

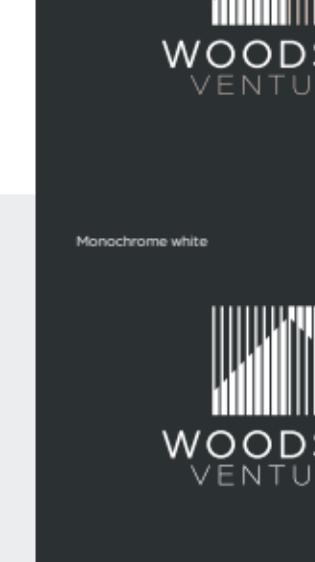
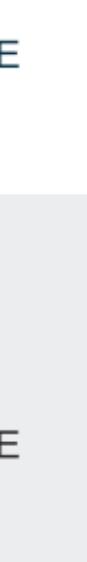
BRAND GUIDELINE

WOODLAND VENTURES

Vertical logo

A vertical logo is ideal for scenarios where space is limited in width but ample in height, such as on tall banners, mobile apps, or social media profile pictures. It works well in designs where a stacked format complements the layout better than a horizontal arrangement, offering a balanced and cohesive visual presence.

Vertical logos are also effective for packaging, signage, and other narrow-format applications, ensuring the brand remains prominent and easy to read.

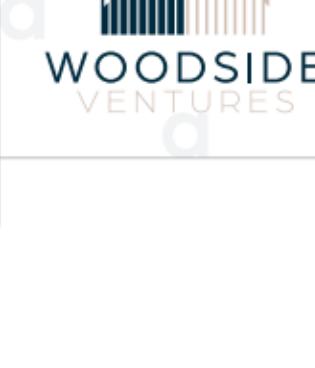


Horizontal logo

A horizontal logo is best suited for wide spaces, such as website headers, email signatures, or printed materials like letterheads and business cards.

It's ideal when the design layout has more width than height, allowing the logo to span across the space without appearing cramped.

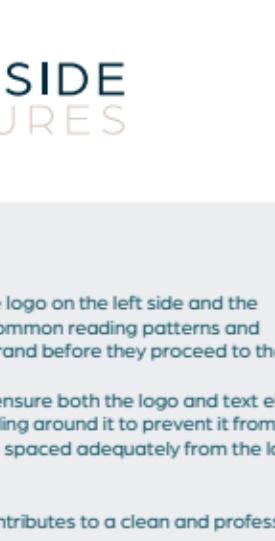
Horizontal logos are also effective in presentations, storefront signage, and advertising banners, where a sleek, elongated format helps maintain readability and strong visual impact.



Standard



Invert



Social media icons

Always use the primary brand colours for social channel profile pictures to ensure consistent and recognizable brand presence across platforms.



Icon spacing

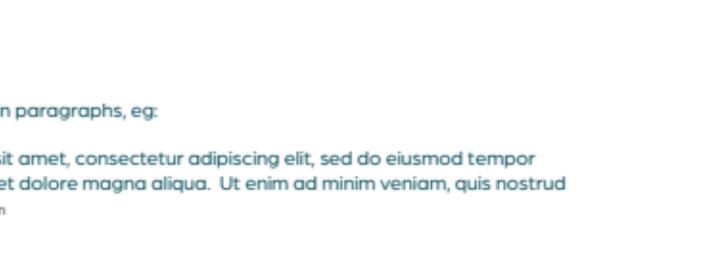
Ensure ample space around the logo icon when using it as a social profile picture, so it remains clear, distinct, and easily recognizable even at smaller sizes.



Logo Application

Header placement

If no additional information accompanies the logo, it should be positioned at the center.

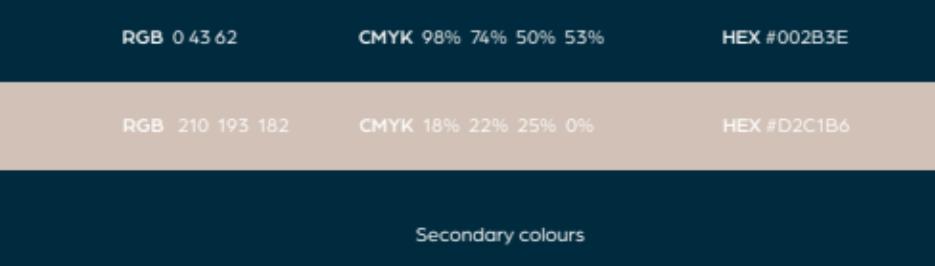


Header placement with text

When designing a header bar, it's recommended to place the logo on the left side and the accompanying visual text on the right. This placement aligns with common reading patterns and the text.

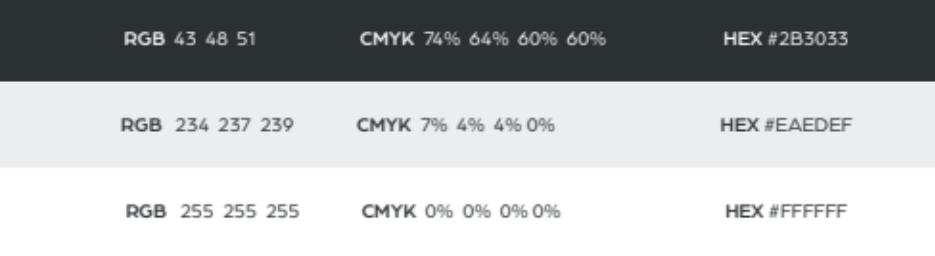
Applying spacing rules (previously specified) is essential to ensure padding around both the logo and text elements, preventing the text from appearing crowded, while the text on the right should also be spaced adequately from the logo and other elements.

Consistent spacing not only improves readability but also contributes to a clean and professional look, making the header more appealing and user-friendly.



Logo placement on images/designs

When placing the logo on an image or design, it must maintain consistent spacing on all sides, including the top, center, bottom, left, and bottom right, depending on what best complements the overall design. This spacing not only preserves the logo's visibility but also upholds brand consistency and clarity across different applications.



Primary type face

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Type styles

Headlines

Poppins semibold

Subheadings

Poppins medium

Body

Poppins light

Non-optional text within paragraphs, e.g.:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laborum.

Typing margins

Primary colours

CMYK 98% 74% 50% 53% HEX #002B3E

CMYK 18% 22% 25% 0% HEX #D2C1B6

CMYK 74% 64% 60% 60% HEX #EAEDF

CMYK 0% 0% 0% 0% HEX #FFFFFF

Secondary colours

Secondary colours

CMYK 7% 4% 4% 0% HEX #EAEDF

CMYK 0% 0% 0% 0% HEX #FFFFFF

Icon spacing

Icon spacing

Icon spacing