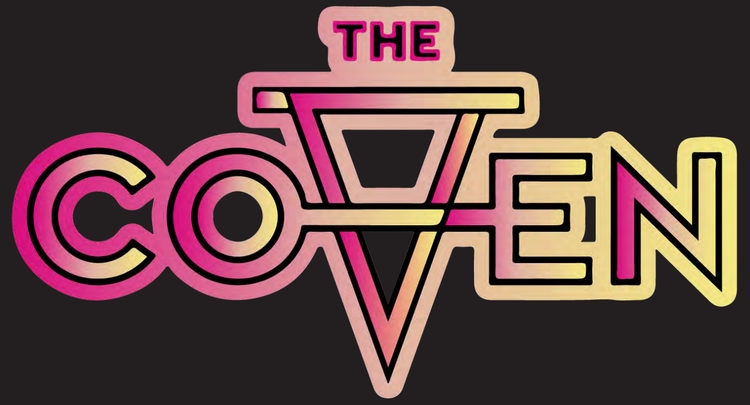
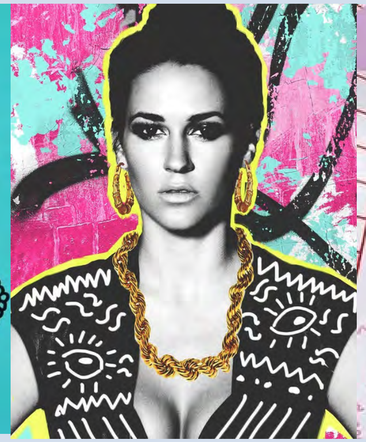


MASTER BRAND GUIDELINES | 2019

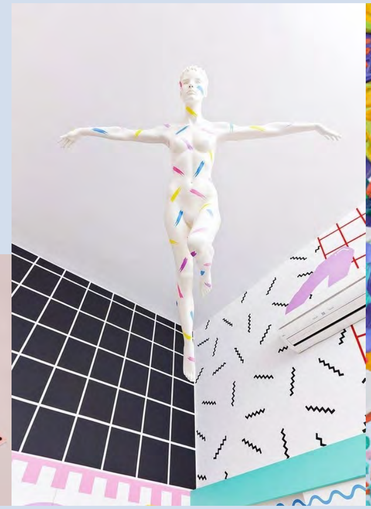
WHERE WE BEGAN

The Coven OG Space feels like the art gallery you can take your shoes off in. With this concept, fun and energy comes first.

It doesn't take itself too seriosuly and feels infectiously inviting.



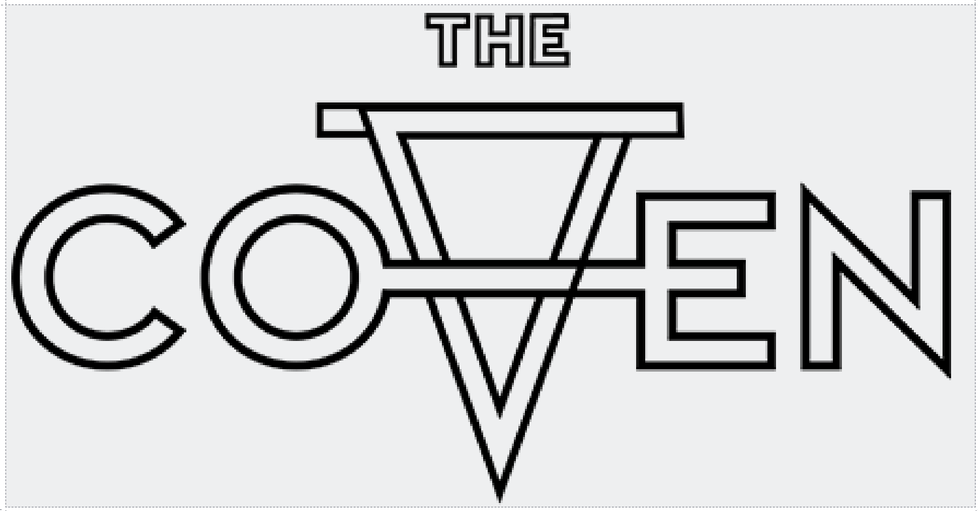
MIXED-MEDIA DARING//BOLD THECOVENSPACE UNAPOLOGETIC FUN



Logo Measurements and Clear Space

Our logo is the embodiment of this space. Therefore, the logo must at all times be perfectly legible and without obstructions. For this reason, please maintain a minimum area of room around the logo that allows it to breathe and shine. The Coven logo, and all of its variations, must at all times have the clear space that is specified on this page.

W



W

TYPOGRAPHY

headlines/ primary

Insignia- Roman

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
0 1 2 3 4 5 6 7 8 9 , . ! @ & ( )

Subhead

Brandon Grotesque- Regular

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
0 1 2 3 4 5 6 7 8 9 ‘ , . ! @ & ( )

body

Mr Eaves XL Mod Narrow- Book

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
0 1 2 3 4 5 6 7 8 9 ‘ , . ! @ & ( )

TYPOGRAPHY | Do's

ONE-TWO WORDS

HEADLINE GOES HERE. THIS CAN BE TWO SENTENCES. ALL CAPS.

Anything that needs more explanation/more paragraphs should be in Mr Eaves XL Mod Narrow. This font is flexible and can be be italicised or bolded when need.

TYPOGRAPHY | Dont's

USE TOO MANY WORDS INTO INSIGNIA ALL CAPS. LIMIT IT TO ONE SHORT SENTENCE MAX.

Subheads Should Not Be In Title Case.

Anything too short (1-5 words) should probably be in Insigina or the subhead, Brandon Grotesque.

