

TELL-TALE HEARTH



Brand &
Style Guide

Introduction

Our Brand
& Style

01 | **Tell-Tale Hearth**

Introduction & Using this Guide

Tell-Tale Hearth is a brick and mortar store that specializes in providing Dark Victorian, Medieval, Halloween, and Gothic decor for the discerning customer. Products of this variety, style, and interest are available in this spooky/dark style year round with special focus on the high holidays during the year. We are now exploring and expanding our brand into the digital space and by doing so, we are also providing this guide to ensure brand cohesiveness through digital media and print. This guide is also a source of truth for our vendors and online partners.

We've created this guide to help you use some of our core brand assets and elements—our logo, brand colors, typography and how to use these assets and elements with photography.

The purpose and goal of this brand and style guide is to ensure the logo, colors, typefaces, and photography are used together in a cohesive and informative manner. This guide is a set of rules to follow when using our brand assets and developing websites, print work, and other materials to promote the brand.



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HEARTH

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Logos & Icons

Illustrative
Graphics

02 | Logos & Icons Introduction

Our logo tells a story of whimsy and represents our deep love of the fall and Halloween season. It is where we got our start. The wordmark and leaf harken back to the time when we were only open for a short couple months. It is important to maintain the logo lockup as it is intended with or without the underline.

The only difference or adjustment that can be made is to replace the color and stroke to a brand color or to replace the leaf with our mascot, Quoth the Raven. (Quoth is their name!)

In the following pages, you will see how best to use our logo and what to avoid. We also have a series of icons, patterns, and illustrations that can be utilized in your designs. If you have any questions about any of their uses, please contact us.



02 | **Logos & Icons**

Logo Lockups : Long - Light



02 | **Logos & Icons**

Logo Lockups : Long - Light



02 | Logos & Icons

Logo Lockups : Long - Dark



TELL-TALE HEARTH



TELL-TALE HEARTH

02 | **Logos & Icons**

Logo Lockups : Long - Dark



02 | **Logos & Icons**

Logo Lockups : Stacked - Light



02 | **Logos & Icons**

Logo Lockups : Stacked - Dark



02 | Logos & Icons

Avoid Doing This With Our Logo

Do not remove the leaf or curl off of the H in Hearth without replacing it with Quoth the Raven or changing the leaf color.



Do not use non brand colors for the color gradient or solid logos.

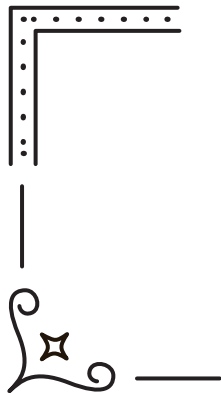
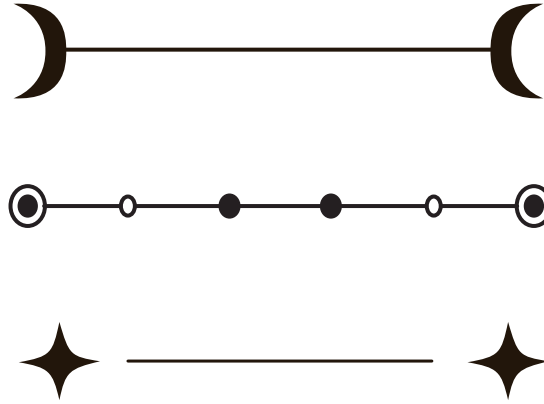


Do not break up the lockup and insert a symbol. Even if the symbol looks like it would match the overall look.



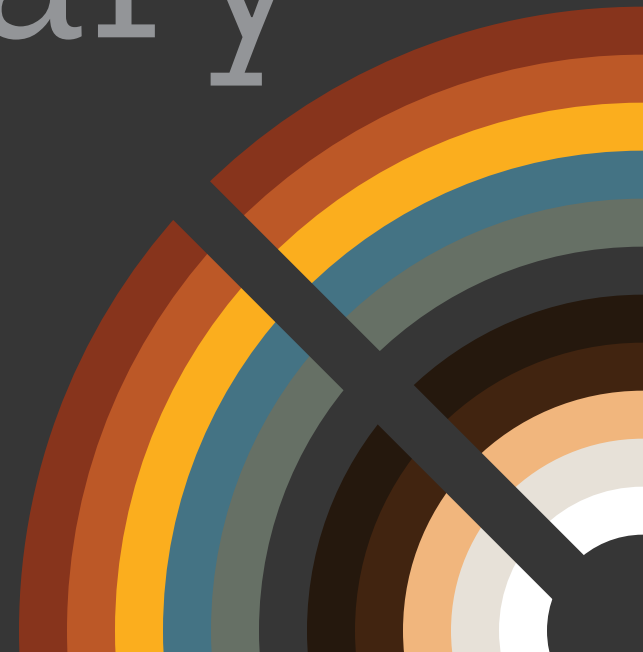
02 | Logos & Icons

Filligree, Icons, Corners, and Quoth the Raven (Our Mascot)



Brand Colors

Primary
& Secondary
Palettes



03 | Color Introduction

Our new brand color palette uses a wide array of different and rich colors designed to be whimsical, vintage, comfortable, cozy, and distinctive. Each color can be used either by itself or in a combination.

