



Rewild Studio

Brand Book

Brand identity &
Visual standards

Consistency builds trust with the customer.

Our identity guidelines will help us in our daily work of expressing and communicating Rewild Studio and to build an evident and appreciated brand experience that works across multiple channels.

In this document, you will find the basic usage rules and treatment for our graphic elements and how to combine them.

Use them with responsibility and in a way so that our goals, our identity, our position, and our values become crystal clear to the one we meet.

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We live on an amazing planet full of life and wisdom. Here we have evolved from when life began 3.8 billion years ago and have gone through many changes in ecosystems and cognitive awakening. Now we live in a time that calls for the ability to adapt, change, and be flexible in the way we live in this world.

In today's modern world, where most of us live a fast-paced life, we can easily forget to take care of ourselves and our surroundings. People living in modern societies are more stressed than ever, and at the same time, we have never been more disconnected from nature as we are now.

We believe that by creating a deeper connection to the natural world and slowing down, we will regain presence and unity with our surroundings.

Our mission is to create space, mentally and physically, where we get to slow down, breathe, and awaken. We host workshops and events that are about reflecting and cultivation the meaning and happiness in our lives.



Our core values provide a framework for our decisions and actions, helping us to stay on the right path.

Compassion

Having compassion for our surroundings, whether that being humans, plants, or animals, guides us in the action we take. We work from a belief that everything is connected and we value all life.

Simplicity

We live and act from a simplistic view, asking ourselves what we really need. Finding simple solutions can often be better than trying to find the complex ones.

Interconnected

Everything is interconnected. We are all part of a bigger whole and cultivating that insight guides us in taking holistic actions. Everything is linked and dependent on each other.

Patience

Practicing patience guides us in taking the right decisions. We are not perfect and don't have to be, life is one long journey and what matters is the process and what we learn on the way.

Curiosity

We learn from our surroundings and try to see things from different perspectives to gain new knowledge. Being curious helps us adapt to change and continuously exploring new things.

Presence

We strive to be truly present in our everyday life, so that we can be aware and conscious about the actions that we take and why.

Creativity

We cannot solve problems by thinking the same thoughts that created them. Being creative makes us more open to new ways of doing things, which can be a complete game-changer.

Wisdom

We all possess wisdom from nature, the only thing we need to do is to listen and look within. From silence and reflection, a lot of insights and peace can be found.



Company/Institution

About: In today's modern society, many companies and institutions have the vision to be more sustainable and act responsibly. In a fast-paced environment, they also have a need to slow down and be more aware of each other and their surroundings.

Ambitions: To think and act more circularly and to increase awareness and understanding of their surroundings. Slowing down and be more conscious of their actions and work balance.

We can offer them: Guidance on how to implement new mindsets into the business. Inspiration for how they can be more present in their everyday lives and decision making.



The Seeker

Age: 25 - 35

Live: In the city

About: The Seeker is looking for more presence and meaning in their lives. Living a fast-paced life in the city can often be overwhelming, and they are looking for ways to balance a healthy lifestyle and work.

Ambitions: The Seeker is looking for space where they can explore how they can slow down, get in touch with their inner values, and be more in the present.



The Devoted

Age: 25 - 35

Live: In the city

About: The Devoted lives with their children in a small apartment in the city. They would like their kids to be outdoor more and learn and become more aware of nature.

Ambitions: The Devoted are looking for inspiration and ways to live a more sustainable lifestyle. They want their kids to experience nature and learn more about how it functions. Wishing they will become calm and happy human beings.

Our logo is our signature, and the design is based on a handmade script to convey a more personal appeal. Being untamed and wild it is also created to contrast our more grounded profile typography.

In our own channels and communication, the color of the logo should be in forest green or ivory. In other contexts and when it's not technically possible, the logo should be 100 % black or white.

We advantageously use the darker logo against white, light gray, and light image backgrounds. We use the lighter logo against dark backgrounds and more shaded image areas.

We always write Rewild Studio with uppercase letters in running text.