2017-2018 COLOR PALETTE

PRIMARY COLORS

PMS 7472C
CMYK: 62, 5, 23,0
RGB: 86, 187, 197
HEX: 55BAC4

PMS 393C
CMYK: 7, 2, 61, 0
RGB: 240, 231, 129
HEX: F0E781

PMS 214C
CMYK: 10, 100, 14, 0
RGB:217, 16, 125
HEX: D9107C

PMS 7669C
CMYK: 66, 66, 18, 2
RGB:108, 100, 148
HEX: 6C6394

PMS 7590C
CMYK: 11, 32, 31, 0
RGB: 224, 178, 164
HEX: DFB2A3

PMS 877C
CMYK: 51, 41, 35, 3
RGB: 133, 137, 145
HEX: 858891

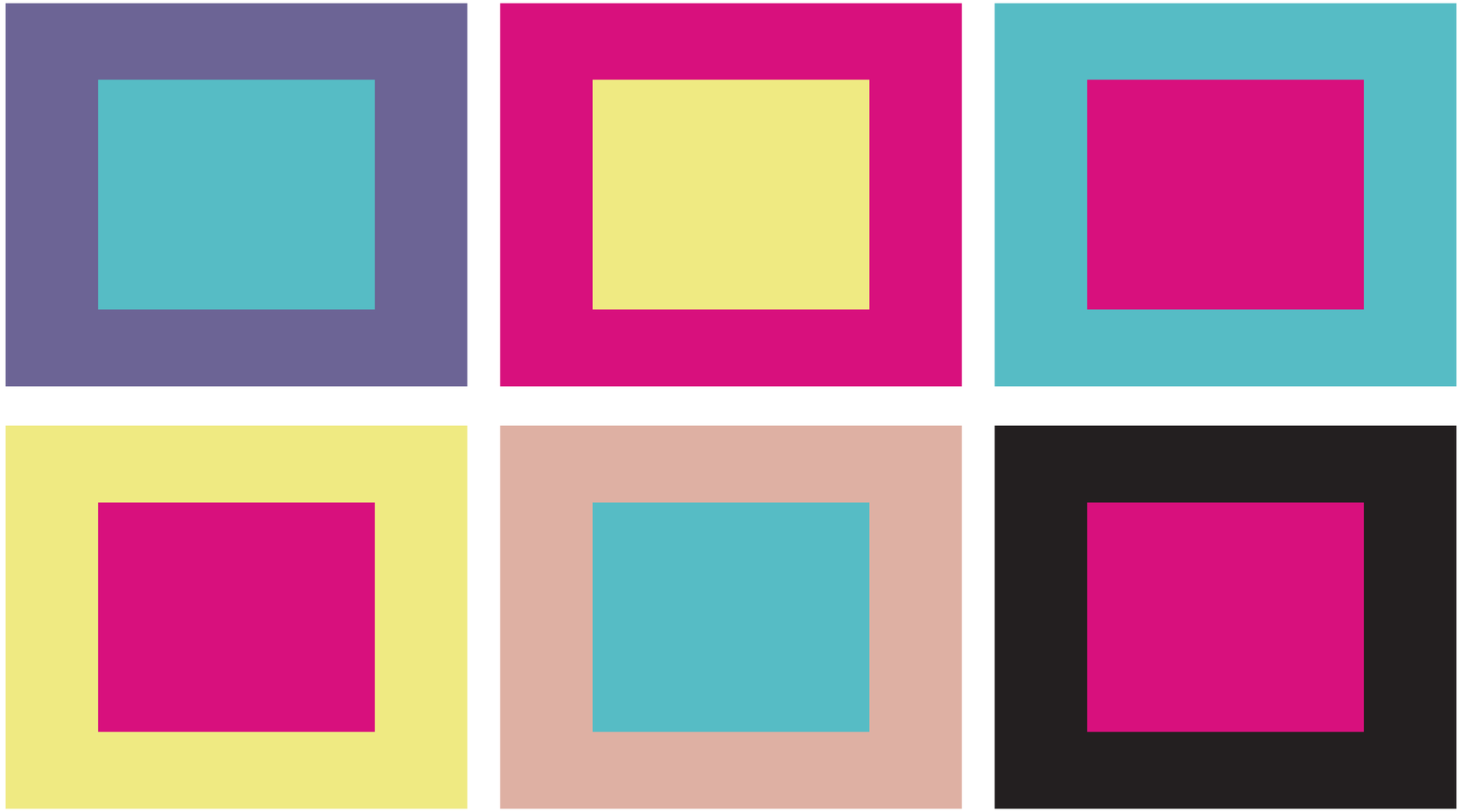
SECONDARY COLORS

PMS 650 C
CMYK: 15, 8, 2, 0
RGB: 211, 221, 236
HEX: D3DDEC

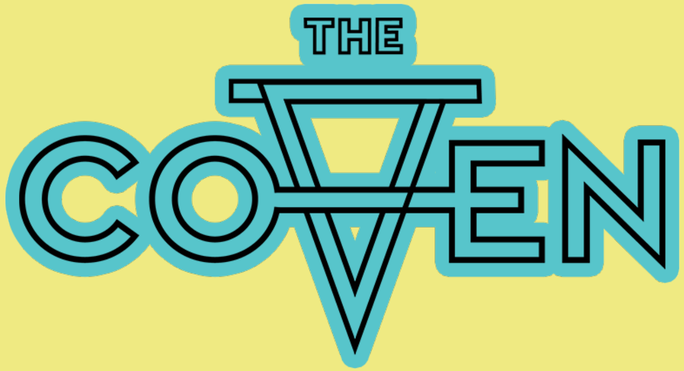
PMS 4705C
CMYK: 36, 67, 69, 25
RGB: 137, 84, 70
HEX: 72483A

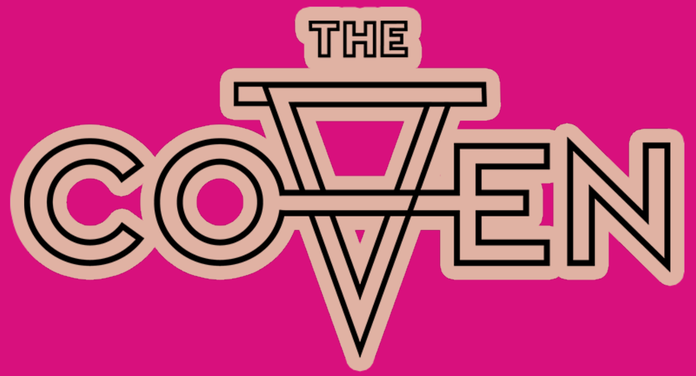
PMS 7750C
CMYK: 53, 45, 80, 26
RGB: 108, 104, 66
HEX: 6C6842

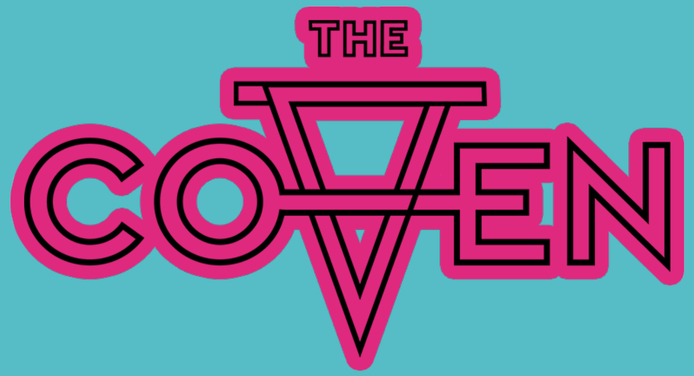
COLOR COMBINATIONS/USAGE | O.G. 2017-2019

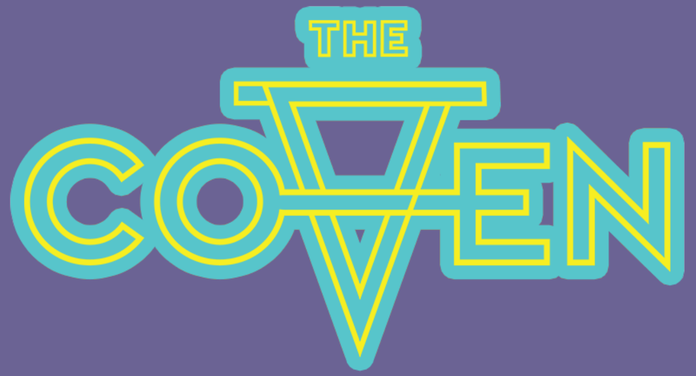


LOGO COLOR VARIATIONS

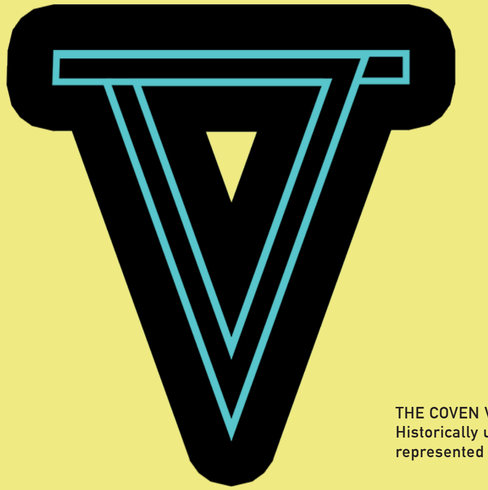




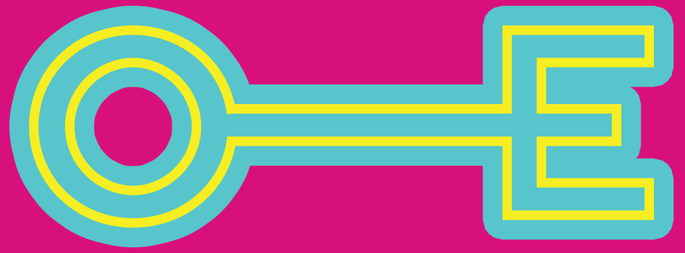




LOGO ICONS



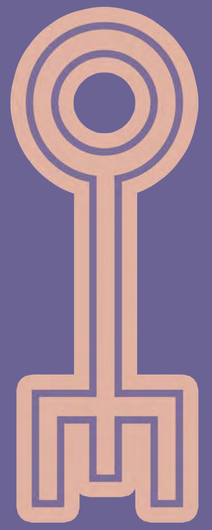
THE COVEN V holds multiple meanings:
Historically upside down triangles or the v has represented the divine feminine.



