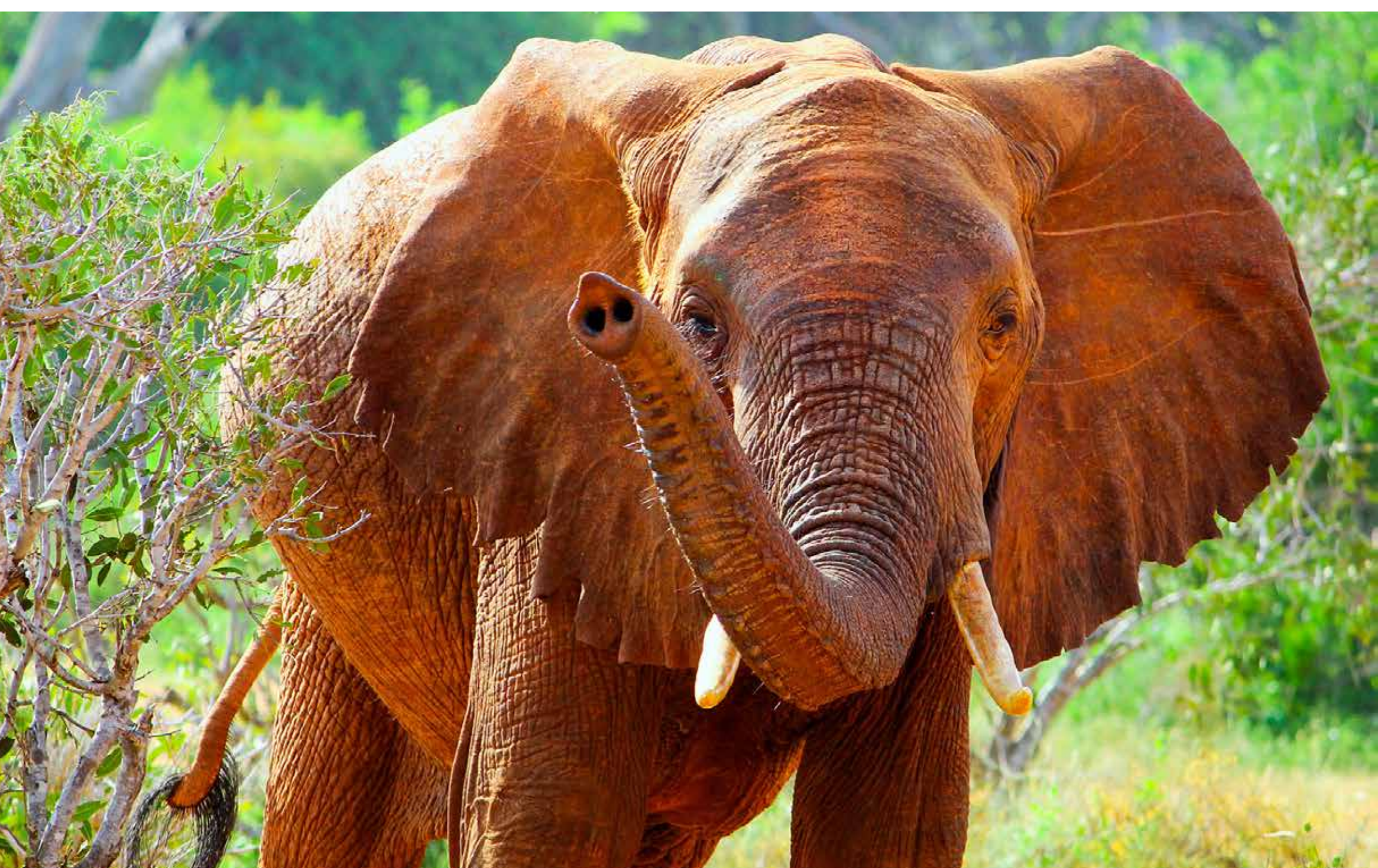