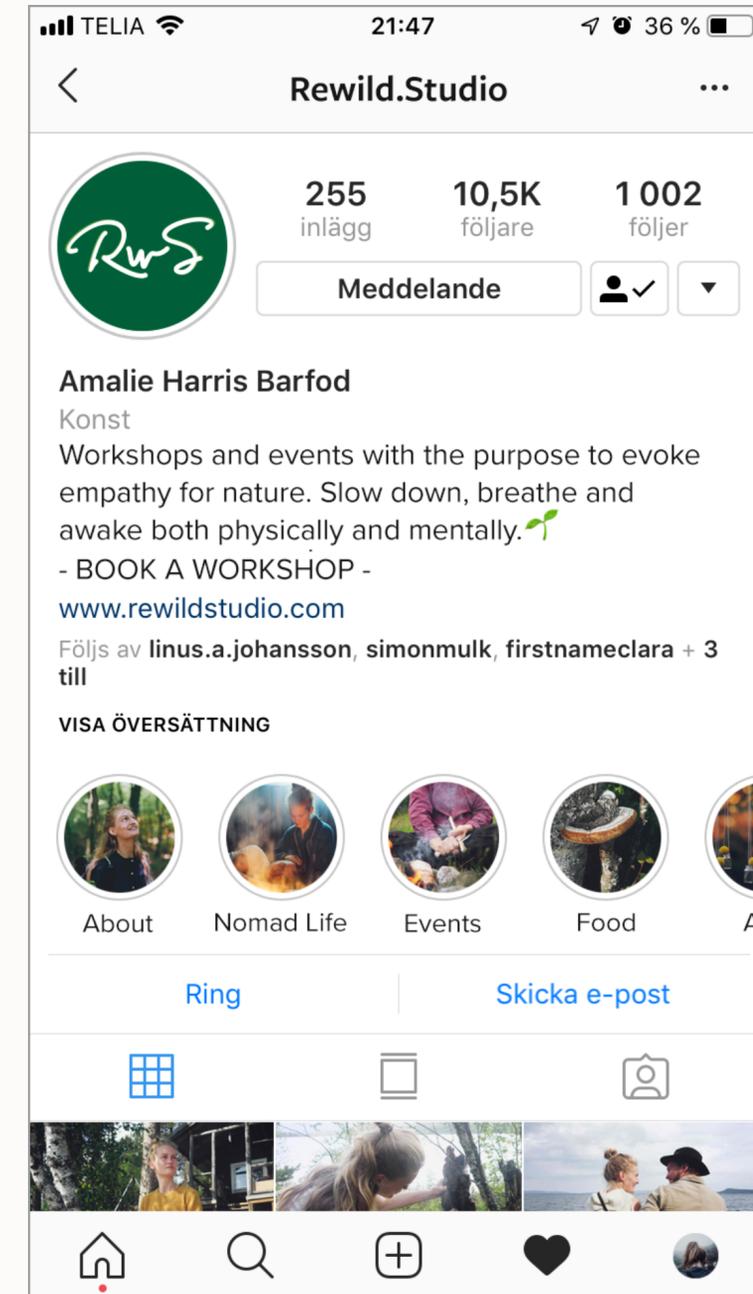
Logotype

Symbol for digital use

There is a special version of the logo, adapted to work as a profile image and in very small formats.

It should only be used digitally and in the color forest green or night black.

When used the name Rewild Studio should always be visible in writing.



The clear space protects the logo from surrounding elements, e.g. graphics, text, or images. And it also applies as a minimum distance to the outer edge of the surface where the logo is placed.

The clear space is based on the height of the logo both vertically and horizontally. Note that the area differs depending on the size of the logo.