THE COVEN O & E also has multiple meanings:
When horizontal, it is reminiscent of a key- a welcoming symbol into unlocking the space, but also representative of the connections you'll make with the women in our Coven.

In addition to being a V, it is an abstracted uptside down witch hat.

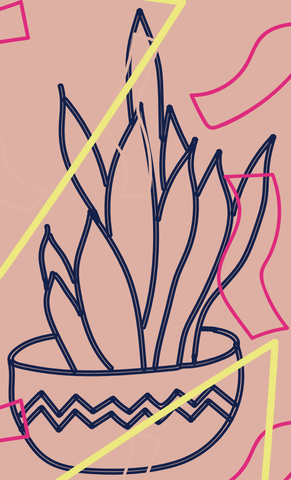
WE WOULD NEVER DISPLAY THE COVEN V IN THIS WAY/UPSIDE DOWN.



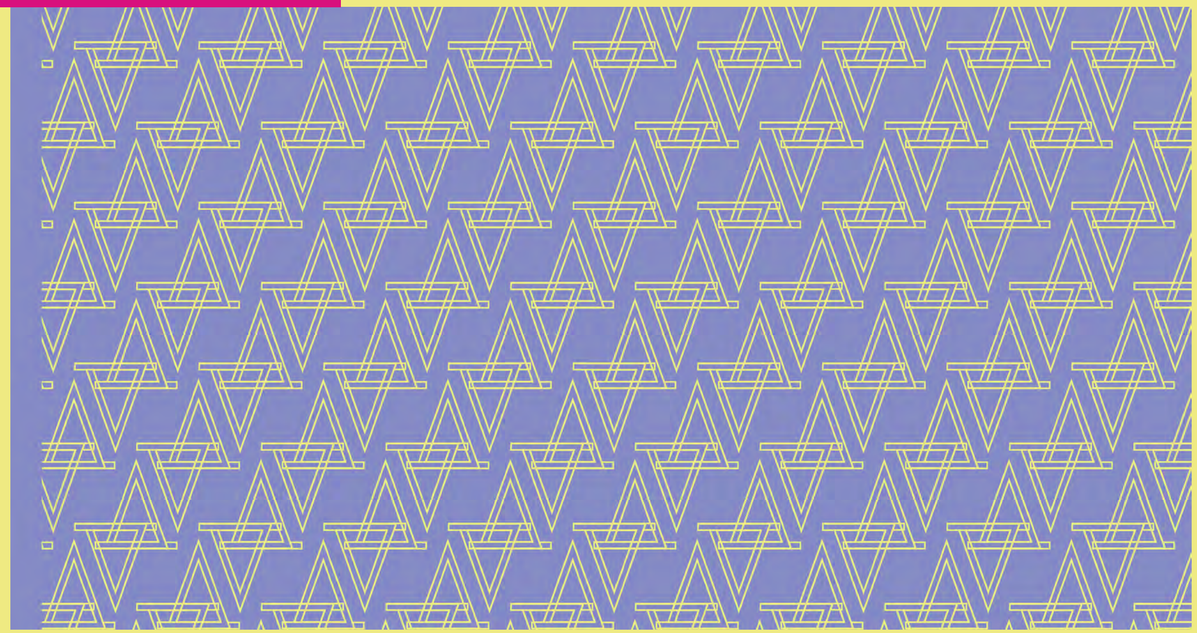
When vertical, it is a clear variation on the female gender symbol but extended- this is to symbolize our invlusive view of feminity beyond the traditionally cis-gender meaning.

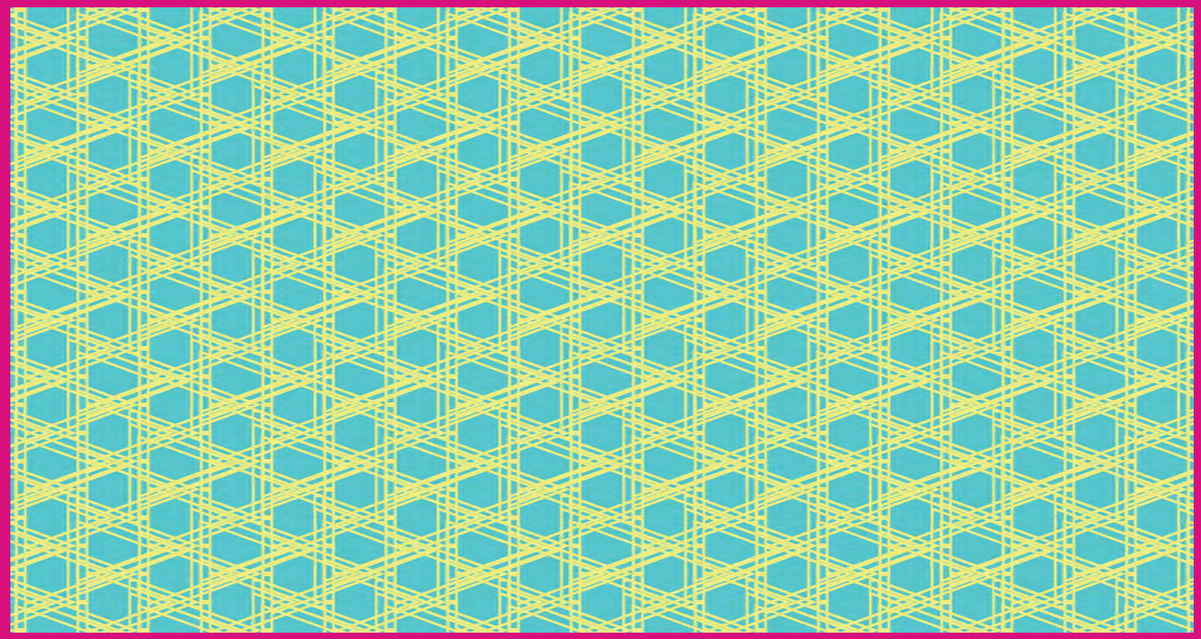
ILLUSTRATION EXPANSION

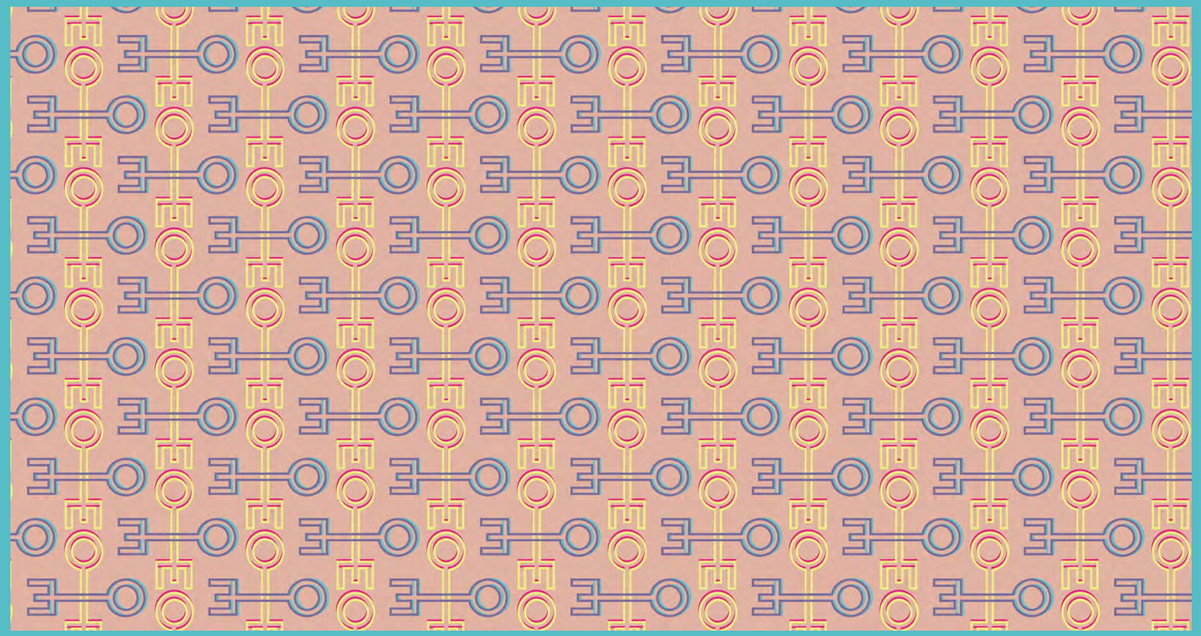
IN LATE 2018, WANTING TO PUSH THE ENERGY OF THE BRAND, WE EXPANDED OUR ICONOGRAPHY AND ILLUSTRATION TO INCLUDE POTTED PLANTS AND MORE ABSTRACTED PATTERNING.