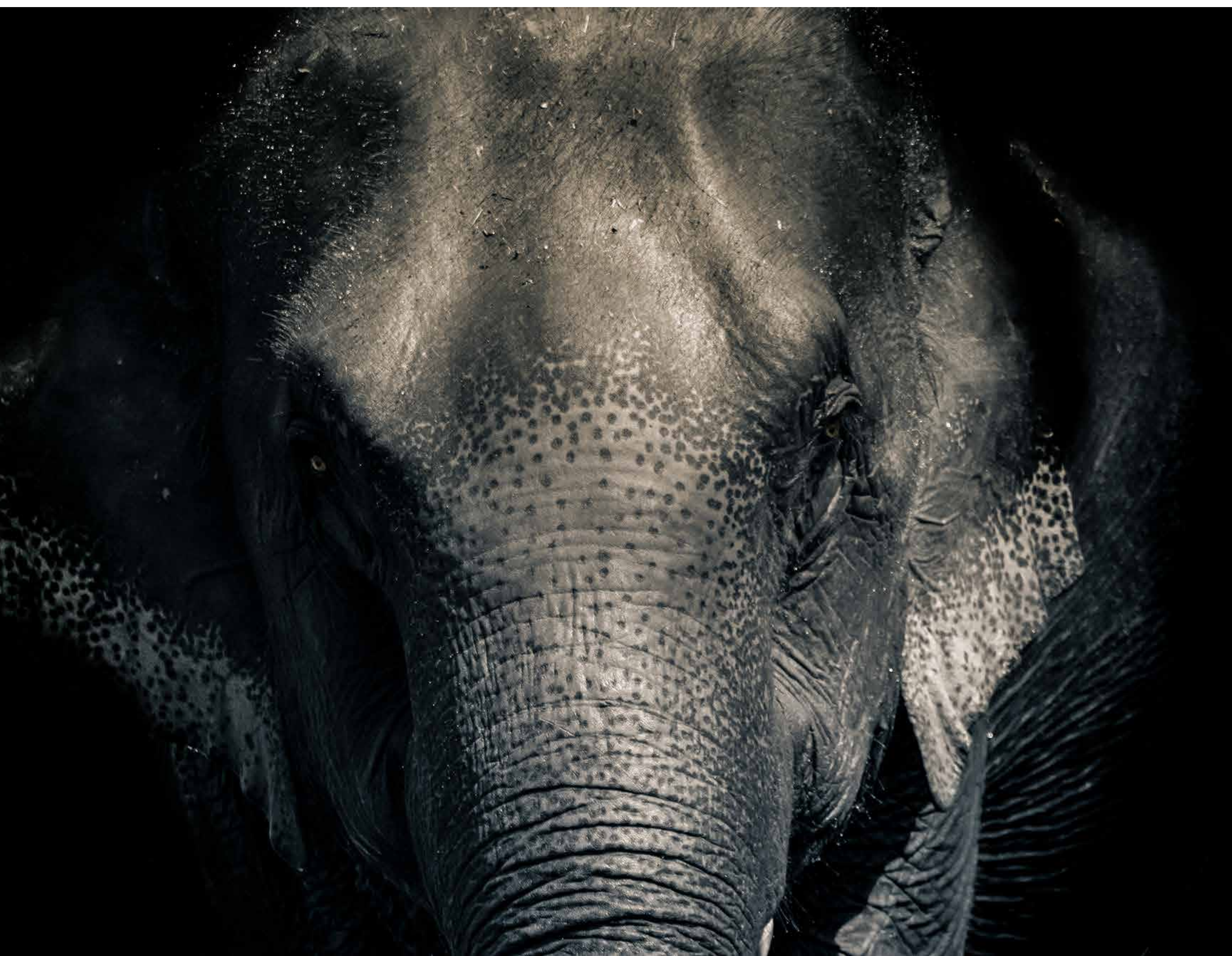
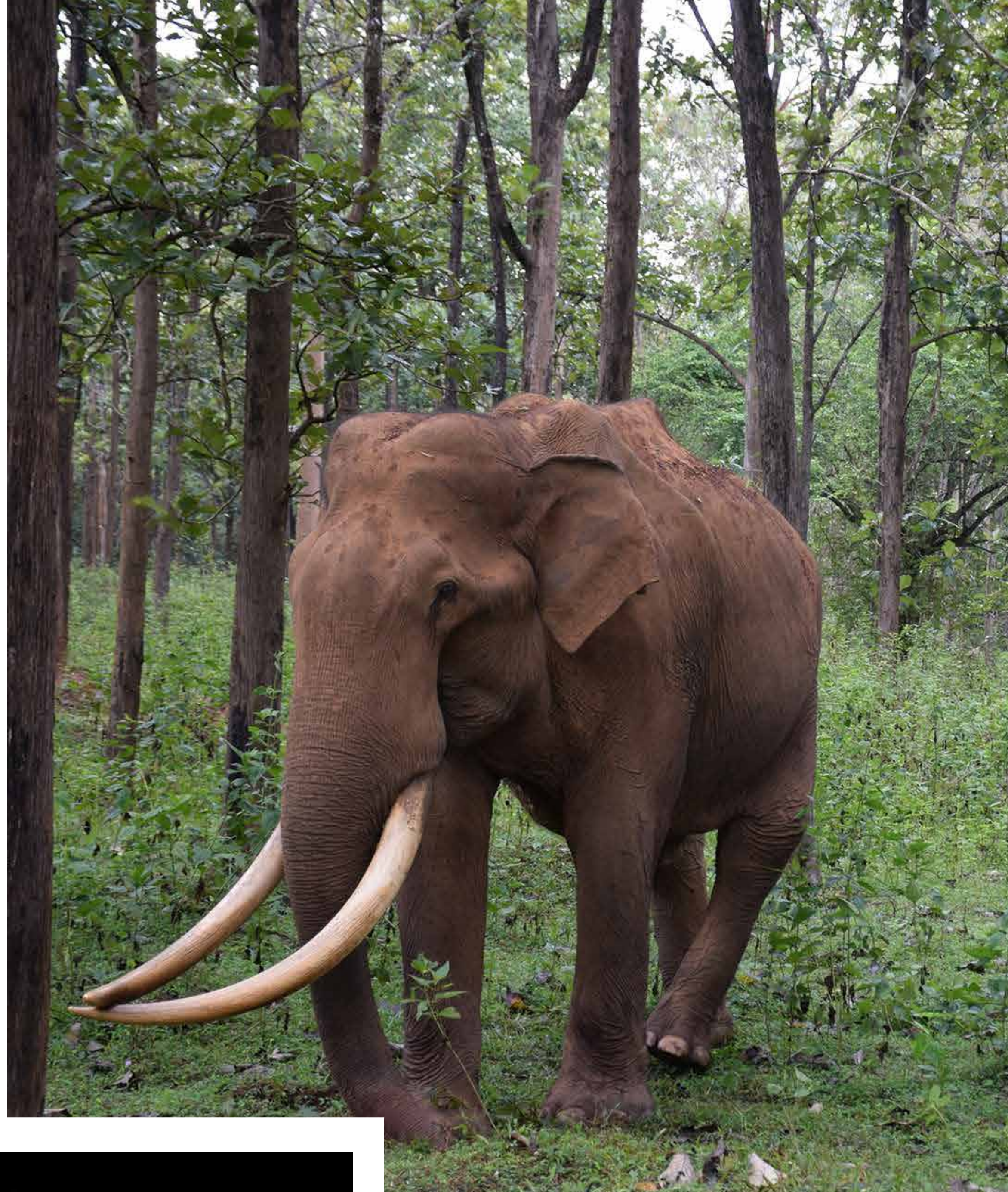
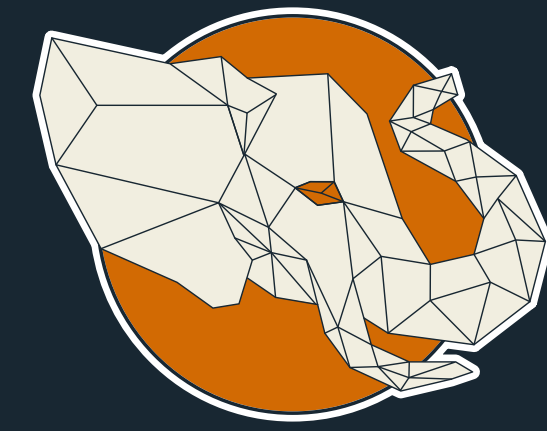


