

A woman in a white wedding dress stands on a grand, ornate staircase. The dress is long, flowing, and features intricate lace detailing on the sleeves and bodice. The staircase has a highly decorative, golden-brown wrought-iron railing with intricate scrollwork. The background is a light, neutral-toned wall, possibly part of a grand building or palace.

# Ellen WISE.

PROJECT  
LOGO + BRAND GUIDE

CLIENT  
ELLEN WISE COUTURE

DATE  
AUGUST 7, 2023



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LOGO AND ICONOGRAPHY



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SECTION I

# logo and iconography



LOGO ELEMENTS

- 1. A standalone "E" with a finished "tail".
  - 2. The "Ellen" signature.
  - 3. The "Wise." lockup, which includes the period.
  - 4. "Ellen Wise" text-only option
  - 5. "Ellen Wise Couture" text-only option.
- 1 and 2 may be used alone, but 3 may ONLY be used in conjunction with 2 as outlined on the following page, never alone, and never with 1. 4 and 5 are always to be used alone.

1



2



3

WISE.

4

ELLEN WISE

5

ELLEN WISE COUTURE



"WISE" IS ALIGNED DIRECTLY BELOW THE "EN" PORTION OF THE "ELLEN" SIGNATURE. "WISE" IS ALSO BOTTOM ALIGNED WITH THE DESCENDER OF THE SECOND "L" IN THE "ELLEN" SIGNATURE. THE PERIOD IS BOTTOM ALIGNED WITH BOTH.

THE PERIOD IS INTENTIONALLY PROUD OF THE SCRIPT LOGO TO THE RIGHT TO SERVE AS A POINT OF BALANCE TO THE EMBELLISHED E, AND AS TO NOT GET LOST AS A GRAPHIC ELEMENT REPRESENTING CONFIDENCE.

BRAND LOCKUP

The Ellen Wise brand lockup is only ever to presented exactly as shown on this page, in these proportions, with these specific alignments. It may be presented in any brand color or texture or treatment as long as these specific proportions and alignments are adhered to. The word "Couture" is not used in the brand lockup.



ELLEN WISE COUTURE

ELLEN WISE



PLENTY OF ROOM

LIMITED SPACE

LOGO AND ICONOGRAPHY

RESPONSIVE DESIGN

As needs shift from print to web, to display, tags, and packaging, decisions are regularly made about which iteration of the logo or lockup is most appropriate. This slide illustrates suggested hierarchy of usage as constraints set in, both in size and proportion (portrait, landscape, square, round, etc.).



"E" ONLY



TEXT ONLY



CROPPED "ELLEN" ONLY



CROPPED "E" ONLY



ICONOGRAPHY



FULL LOCKUP



This slide presents a variety of potential iconography for Ellen Wise. These options serve merely as a launching point for inspiration. While each captures a facet of the brand's identity, they're not exhaustive or limited choices. It is possible to present a cropped Logo Element as shown, as long as its core properties are still recognizable.

ELLEN WISE COUTURE

TEXT ONLY

*E*

*Ellen* WISE

*Ellen*  
WISE.  
COUTURE

*Ellen* WISE

*Ellen*  
WISE.

MISUSE

*Ellen*

*Ellen*

ELLEN WISE

*Ellen Wise*

*Ellen*  
WISE.

*Ellen Wise*

*Ellen* WISE

*Ellen*  
COUTURE

WISE  
COUTURE

These are just a few examples of ways that the logo elements should NOT be used. Don't mix fonts, cases, or use any elements in mixed positions or rotational angles. Don't use any other handwritten or signature fonts. Don't mis- or over-use the "Couture" element, especially in conjunction with Wise but without Ellen. Don't mix colors, even if on-brand, and, as always, maintain proportions at all times with no exceptions ever.



SECTION II

# color palette

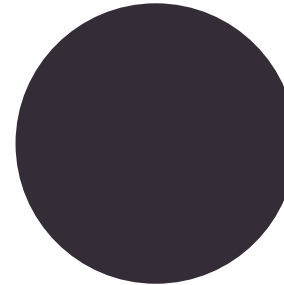


COLOR PALETTE

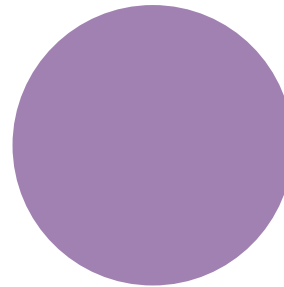
PRIMARY AND SUPPORTING COLORS

The chosen color palette evokes an air of understated elegance and sophistication that mirrors the brand's positioning. By focusing on simple, clean, and harmonious shades, the palette offers easy contrast, enhancing the user experience (UX) on the brand's website. This curated palette reinforces the image of unique and personalized luxury, while the occasional pop of chartreuse adds an unexpected and stylish flair.