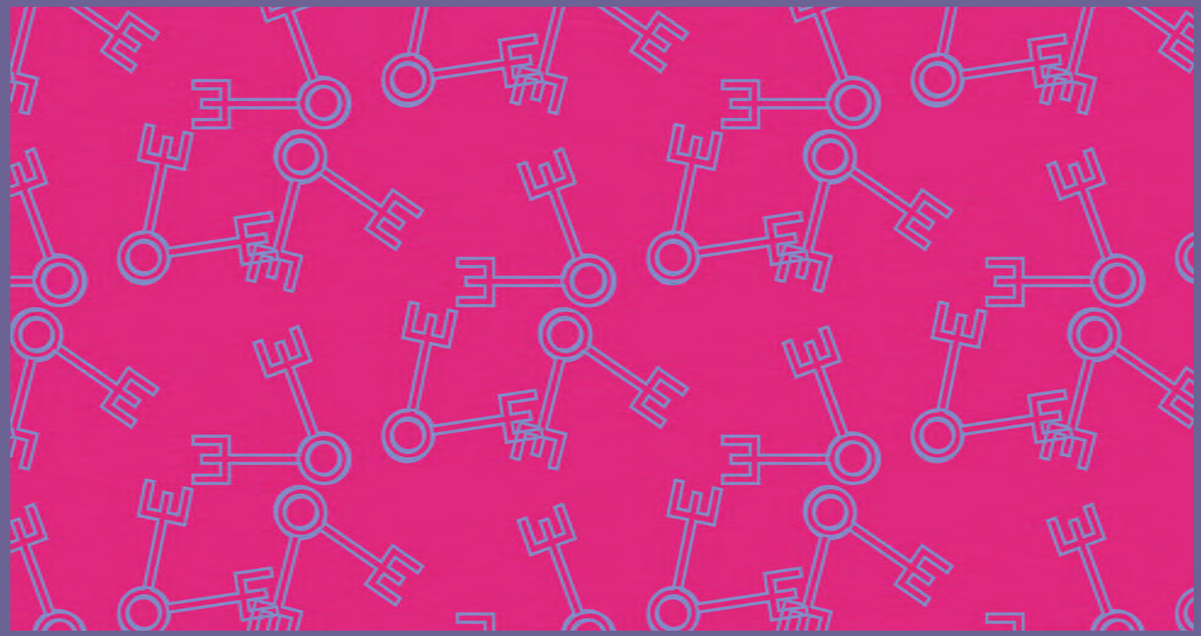


CORE PATTERNS







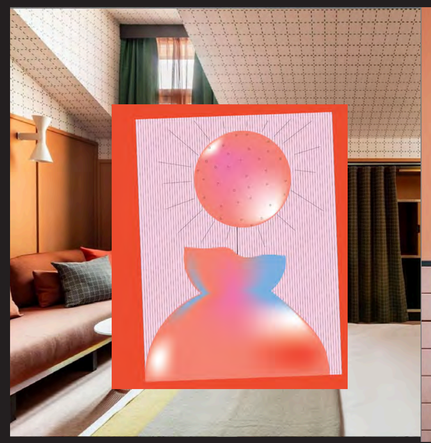


THE NEXT PHASE
2019

THE NEXT PHASE

Let's evolve the spirit of the OG Coven space by still bouncing off an organic/artistic spirt but with a classic twist. Let's work with the new space, and pay homage to it's classic art deco archeticture but with a modern and specifically Coven feel.

Part of this is using our same colors but in new/more sophisticated ways.



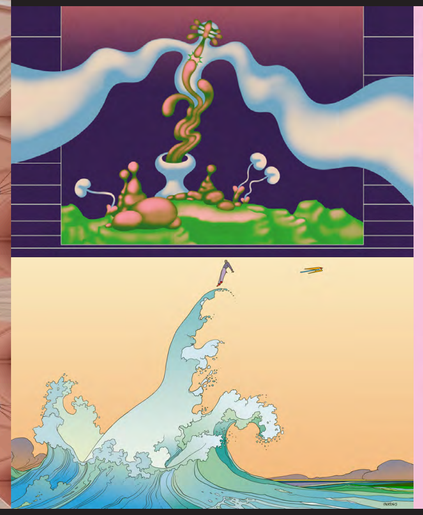
SPINONCLASSIC

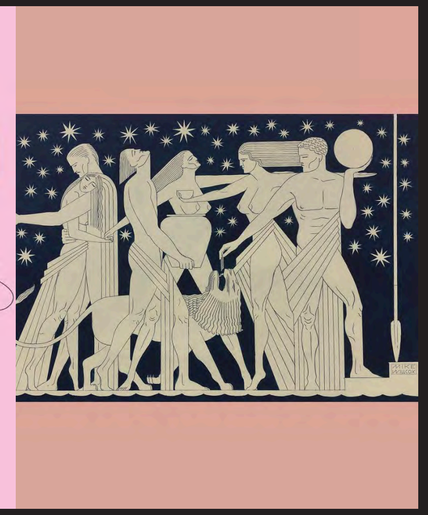
ARTDECONOUVEAU

THECOVENSTPAUL

UNAPOLOGETIC

SOPHISTICATED





PRIMARY COLORS

PMS: 3115 C
CMYK: 69, 0, 17, 0
RGB: 28, 191, 212
HEX: #1CBFD4

FORMER TEAL | WE'LL PUSH THE VIBRANCY OF OUR OLD MUTED TEAL COLOR.

PMS 393C
CMYK: 7, 2, 61, 0
RGB: 240, 231, 129
HEX: F0E781

PMS 214C
CMYK: 10, 100, 14, 0
RGB:217, 16, 125
HEX: D9107C

PMS: 266 C
CMYK: 70, 78, 0, 0
RGB: 107, 73, 193
HEX: #6B49C1

FORMER PURPLE | WE'LL PUSH THE VIBRANCY OF OUR OLD MUTED PURPLE COLOR.

