

BRAND GUIDELINES



SELINA
WAMUCII

WWW.SELINAWAMUCII.COM

The background is a solid teal color. It is decorated with a repeating pattern of stylized leaves and small dots. The leaves are in various shades of teal and are scattered across the page. The dots are small, dark teal circles, also scattered throughout. The overall aesthetic is clean and natural.

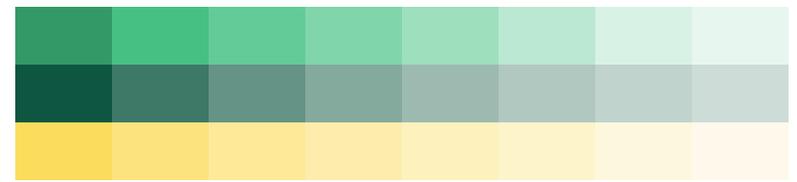
FROM FAMILY FARMS

Color usage - color palette

COLOR IS AN INTEGRAL PART OF ANY BRAND IDENTITY.

● DEEP GREEN IS RELAXING AND REASSURING WHILE THE ● LIGHTER GREEN GIVES YOU THE EMOTION OF SAFETY, FRESHNESS AND GROWTH. BOTH COLORS WORK IN HARMONY AND THEIR CONSISTENT USE WILL REINFORCE THE COHESIVENESS OF THE BRAND AND SERVE A PSYCHOLOGICAL PURPOSE BY COMMUNICATING A FELING OF ENERGY, RENEWAL AND NATURE.

TINTS AND VARIATIONS FOR COMBINATIONS



ALTERNATIVE COLORS FOR USE



EUCALYPTUS INSPIRED

#339966

CMYK: 67, 0, 33, 40

RGB: 51, 153, 102

CSS: hsl(150, 50%, 40%);



JEWEL INSPIRED

#0E5641

CMYK: 84, 0, 24, 66

RGB: 14, 86, 65

CSS: hsl(163, 72%, 20%);

Typography

HEADING

Cocomat Pro Medium

USE FOR HEADLINES

SENTENCE CASE

RECOMMENDED WEB LETTER-SPACING: .1EM OR .06EM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Qq Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BODY COPY

FUTURA LT BOOK / Futura LT Book

USE FOR BODY COPY

SENTENCE CASE OR SENTENCE CASE WHEN NEEDED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Qq Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



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Logo and tagline use

SELINA WAMUCII'S LOGO IS A WORDMARK AND AN ICON. THE MAIN LETTERING STYLE IS BOLD, STRONG, BUT ALSO INSPIRED BY NATURE AND 'ORGANIC' MOVEMENTS.