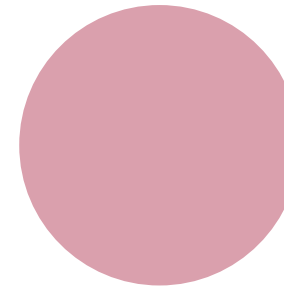
Dark Plum Black  
HEX: 352E38  
PANTONE: 532 C  
CMYK: 71 71 54 56



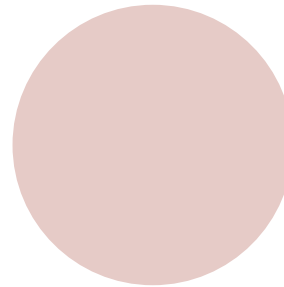
Purple  
HEX: A080AF  
PANTONE: 2577 C  
CMYK: 36 51 4 4



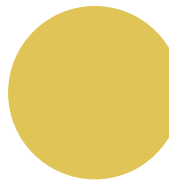
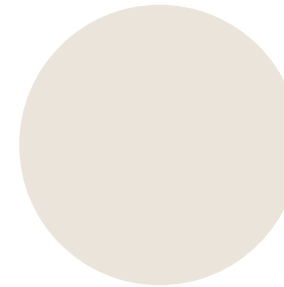
Dusty Pink  
HEX: DAA0AD  
PANTONE: 197 C  
CMYK: 12 42 18 0



Blush  
HEX: E3C9C7  
PANTONE: 691 C  
CMYK: 6 19 13 3



Pearl  
HEX: EBE1D8  
PANTONE: Warm Grey 1 U  
CMYK: 0 4 7 8



Chartreuse  
HEX: E1C456  
PANTONE: 458 C  
CMYK: 13 19 79 0



SECTION III

# font palette



FINO SANS  
REGULAR

H1 / TITLES

ALL CAPS

FREIGHT BIG  
PRO

H2 / Callouts

Mixed Case

BELOVED SANS  
REGULAR

H3 / MENU AND ACCENT

Mixed Case

FREIGHTSANS  
PRO

Paragraph Text

Mixed Case

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&\*()\_+

OVERVIEW

The selected fonts for Ellen Wise present a harmonious visual blend that aligns perfectly with the brand's essence and voice. This mix of fonts creates a balanced, cohesive, and nuanced typographic voice, echoing the brand's classic, stylish, and refined presentation. Each font has its own use cases, as explained on the following pages.

*E*

FINO SANS

H1 / TITLES

A B C C D D E F  
 G G H I J K L M  
 N O O P Q Q R S T  
 U V W X Y Z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ £ \$ % & ( ) + , . ?

NAME:  
FINO SANS

STYLE:  
REGULAR

DESIGNED BY:  
ERMIN MEDEDOVIC

AVAILABLE:  
ADOBE FONTS

Fino Sans embodies the luxurious and elegant essence of Ellen Wise Couture. Its refined appearance captures the brand's sophisticated aesthetic, while its modern flair aligns with the brand's fusion of timeless style with contemporary nuances. The typeface is all caps, with two different letter widths available for certain letters, which can be subbed and used with creative license as needed to add flair to presentation.



freight big pro

Freight Big Pro

FREIGHT BIG PRO

NAME:  
FREIGHT BIG

STYLE:  
PRO

DESIGNED BY:  
JOSHUA DARDEN

AVAILABLE:  
ADOBE FONTS

FONT PALETTE

H2 / TITLES

ABCDEF G  
HIJKLMN  
OPQRSTU  
VWXYZ

abcdefghijklmnop  
hijklmno  
pqrstuvw  
xyz

1234567890  
!@£\$%&()+,.?`

Freight Big Pro is a mixed-case, serif typeface with a full compliment of numerals that carries a sense of sophistication and tradition. Its elegant and refined forms convey an air of authority and expertise, resonating well with a high-end fashion brand. Utilizing Freight Big Pro for the brand's H2 font serves to highlight the brand's commitment to quality craftsmanship, alignment with timeless beauty, and its aspirational status in the industry.



