



**WORMWOOD**  
**IDENTITY GUIDELINES**

**VERSION 0.1**

## WELCOME

First of all, let's be clear - this set of identity/branding guidelines is still in early stages. Even once complete it will continue to evolve over time, but this version should be considered an early alpha.

Expect more precise guidelines to come, covering:

- Font size and weight guidelines
- Further developed brand colours
- Logo usage
- Guidelines for:
  - Print
  - Digital
  - Video
  - Photography
- Writing and language style



# FONTS

It is important to keep consistent font use across mediums to support brand cohesion and recognition.

Cinzel recognised in the Wyrwood logotype. It should be used for headings and important elements.

Lora is Wyrwood's go-to font for body copy and general text. The serifs lend it a sincere and somewhat casual feel.

Examples:

- Website copy
- This Identity Guideline book

Raleway is Wyrwood's sans-serif font, to be used where either a more premium or professional vibe is desired.

Examples:

- Legal documents
- Premium offerings (such as Prophecy)
- Numbered labels

In most cases, a design or piece should, for consistency, stick to using either Lora or Raleway, without mixing them. If in doubt, pair Cinzel and Lora.

## CINZEL - HEADINGS

THE ZEN WOOD EXPERT QUICKLY FIXES VAGUE JAMBS.

1234567890

<https://fonts.google.com/specimen/Cinzel>

## Lora - Body

The zen wood expert quickly fixes vague jambs.

1234567890

<https://fonts.google.com/specimen/Lora>

## Raleway - Body (official)

The zen wood expert quickly fixes vague jambs.

1234567890

<https://fonts.google.com/specimen/Raleway>



Tonal Swatches

**#26241E**



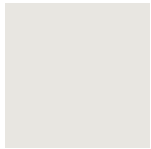
**#4F4A41**



**#847F73**



**#B7B2A8**



**#E8E6E1**



Wormwood 'Gold'

**#E7B64A**

# COLORS

Colour usage in the Wurmwood brand should have a focus on warmer tones.