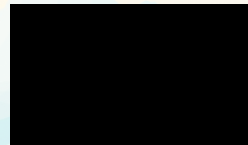
**YELLOW**  
#F69809  
C(1) M(41) Y(100) K(0)  
R(246) G(152) B(9)



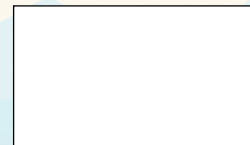
**BLUE**  
#2E4665  
C(86) M(68) Y(35) K(18)  
R(46) G(70) B(101)



**DARK BROWN**  
#000000  
C(62) M(61) Y(68) K(55)  
R(63) G(57) B(50)



**BROWN**  
#000000  
C(56) M(55) Y(58) K(27)  
R(102) G(92) B(86)



**WHITE**  
#FFFFFF  
C(0) M(40) Y(0) K(0)  
R(255) G(255) B(255)

# TYPOGRAPHY

## Primary Brand Font

Montserrat, a modern, solid font that has both elegance and strength, is the brand typeface. The Light, Regular, and Bold varieties are the primary font-weights to be used in headers, subheaders, and body copy.

## Additional Font Weights

These fonts are available to use but are to be used with design discretion.

Montserrat (Thin)

Montserrat (Light)

Montserrat (Regular)

Montserrat (Bold)

Montserrat (Black)

Montserrat (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# IMAGERY

The primary image and photography style is a mix between illustrated nature photos and actual, soothing pictures of landscapes that inspire senses of peace and happiness. The illustrated photos will use true-to-life yet soothing color schemes.