SECONDARY COLORS

PMS 4705C
CMYK: 36, 67, 69, 25
RGB: 137, 84, 70
HEX: 72483A

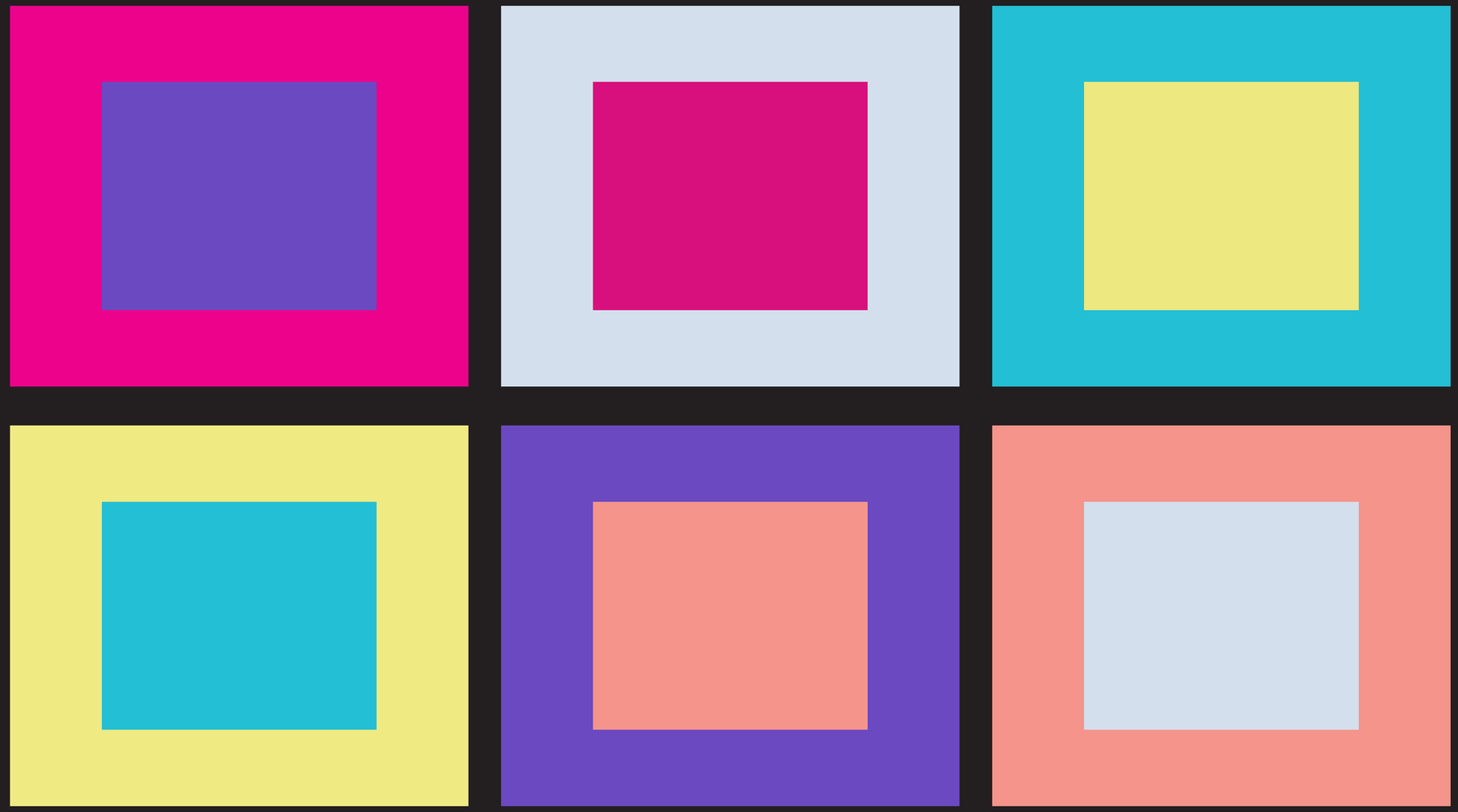
PMS 650 C
CMYK: 15, 8, 2, 0
RGB: 211, 221, 236
HEX: D3DDEC

PMS 7590C
CMYK: 11, 32, 31, 0
RGB: 224, 178, 164
HEX: DFB2A3

FORMER BLUSH/PINK- WE'VE MADE OUR COLOR A BIT MORE OF A HOT GIRL SUMMER ORANGE.

WE WILL LIMIT/ELIMINATED THE USE OF WHITE. INSTEAD LET'S LEAN INTO OUT BRIGHTER/ LIGHTER COLORS. WE'VE ALSO GOT RID OF OUR DARKER GREY.

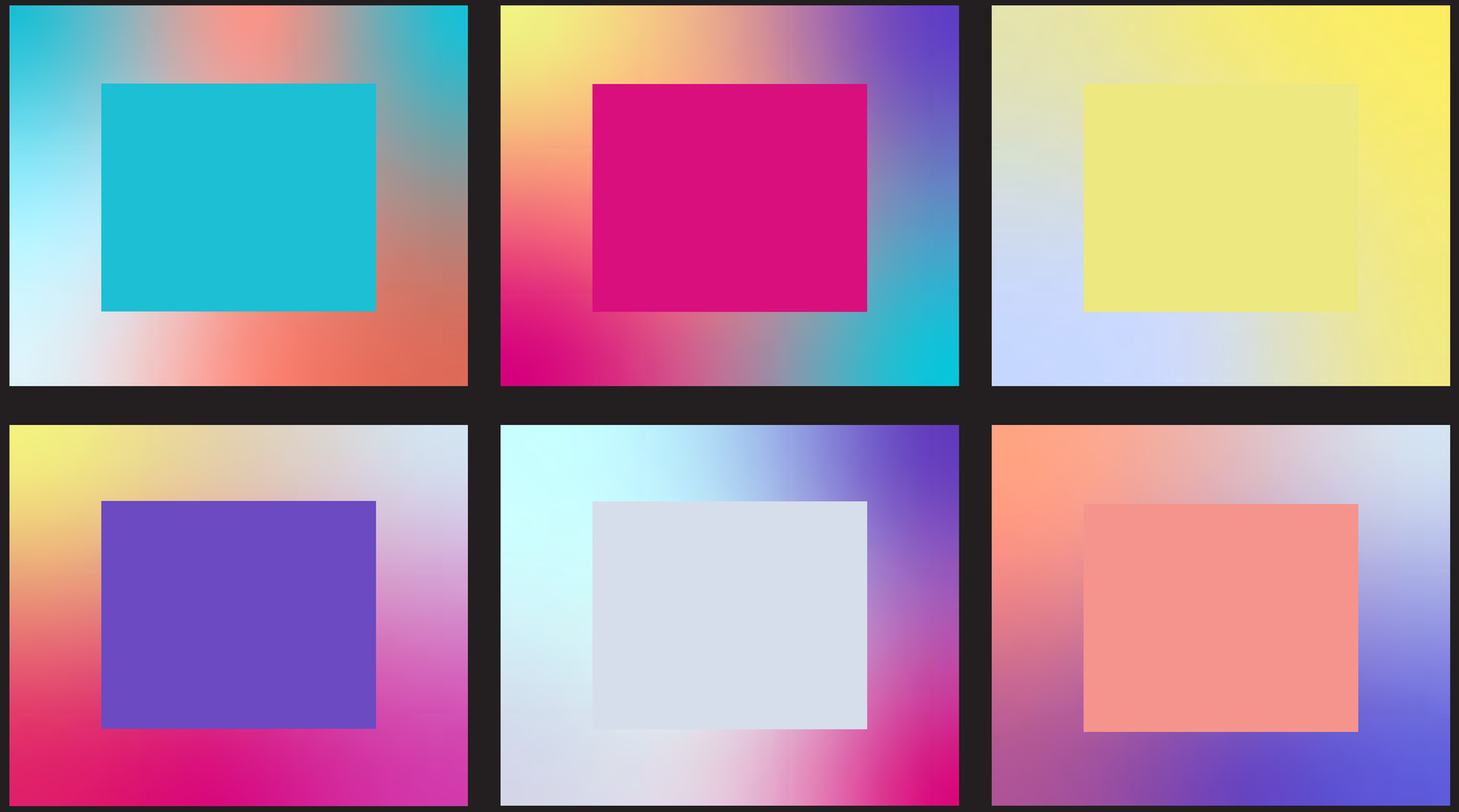
COLOR COMBINATIONS/USAGE | O.G. 2017-2019