# BELOVED SANS

BELOVED BELOVED BELOVED BELOVED

SANS

SANS

SANS

SANS

SANS

H3 / MENU

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

1234567890

! @ # \$ % & \* ( )

Beloved Sans is a sleek and simple all-caps, sans-serif typeface known for its clean lines and modern appearance. Its unadorned, legible design makes it an excellent choice for H3 headings, navigation, and callout sections on the brand's website, where clarity and ease of reading are paramount. The graceful, no-nonsense style of Beloved Sans complements the brand's vision of elevated class and individuality.

NAME:  
BELOVED SANS

STYLE:  
REGULAR

DESIGNED BY:  
LAURA WORTHINGTON

AVAILABLE:  
ADOBE FONTS



# Freight Sans Pro

A B C D E F G  
H I J K L 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 l m n  
o p q r s t u  
v w x y z

1 2 3 4 5 6 7 8 9 0  
! @ £ \$ % & ( ) + , . ?

FONT PALETTE

BODY / PARAGRAPH

Freight Sans Pro is a highly readable, mixed-case, sans-serif typeface that blends a modern aesthetic with functional design. Its balanced weight and clear spacing make it an excellent choice for the brand's main paragraph and body text, including product descriptions and details, allowing for easy reading without sacrificing style.

NAME:  
FREIGHT SANS

STYLE:  
PRO

DESIGNED BY:  
JOSHUA DARDEN

AVAILABLE:  
ADOBE FONTS



SECTION IV

# tone of voice

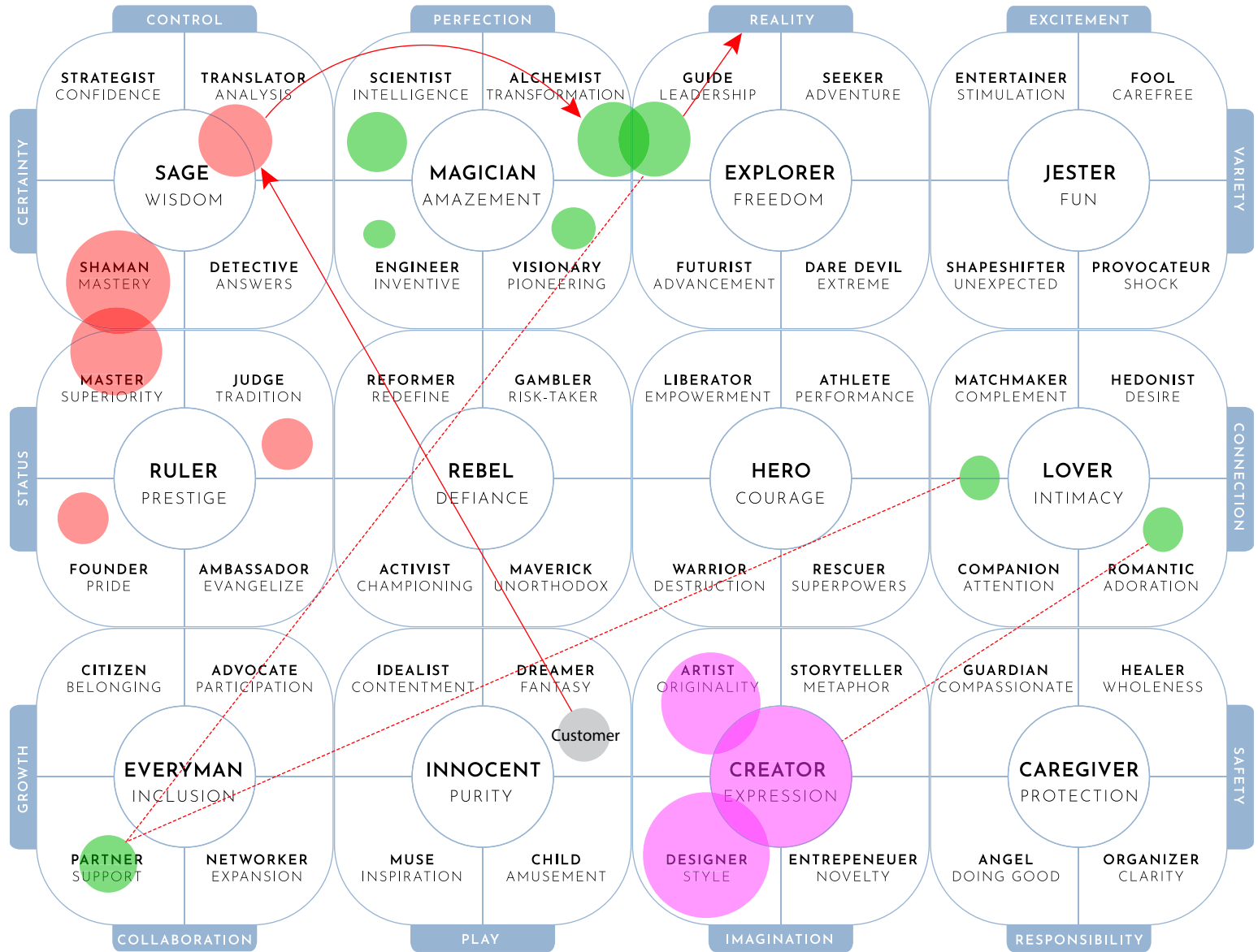


EXCERPT

Please review the full TOV guide linked below for an in-depth understanding of Ellen Wise's Tone Of Voice, vocabulary, and core character traits. Attached here is a brief excerpt to support the visual brand guidelines.

[LINK TO EWC TOV GUIDE](#)

PRIMARY: CREATOR SECONDARY: SAGE/RULER SUPPORTING: MAGICIAN/EVERYMAN/LOVER  
 METICULOUS, SOPHISTICATED, CREATIVE, KNOWLEDGEABLE, EMPOWERING