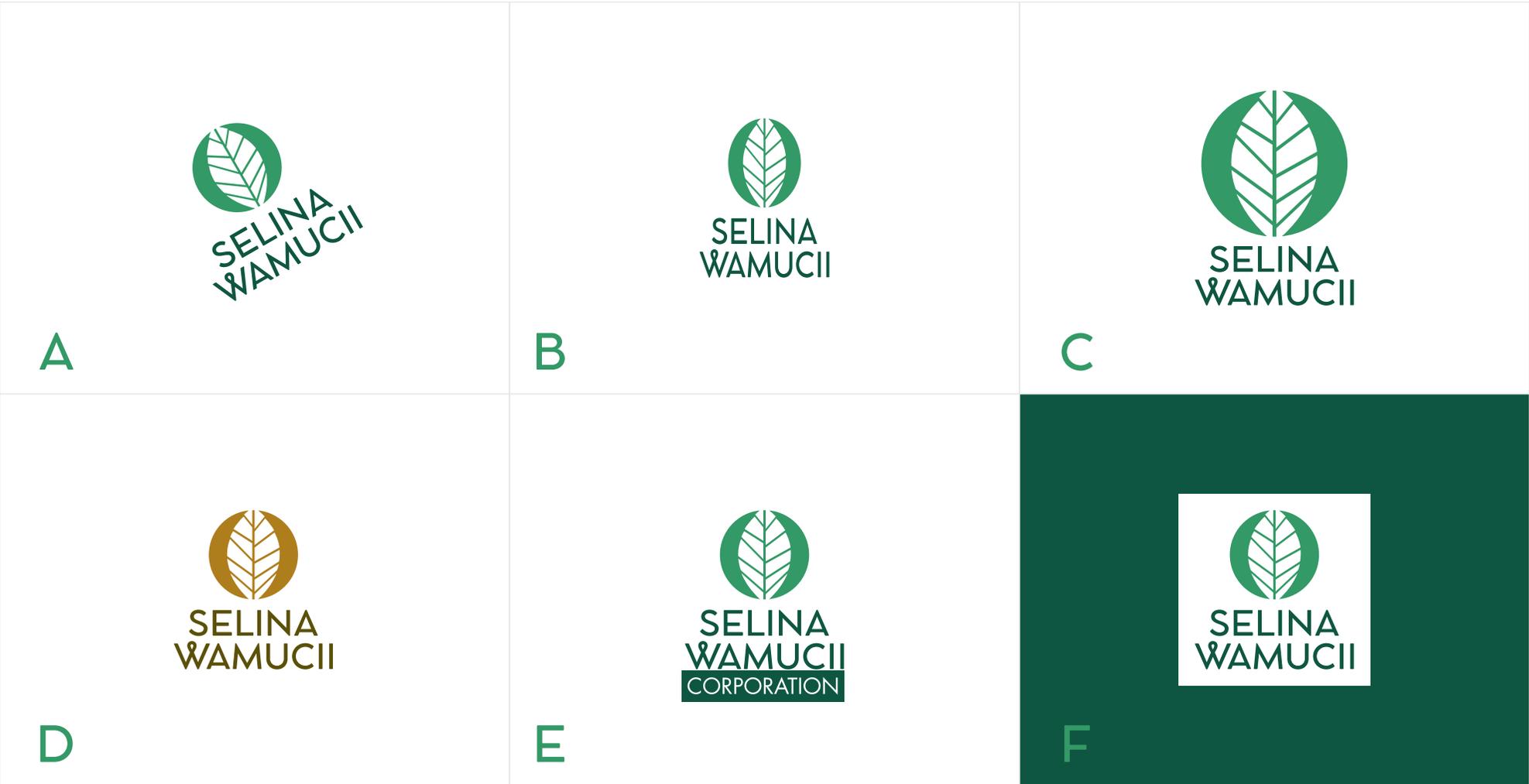
THE MAIN LOGO SHOULD BE USED AS WHOLE WHENEVER POSSIBLE ACROSS PRIMARY BRAND APPLICATIONS TO HELP AUDIENCES EASILY IDENTIFY WHAT THE COMPANY DOES AND REPRESENTS.

LOGO VARIATIONS AND IT'S TAGLINE SHOULD BE USED IN GOOD TASTE (NOT INTRUDING EACH OTHER OR OTHER ELEMENTS).



Unacceptable logo usage

- A. DON'T ROTATE THE LOGO
- B. DON'T STRETCH OR SQUASH ANY OF LOGO'S PARTS
- C. DON'T RESIZE ANY PARTS / THERE ARE ALTERNATIVE VERSIONS AVAILABLE
- D. DON'T USE OFF-BRAND COLORS. REFERENCE THE COLOR USAGE SECTION.
- E. DON'T PLACE ELEMENTS IN THE LOGO CLEAR SPACE
- F. DON'T PUT THE LOGO IN A BOX WHEN USED ON A BACKGROUND.



Final notes

IF IN DOUBT, REFER TO THIS GUIDE OR FEEL FREE TO PLAY WITH ANY FUTURE APPLYING OF THE BRAND WITHIN BRAND'S FLEXIBILITY AND YOUR OWN CREATIVITY.

THE GUIDELINES ITSELF ALLOW ENOUGH CREATIVE FREEDOM TO USE THE LOGOS AS NEEDED WHILE MAKING SURE THE BRAND LOOKS IT'S BEST ACROSS ALL APPLICATIONS.

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