



Waldorf Literary Review

Branding Standards

Introduction

Waldorf Literary Review Identity Standards

The consistent use of a brand identity plays a key role in establishing and maintaining a strong image of the WLR brand in the public's mind. The following guidelines have been outlined in an effort to provide a consistent visual presentation of the brand identity and have been established to help you understand and advance our brand identity as you have opportunity.

While not all inclusive, these standards should cover most applications.

By maintaining these specifications, the brand identity will communicate the brand message clearly and consistently.

Fonts

WLR's title and logo was created with Bodoni 72 Smallcaps for capital letters and Baskerville Old Face for lowercase letters. Body text is set in 10 point Baskerville with 12 point leading. Pullquotes are set in 12 point Baskerville SemiBold Italic.

WLR's complimentary font is Helvetica.

Title Fonts

BODONI 72 SMALLCAPS - used for capital letters

Baskerville Old Face - used for lowercase letters

Body Text

Baskerville - used for body copy

Baskerville SemiBold Italic - used for pullquotes

Complimentary Fonts

Helvetica Regular

Helvetica Italic

Helvetica SemiBold

Helvetica SemiBold Italic

Helvetica Bold

Helvetica Bold Italic

Colors

Primary colors for print

Purple (PMS 269C, CMYK Build: C=78, M=100, Y=0, K=33)

Gold (PMS 7406C, CMYK Build: C=0, M=18, Y=100, K=0)

Gray (CMYK Build: C=0, M=6, Y=6, K=34)

Black Pantone Process Black, CMYK Build: C=0, M=0, Y=0, K=100)

Primary colors for web

Purple (#46166b, RGB Build: R=70, G=22, B=107)

Gold (#ffc01, RGB Build: R=225, G=207, B=1)

Gray (#b3acab, RGB Build: R=179, G=172, B=171)

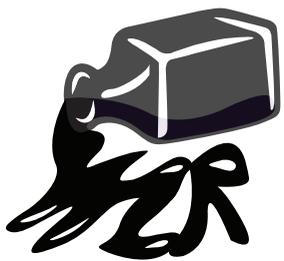
Black (#000000, RGB Build: R=0, G=0, B=0)



Title & Logo

WLR's title and logo are the primary identifying imprint for the journal. The image is comprised of an inkwell and spilled ink that form "WLR". There are different varieties to choose from, using black, purple, boxes, and the WLR title.

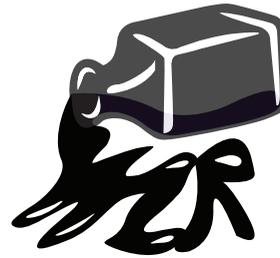
Logo options



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Design elements

The inkwell, WLR ink blot, drops of ink, and calligraphy pen are design elements that can be used on the inside pages of the journal.

Design elements



Waldorf Literary Review | Branding Overview

Waldorf Literary Review Fonts

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Waldorf Literary Review Imagery

Logo: WLR's title and logo are the primary identifying imprint for the journal. The image is comprised of an inkwell and spilled ink that form "WLR". There are different varieties to choose from, using black, purple, boxes, and the WLR title.

Design elements: The inkwell, WLR ink blot, drops of ink, and calligraphy pen are design elements that can be used on the inside pages of the journal.

Waldorf Literary Review Colors

Primary colors for print

■ **Purple** PMS 269C

■ **Gold** PMS 7406C

■ **Gray**

■ **Black**

Primary colors for web

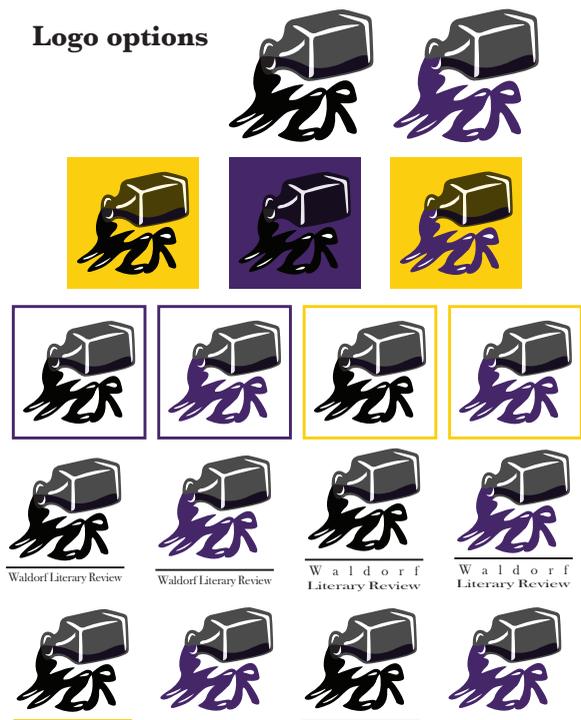
■ **Purple** (#46166b, RGB Build: R=70, G=22, B=107)

■ **Gold** (#ffc01, RGB Build: R=225, G=207, B=1)

■ **Gray** (#b3acab, RGB Build: R=179, G=172, B=171)

■ **Black** (#000000, RGB Build: R=0, G=0, B=0)

Logo options



Design elements