GRADIENT INTRODUCTION | ONLY USE ON BLACK

COMPLEMENTARY FOR BACKGROUND ELEMENTS OR TO ADD DIMENSION TO LINE ILLUSTRATION

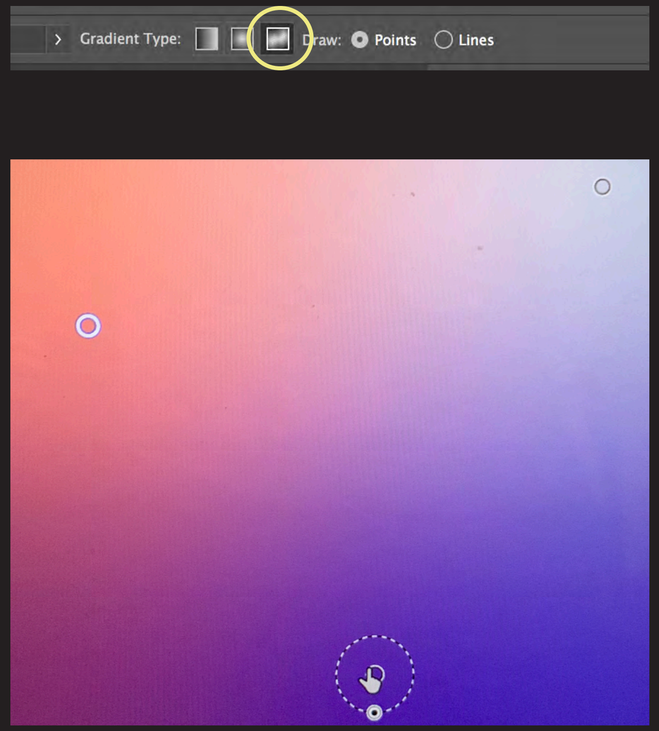
WE WILL ONLY USE CUSTOMIZED GRADIENTS- NOT LINEAR OR RADIAL.



CREATING A GRADIENT

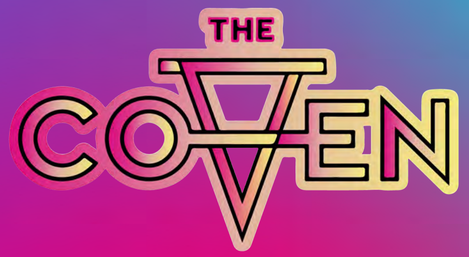
To adequately create a custom coven gradient- we should avoid all linear and radianl gradients. Using the freeform gradient tool in illustrator, you should create 3-4 point custom gradient using only our brand colors to assign for each individual shape.

Recommend not going over 4 different color gradient points as to avoid too many rainbow gradients. You can, however, repeat a few points of the same color.



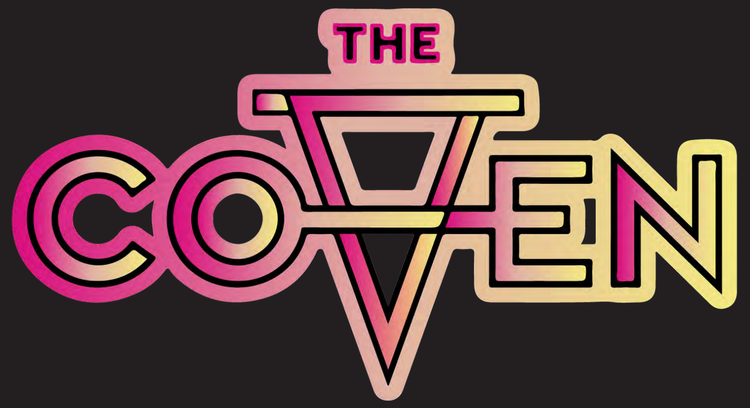
DON'T TYPE DIRECTLY ON YELLOW WITH GREY TYPE.

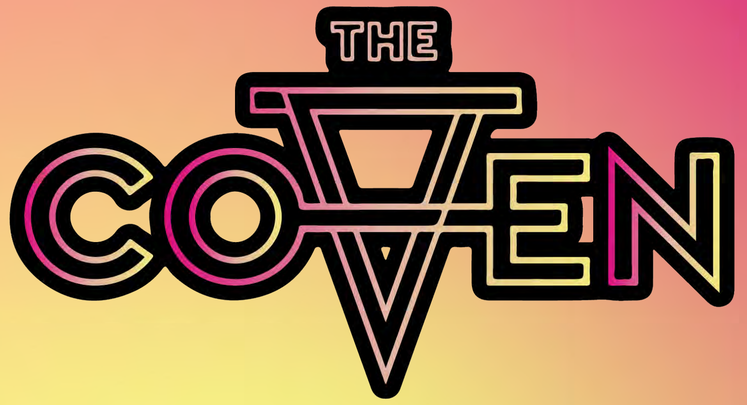
NO LINEAR GRADIENTS

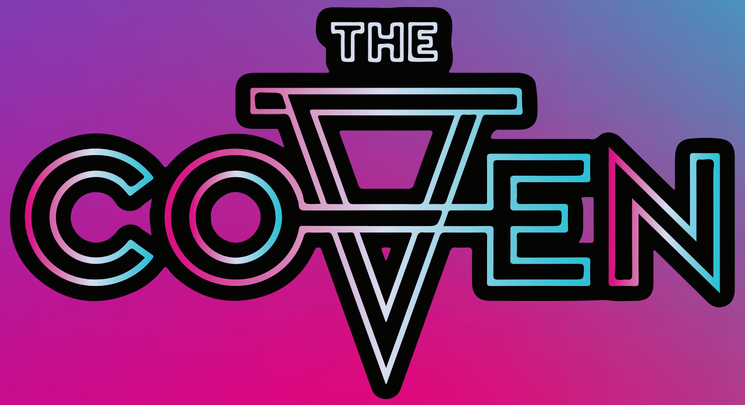


NO OUTLINED GRADIENT LOGOS ON GRADIENT BACKGROUNDS

NO WHITE TEXT ON GRADIENTS.


THE
COVEN


THE
COVEN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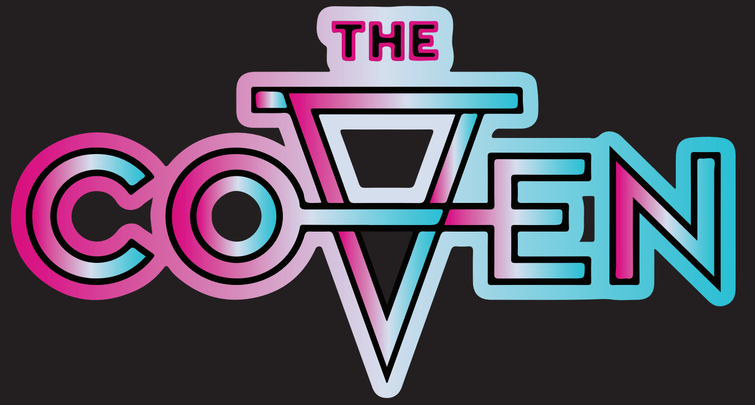
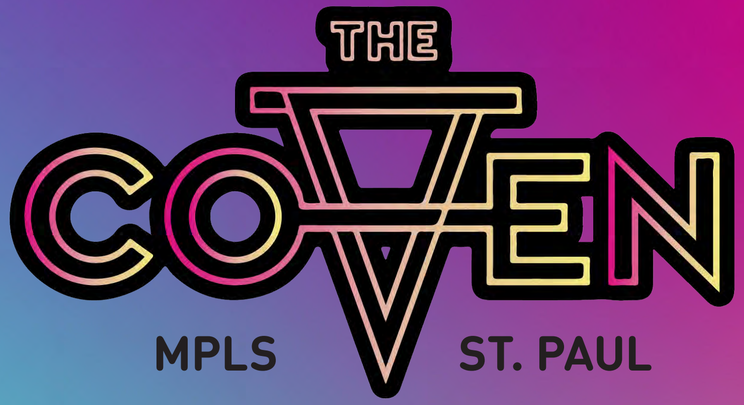
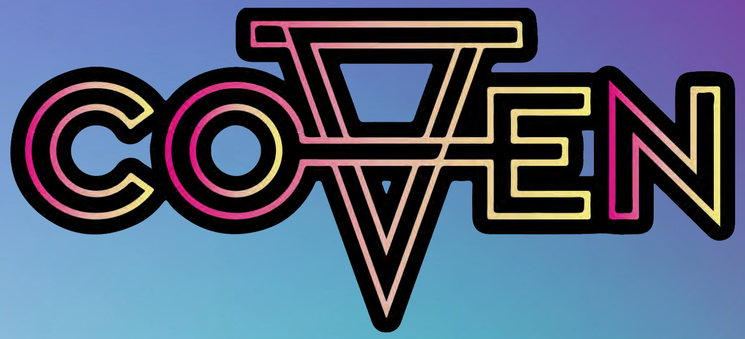
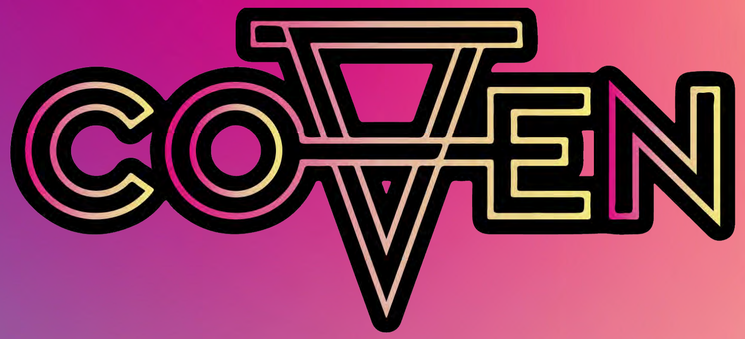