Different combinations or single use of the colors can dramatically change the tone and feel of the design created. We love this type of design exploration and want to encourage your creativity with our brand! It also can vastly change the appearance of your creation, so it is also very important to consider how they will work together. Keep in mind that certain color combinations of our brand colors can vibrate if used together and cause the viewer some discomfort, please refrain from using our colors in this way.

To ensure our brand is visible and recognized, it is very important that our color palette is applied consistently and appropriately.

Our primary colors can be used in gradients and tints of 10%. A selection of our secondary colors are only available in tints of 25%, please do not use tints of 10% for the secondary colors. This would not be AA compliant and ultimately be difficult to read or see.



03 | Color Primary Colors



Brick

CMYK	29 86 100 32
RGB	135 52 28
HEX	#87341C
TINTS	100%–10%



Orange

CMYK	20 76 100 08
RGB	188 88 39
HEX	#BC5827
TINTS	100%–10%



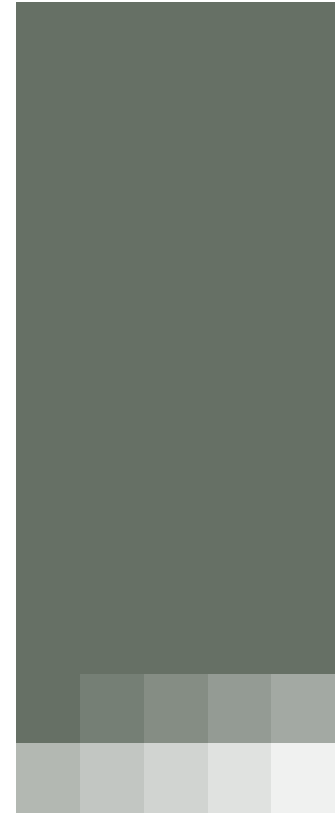
Marigold

CMYK	00 36 98 00
RGB	251 174 30
HEX	#FBAE1E
TINTS	100%–10%



Blue

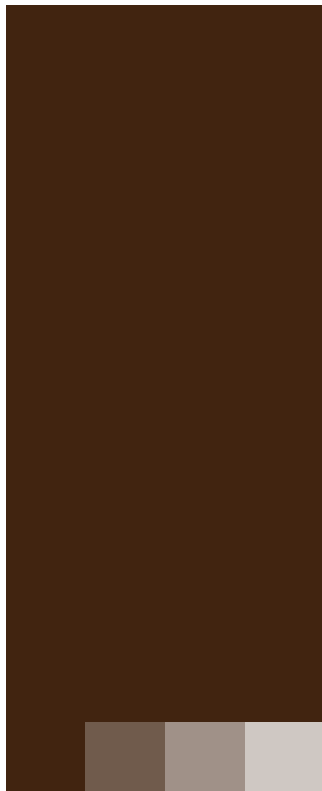
CMYK	77 45 38 10
RGB	68 115 132
HEX	#447384
TINTS	100%–10%