WONDROUS
ELEPHANT
CREATIVE CO.

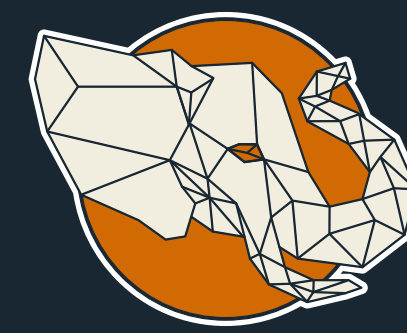


Logo

Wondrous Elephant was born from this one little logo. As a designer, sometimes you create something for no reason that never finds a home. That is what this was, a logo done for a made up business that never had a chance, and was destined to disappear into a harddrive on a shelf. That would have been the case if I hadn't been let go from my previous job, and remained content working for a corporate web team. Having just lost my job, I regained the desire to touch back into my creative roots, the only logical option was to start a creative agency. Days were spent mulling over names, trying to figure anything out, reaching out to friends and family, but nothing really stuck, and I could not get this logo out of my head. I needed something unique, but not too obscure. Many google and thesaurus.com searches later I had a short list. Still, nothing quite hit... until a slightly obscure TV show and a weird desire to keep both words the same amount of letter brought me to "WONDROUS". The logo was designed to show who we are, meticulous, and modern, but still a little messy

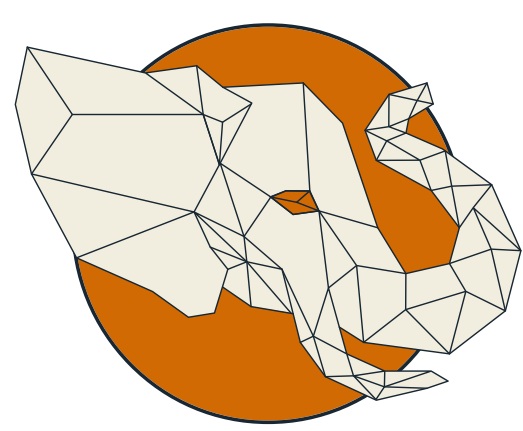


WONDROUS
ELEPHANT
CREATIVE CO.

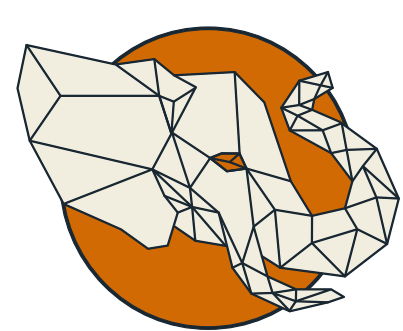


WONDROUS
ELEPHANT
CREATIVE CO.

WONDROUS
ELEPHANT
CREATIVE CO.



WONDROUS
ELEPHANT
CREATIVE CO.



WONDROUS
ELEPHANT
CREATIVE CO.

WONDROUS
ELEPHANT
CREATIVE CO.



Typography

For typography, we wanted to keep a modern feel to it, with a big bold serif font leading into a clean modern sans-serif font. Having worked in web, we needed to keep it easy to cater to the website, and a web favorite is RALEWAY. Having that set out of the gate was nice, but then we needed to find something that would compliment it, while still feeling like the brand. The goal was to find a classic, chunky feeling font, while still having the sharp lines that would work well with RALEWAY. A quick scroll through Google's fonts, **GLOOK** immediately jumped out to be a wonderful compliment.

H1 - Glook

H2 - Raleway Bold

H3 - RALEWAY.