THE
COVEN


THE
COVEN
MPLS
ST. PAUL

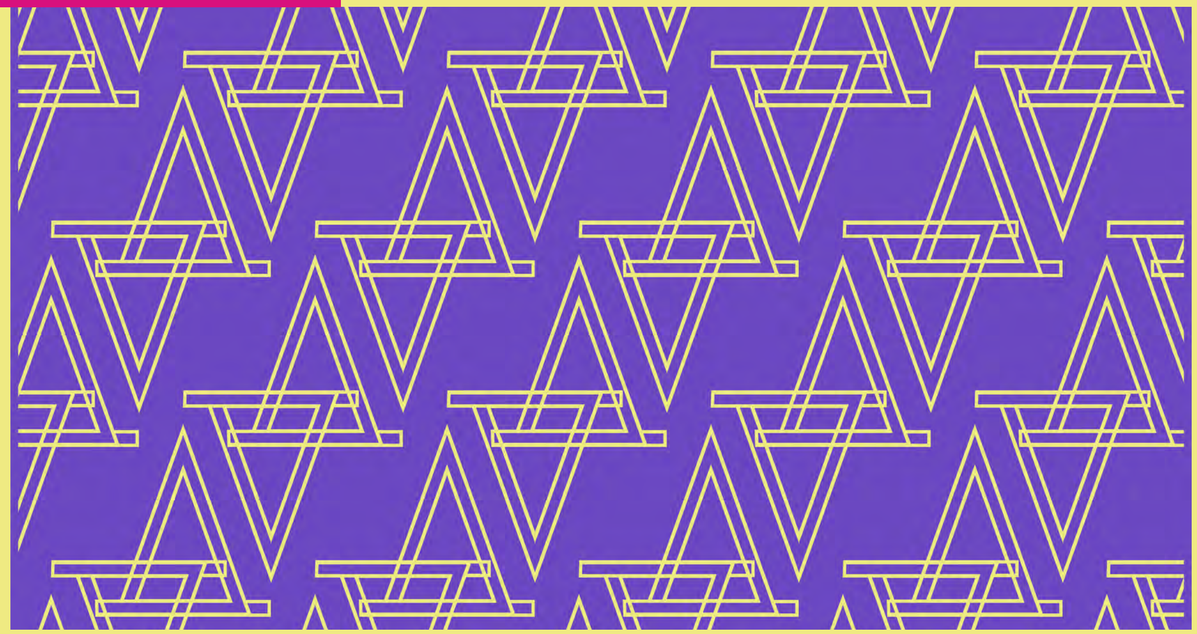
THE MPLS

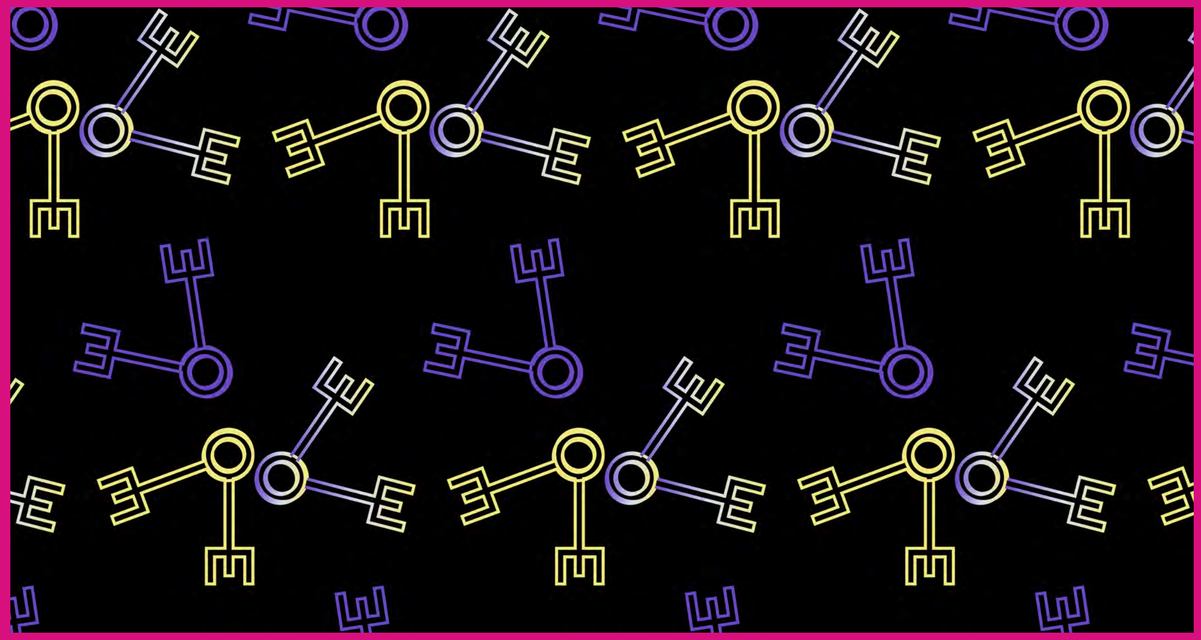


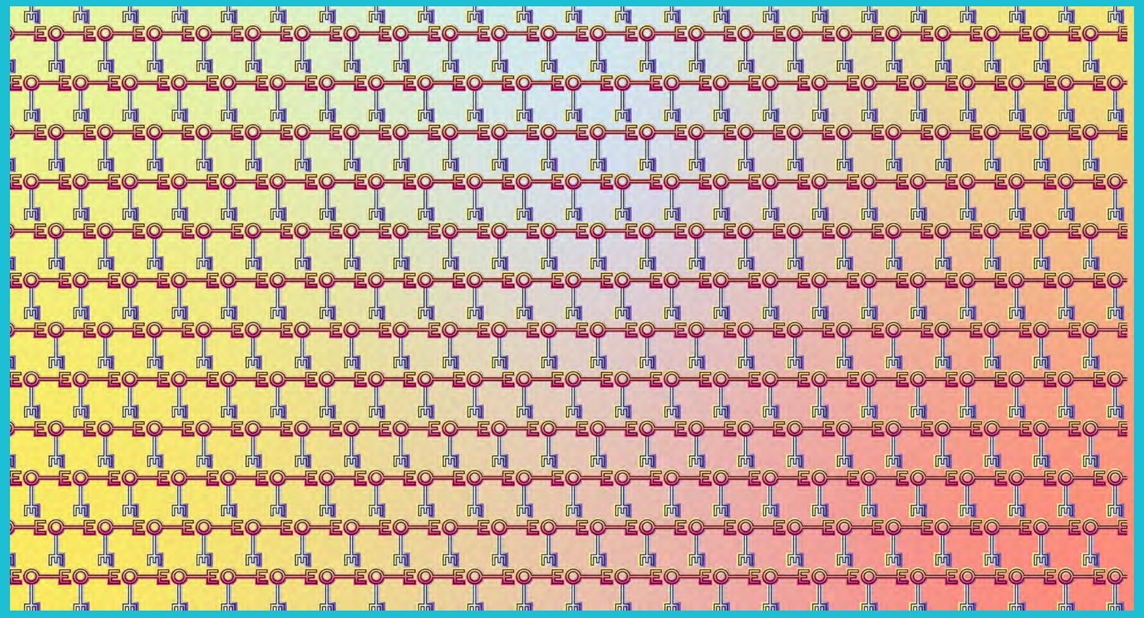
THE ST.PAUL

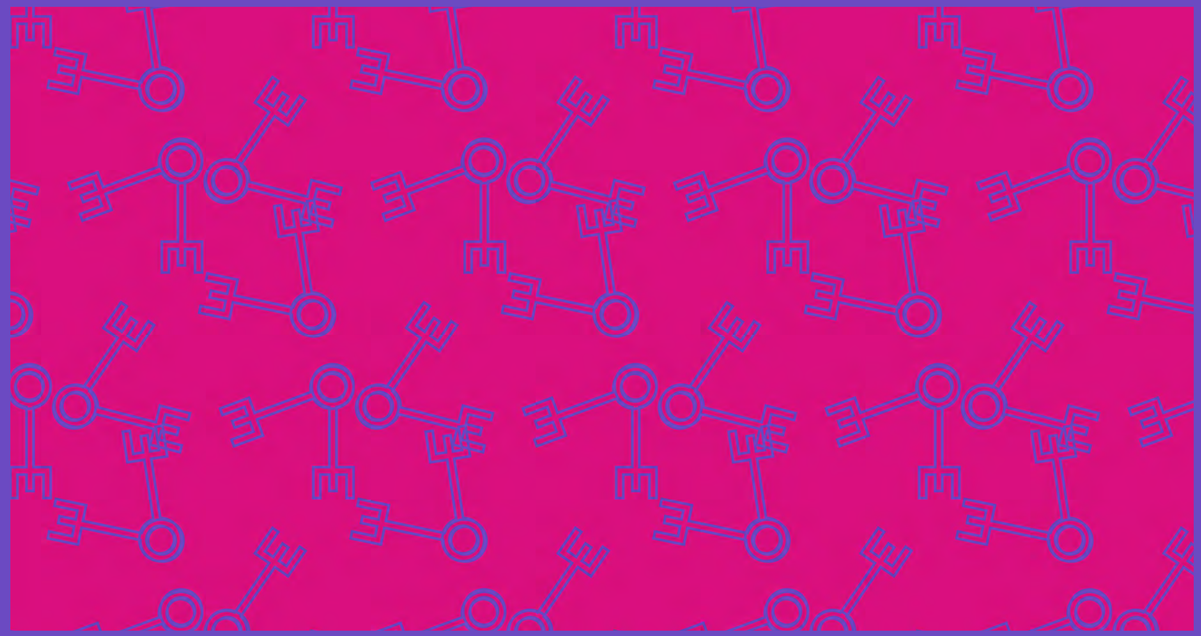


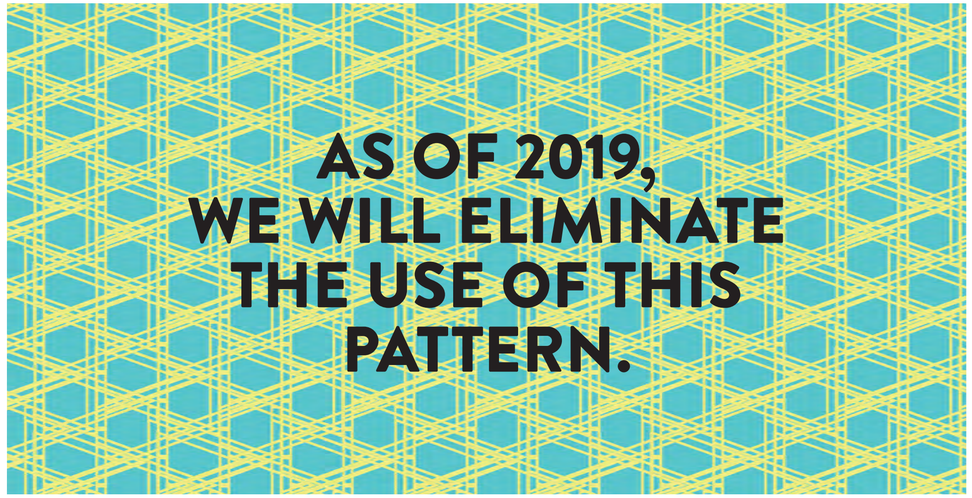
UPDATED CORE PATTERNS