Sage Green

CMYK	60 44 57 18
RGB	102 112 101
HEX	#667065
TINTS	100%–10%

03 | Color Secondary Colors



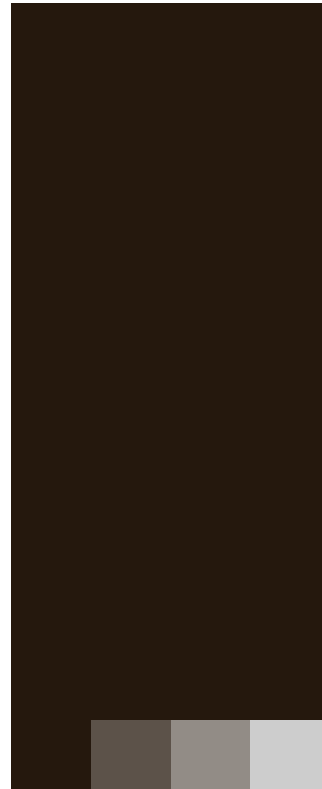
Brown

CMYK	48 73 86 68
RGB	65 36 16
HEX	#412410
TINTS	100%–25%



Shadow

CMYK	69 63 62 56
RGB	54 54 54
HEX	#363636
TINTS	100%–25%



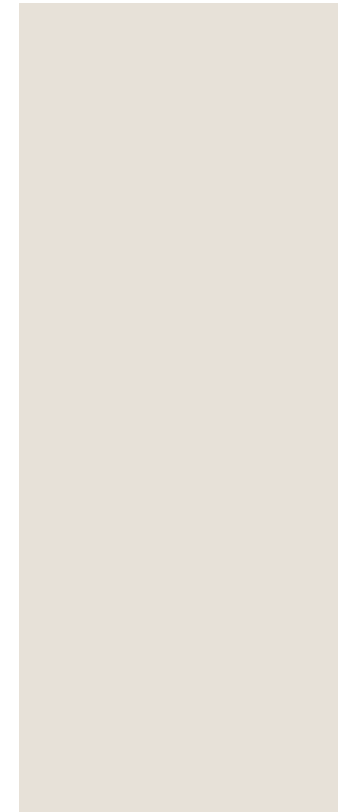
Rich Black

CMYK	60 68 76 80
RGB	37 24 13
HEX	#25180D
TINTS	100%–25%



Dark Peach

CMYK	04 31 55 00
RGB	241 182 125
HEX	#F1B67D
TINTS	100%–25%



Off-White

CMYK	08 09 13 00
RGB	231 225 216
HEX	#E7E1D8
TINTS	Not Available

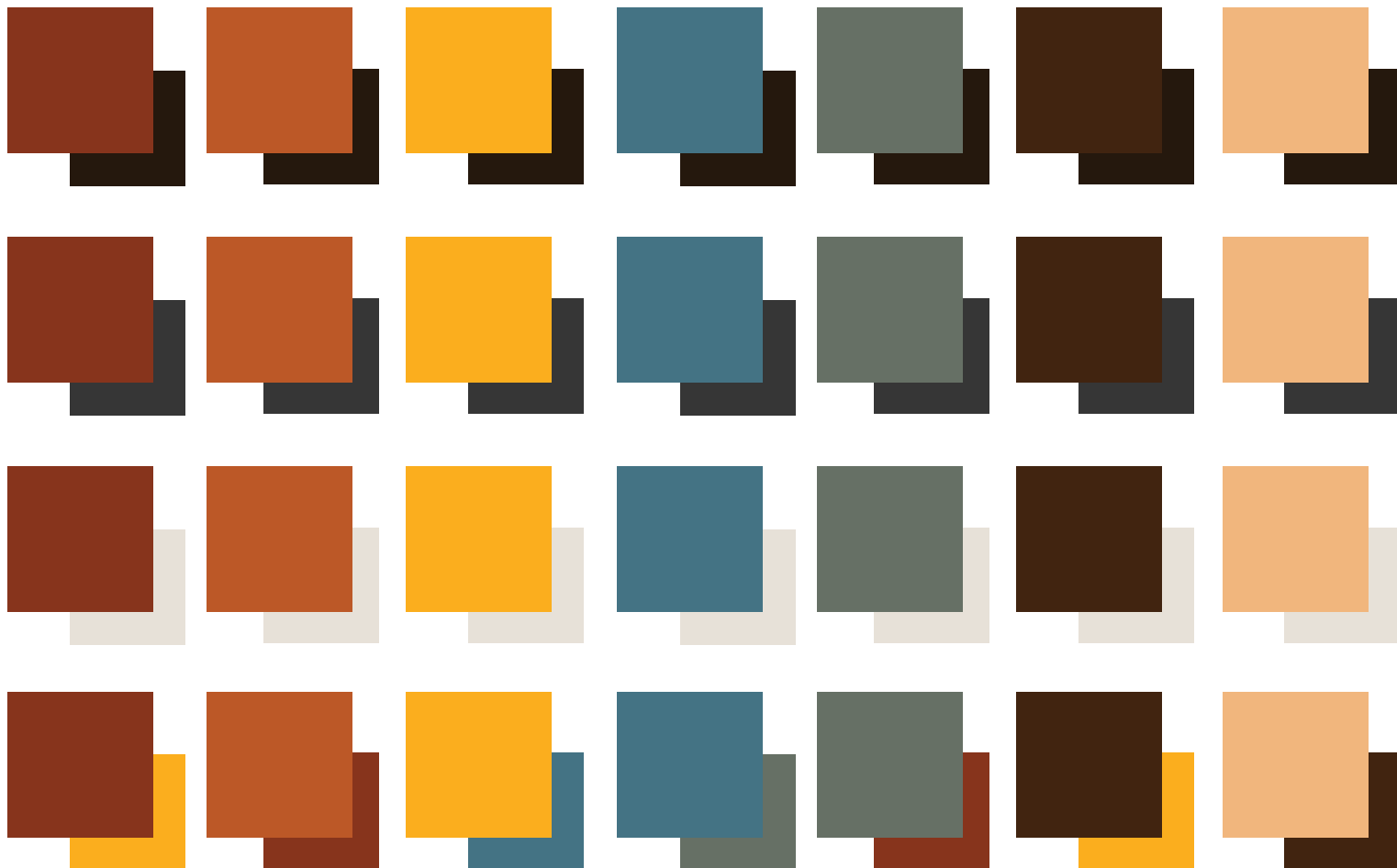
**Black and Paper/White are also acceptable colors to use. Please follow this guide for tinting and appropriate color use.*

