

# Fauna & Cove

BRAND GUIDELINES 2022



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# The Brand.

## INTERIOR DESIGN SHOP & WEBSITE

Fauna & Cove specialise in hand sourced items to inspire the home. These are handpicked from various destinations around the world.

The shop is based in Burnham Market, Norfolk.

Online website [www.faunaandcove.co.uk](http://www.faunaandcove.co.uk)

## BRAND VALUES

Ethical / Sustainable

Authentic & Personal

Simple & Minimalistic

## tone of voice

Personal, friendly and professional



# Moodboard.

## KEY NOTES

- Soft neutral tones
- Greenery
- Simple & minimal packaging
- Mix of textures & materials
- Woven items
- Slate grey
- Brass signage
- Feminine typeface



# Logo.

Fauna & Cove uses a modern typeface, Quincy CF to create a feminine and simplistic feel.

Where space is at a minimum, secondary logo versions or brandmarks may be used.

## LOGO SIZING & SPACE

Primary - minimum 30mm  
Secondary - minimum 15mm  
Brandmark - minimum 10mm

Always allow the logo space to breathe.  
The height of the logo serves as a minimum guide.



## PRIMARY

Fauna & Cove

## SECONDARY

F&C

Fauna  
& Cove

## BRANDMARKS

F♦C



# Brand elements.

## SUPPORTING ELEMENTS

A repeating pattern has been developed with packaging such as tissue paper in mind.

Additional symbols can be used across labels, digital media and as website icons.

## REPEATING PATTERN



## ADDITIONAL SYMBOLS



# Colour.

Pantone COOL GREY 10C

Pantone 5575 C

Pantone 7534 C

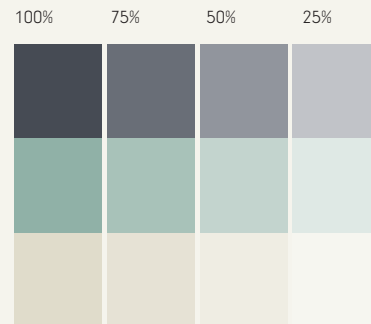


C40 M30 Y20 K66  
R99 G102 B106  
HTML 63666A

C37 M9 Y28 K13  
R146 G172 B160  
HTML 92ACA0

C5 M5 Y15 K8  
R209 G204 B189  
HTML D1CCBD

## TINTS



Where lighter shades are required, the above Colour swatches can be used as tints in 25% increments of 75, 50 or 25.

Colour values for each swatch are for the following use:

Print - Pantone or CMYK

Digital / Screen - RGB or HTML

# Typography.

## Freight Sans Pro

Freight Sans is the sans serif version of Freight Text designed by Joshua Darden in 2009. With rounded shapes, Freight Sans is an affable, easy-to-read typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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## WEIGHTS

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## TRACKING +5



# Typography.

## Freight Text Pro

The Freight Text font family was designed with the reader in mind. It is ideal for use as a text font in situations of extended viewing, such as in periodicals or data-intensive documents,

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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## WEIGHTS

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TRACKING +15

# Typography accent.

*Luxus Brut*

*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*

TRACKING 0

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# Imagery.

Light & airy imagery

Use of shadows in photography and background textures

Warm & subtle tones

Minimal, simplistic

Focus on tightly cropped images

Close up shots of detail, showing materials, quality, craftsmanship

Key focus on products.



# Print design.

## TEXTURED BUSINESS CARD



## FLYER



## PRINT FINISHING

Uncoated & recycled stock

# Digital design.

## SOCIAL MEDIA TILES



DESIGNED BY

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