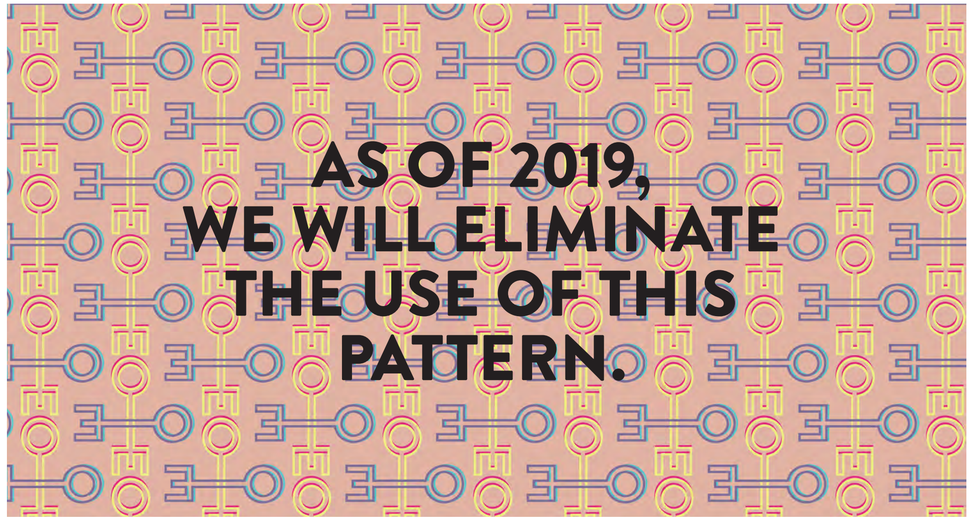







AS OF 2019,
WE WILL ELIMINATE
THE USE OF THIS
PATTERN.

NO PATTERNS
ON PATTERN.


AS OF 2019,
WE WILL ELIMINATE
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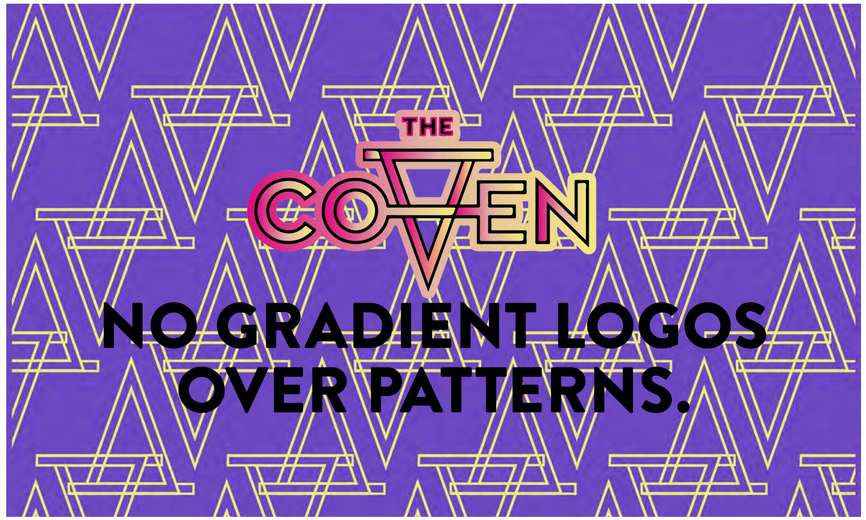
THE
COVEN
NO GRADIENT LOGOS
OVER PATTERNS.