P - Raleway



Color

For Colors we started with a standard navy and orange, which was a very good start, it had a professional feel, while still having that pop of color that fits our personality. The color palette evolved once the imagery started coming together. The colors were pulled from the images here, and still keep the original feel, while tying everything together and giving everything a warmer feel which fits the logo a bit better

Primary
HEX 182732

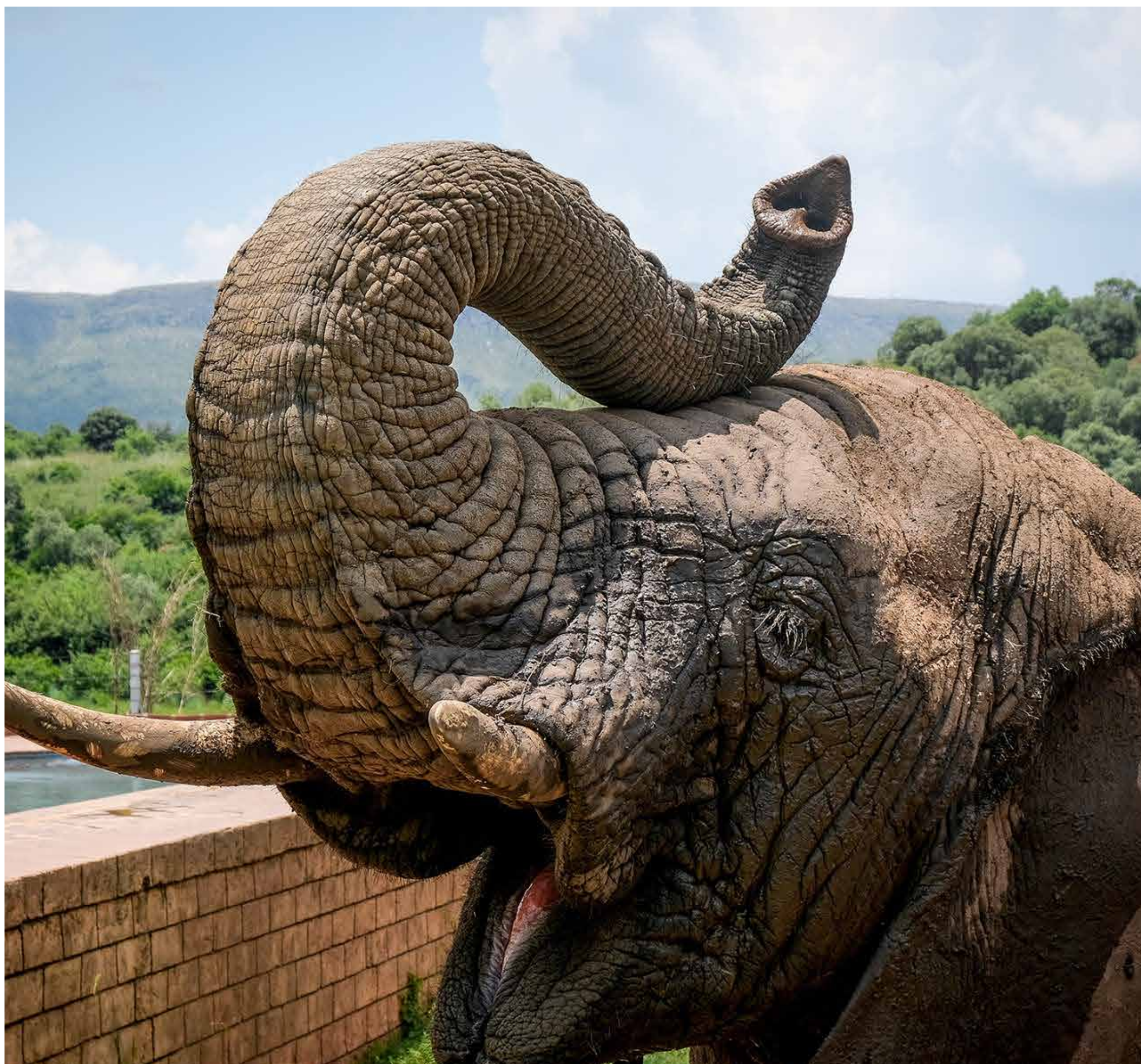
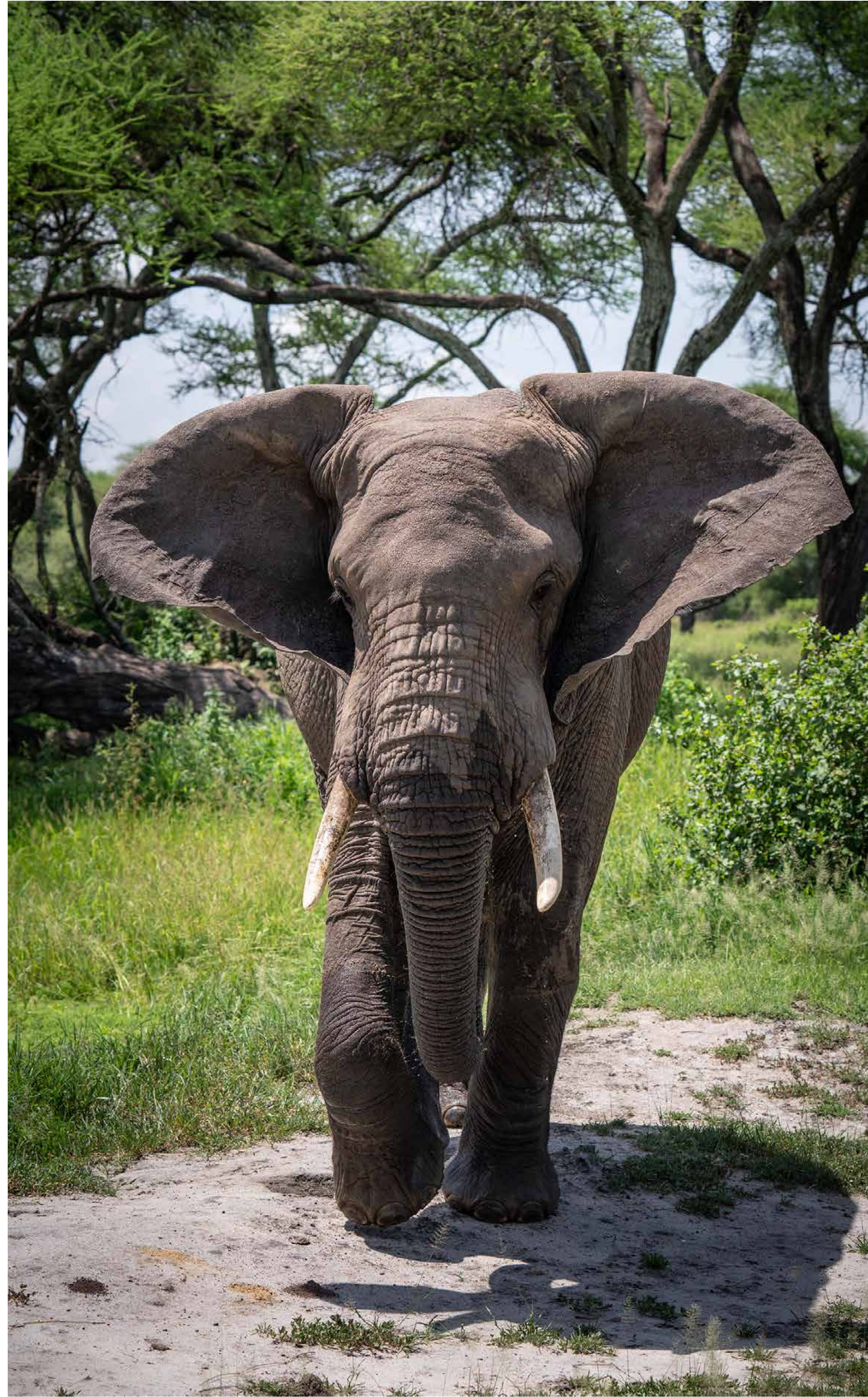
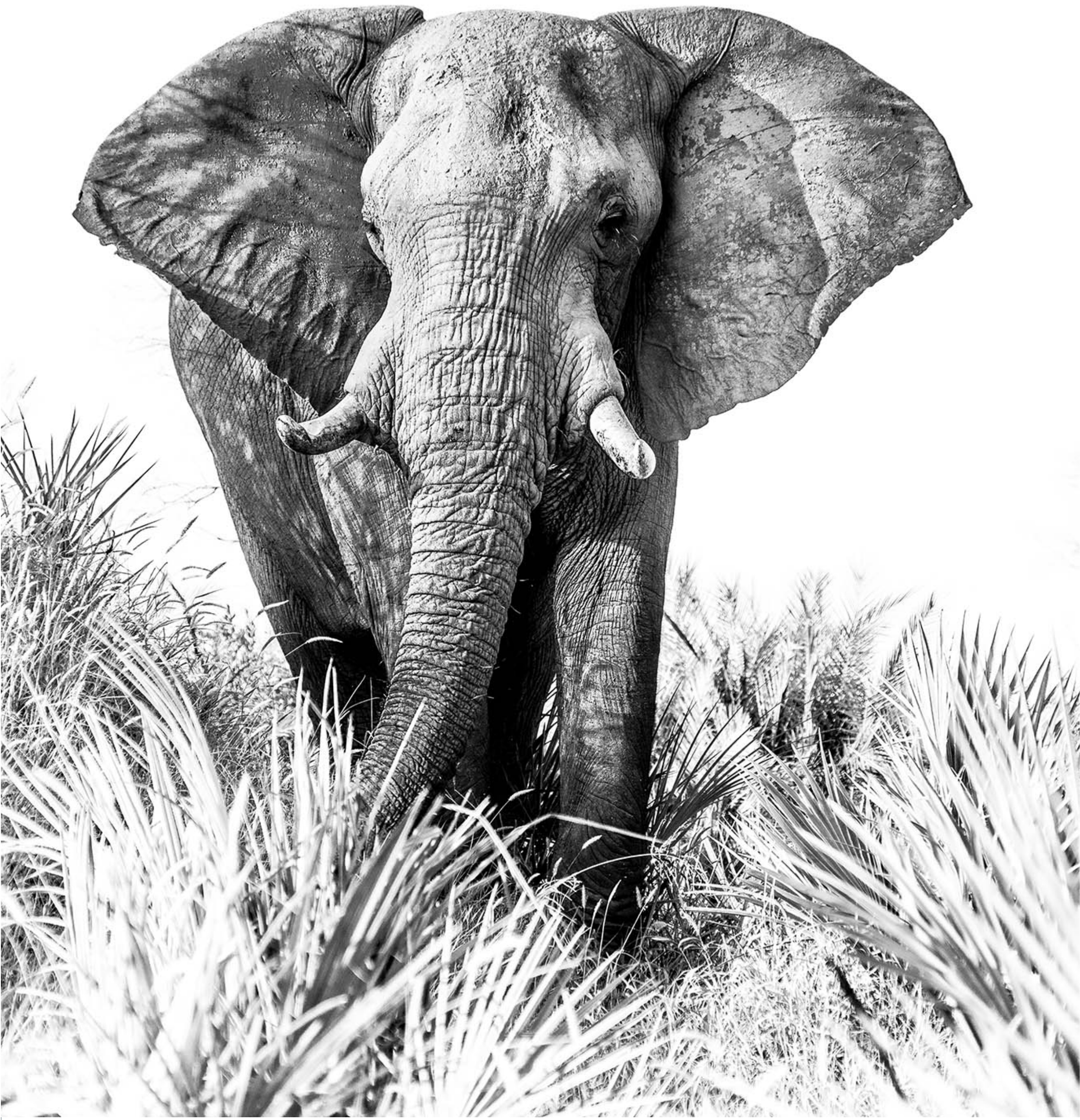
Secondary
HEX D26A03