The Creator archetype is central to EWC, reflecting the brand's focus on originality and personal expression. The Sage and Ruler archetypes, as secondary components of Ellen Wise Couture's brand persona, complement the primary Creator archetype by emphasizing knowledge, expertise, and leadership. The supporting archetypes of the Magician, Everyman, and Lover add depth to EWC's brand voice. The Magician offers transformation and intellect, turning ideas into reality. Together, these supporting archetypes add layers of complexity, allowing Ellen Wise Couture to resonate with clients on various emotional and psychological levels, from the thrill of transformation to the comfort of partnership and the joy of a perfect garment.



SECTION V

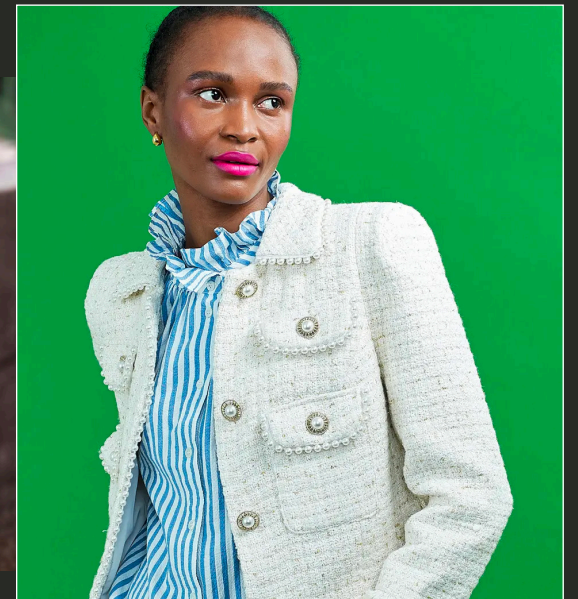
# suggested usage



SUGGESTED USAGE

SOCIAL, WEB, AND MARKETING PICTORIAL GUIDELINES

EWC's photographic style should maintain a focus on humanity, quality, and nature, avoiding flat, or on-white product shots in almost all cases. Instead, the use of macros and detailed photos of the process and garments support the skill/expertise aspects of the brand. Photos may regularly include multiple people when possible, ideally including Ellen, and exude connection, love, and joy. Although the color palette is likely to lean more towards pale colors and bridal elements, the brand should make efforts to include pops of color, especially when focusing on evening- or day-wear. An additional effort should also be made to include models of color, of varying ages, and varying body sizes to be inclusive. Street photography should be avoided unless professionally done or staged. UGC is not encouraged or accepted as part of the brand's public offerings.





Ellen  
WISE.

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