03 | Color Combinations

Our rich gray and rich black go with just about every primary or secondary color! This was completely on purpose. We like to be experimental with our colors but still offer a way to make things on brand. It is one of our favorite ways of enhancing our brand colors combination. We also made every effort to ensure each color could be used with almost every other color in our brand. This allows us to be carefree and creative for each high holiday we celebrate. From our favorite Halloween/Samhain combination to our own take on Christmas/Yule and everything in between! Have fun and if you are concerned about a combination, ask yourself, does it vibrate and is it difficult to look at? If so, don't use it.



03 | Color Combinations



Typography

Heading
& Paragraph
Typefaces

A

B

04 | Typography Introduction

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04 |

Zilla Slab

is our primary heading typeface. It is a free Google typeface available in a variety of font weights.

04 |

Helvetica Neue

is our primary body typeface. It is a typeface available in a variety of font weights.

04 | **Typefaces & Fonts**

Zilla Slab

Zilla Slab is our heading typeface and is used in combination with our main typeface, Helvetica Neue. Usually it would be used to introduce body copy/ paragraphs and can be utilized to create emphasis or focus.

Other uses can include, callouts, CTAs, buttons and standalone design elements.

Please only use the 4 selected font types shown here. Please also refrain from using Zilla Slab as the primary paragraph copy.

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(./?)

Character Tracking: 25

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(./?)

Character Tracking: 25

Semi Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(./?)

Character Tracking: 35

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(./?)

Character Tracking: 45

04 | **Typefaces & Fonts**
Zilla Slab: BIG!

Regular
Medium
SemiBold
Bold

04 | **Typefaces & Fonts**

Helvetica Neue

Helvetica Neue is our main typeface and is used in combination with our heading typeface, Zilla Slab. This typeface is for primary use and is best used in body copy and paragraphs.

Uses can also include, body copy, CTAs, buttons, and other general uses.

Depending upon the use, feel free to use all font weights available with the typeface family. This includes condensed, italic, and ultra light.

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&* (./?)

Character Tracking: 25

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&* (./?)

Character Tracking: 25

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&* (./?)

Character Tracking: 35

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&* (./?)

Character Tracking: 45

04 | Typefaces & Fonts
Helvetica Neue: BIG!

Light
Regular
Medium
Bold

Photography

Style &
How to Use
with Our Assets

05 | Photography Introduction

Our preferred photography is muted, cozy, and utilizes soft filtering (bokeh) when possible. We do allow some photography that does not emphasize dark or muted tones however. We also encourage some of our photography to show how the products we sell can be used in a bright setting. We like to show how to use the decor available in our shop(s) in a real world setting and pin-point this in our “shop the look” available on our website and at the brick and mortar store.

Our photo style does evolve with current photographic trends, which includes details such as lighting, shadow, angle, and composition all while creating a brand-consistent and cohesive look.

The goal of our photography is for every photo is identifiable as Tell-Tale Hearth. Product and Shop the Look photography stories are clearly about the products we sell. We do not typically use people in our product focused photography, unless it is to show wearables or if the photo requires an in-action viewpoint.



05 | Photography Examples of Use

Here are some examples of our photography in use. Please use a single icon in the corner of the photo to show where the image originates. This can be the Tell-Tale Hearth leaf or a corner icon. These can be decreased in opacity/transparency to no less than 75%.



05 | Photography

Examples of Use : Decor Ideas - Different Color Schemes



05 | Photography

Examples of Use : Decor Ideas - Indoor/Outdoor



05 | Photography

Examples of Use : Deor Ideas - Shop the Look



05 | Photography

Examples of Use : Decor Ideas - Shop the Look



05 | Photography

Examples of Use : Decor Ideas - Shop the Look



05 | Photography

Examples of Use : Decor Ideas - Shop the Look



05 | Photography

Examples of Use : Decor Ideas - Shop the Look



05 | Photography

Examples of Use : Single Products



05 | Photography

Examples of Use : Single Products