Tertiary
HEX F1EEE0

Text
HEX 282828

Imagery

Elephants... The elephant is the brand, so that made this decision easy. It is fitting as we love big bold imagery, and what better representation of big and bold could there be? We want striking imagery, something that will catch your eye and make you feel something.



Oh No-No's

Being a creative agency we like to keep things loose and go with the flow, so if something looks good let's do it. But there are some things that are set in stone. These oh no-no's should be a part of your own design arsenal, since we tried to just stick with the design fundamentals.

Logo

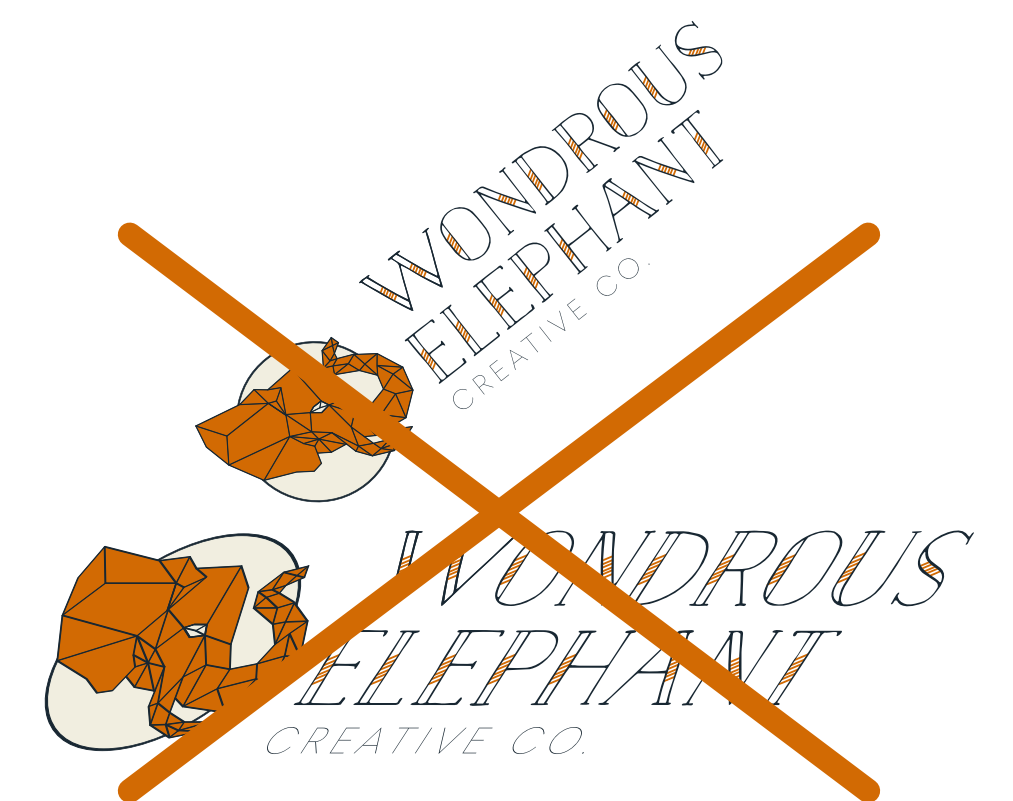
Page one you have seen the logo variations, Here you can see the usage and Black & white version



Do not make any color variation of elephant logo



Do not add any boxes or lines to logo



Do not skew or rotate logo... seriously, why would you???

When using logo on top of imagery, make sure logo is readable, or using a primary color overlay at 80%. This one is fairly discretionary, so when in doubt, use an overlay or choose a different image



Typography

Fairly straightforward here as well. Do not adjust weight, case, or letter spacing of headlines. See page 2 for our fonts and their treatments. Here you see some of what not to do. If you question it, don't do it

H1 - OH NO-NO	OH NO-NO	<i>OH NO-NO</i>		
H2 - OH NO-NO	OH No-No	<i>Oh No-No</i>	Oh No-No	<u>Oh No-No</u>
H3 - Oh No-No	OH NO-NO	OH No-No	OH NO-NO	<u>OH NO-NO</u>