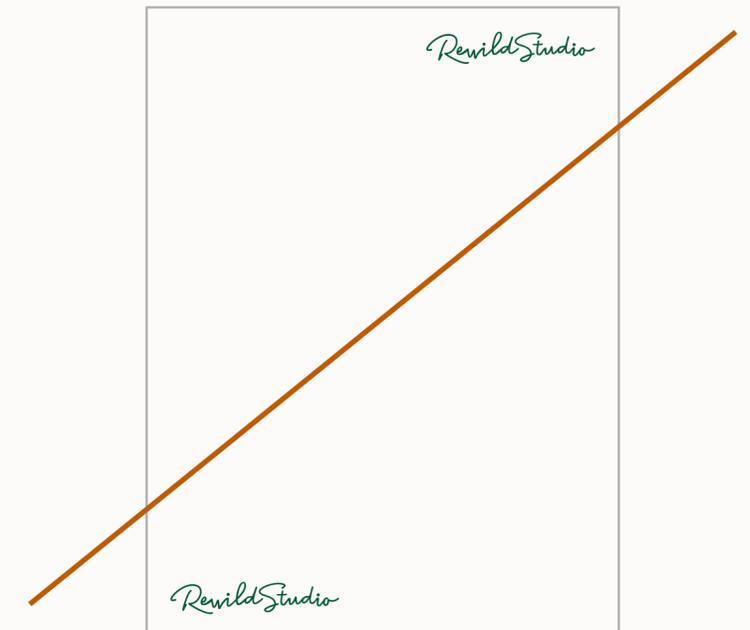
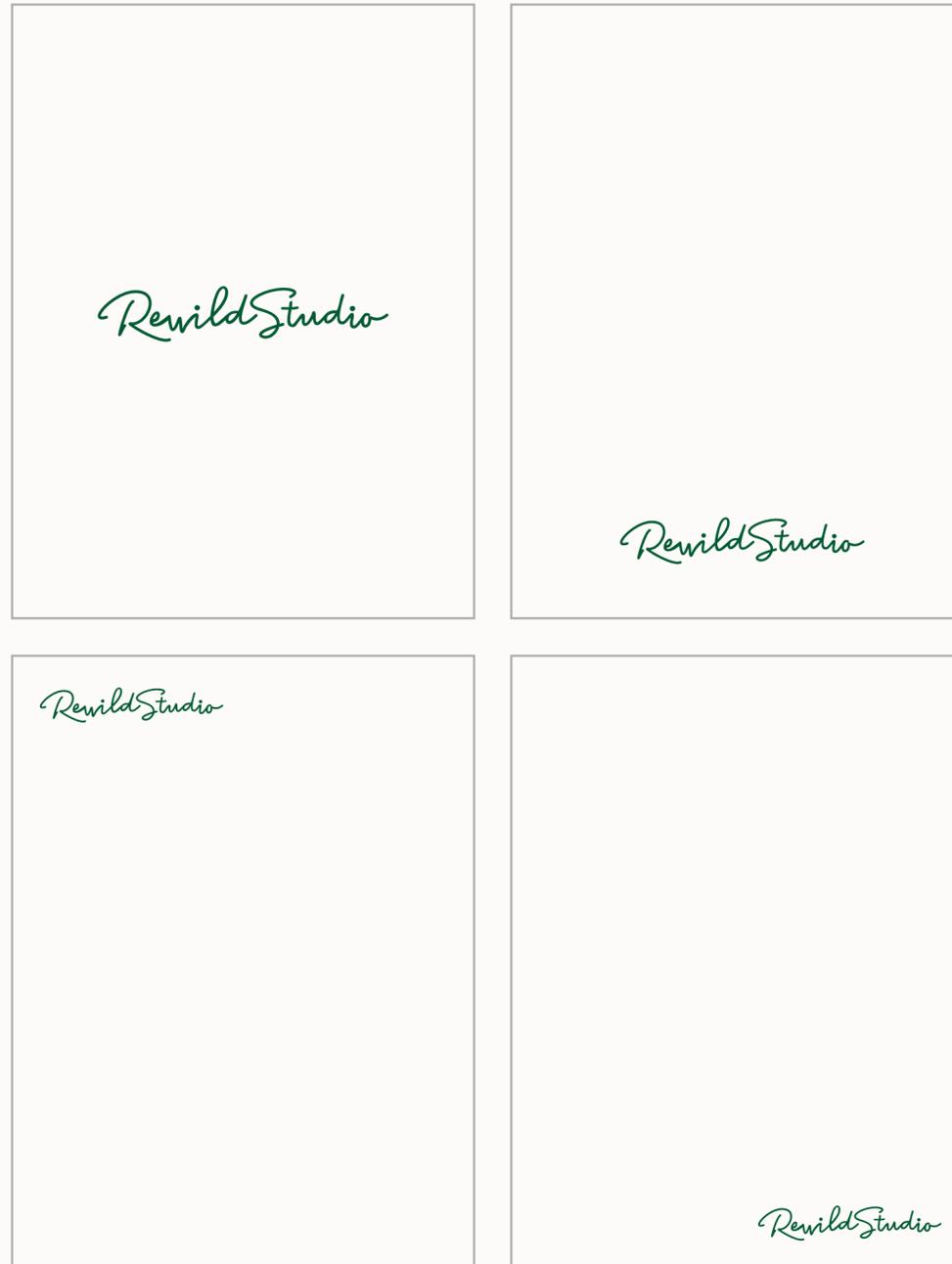
The symbols clear space is based on the height of the letters and not the circle.

Logotype | Placements

Our logo fits well centered. Therefore, the best placements are either completely centered on the surface or centered at the bottom.

Sometimes these placements do not work, and then you can put the logo in the upper left corner, or the lower right corner, depending on the context.

The logo is not supposed to be placed in any other ways.



Wrong placement.

Green is the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, safety, fertility, and environment. Things that we also want to be associated with. Therefore we let the green dominate and be the core in our expression, both in graphic elements and images.

The accent colors should only be used when we want something to stand out a little extra. Texts should never be in accent colors.

To create a warm, soft, and embracing feeling, we have an off white and a dark gray color that should primarily be used instead of 100% black or white in texts and backgrounds.

*“ This forest looks the way
nightingales sound.
Tall larches lilt and sway
Above the glittering ground:
The wild white cherry spray
Scatters radiance round.”*

– by Grace Hazard Conkling

Profile colors

Forest

Rgb: 0.90.50
Cmyk: 90.37.95.35
Hex: 005a32

Leaf

Rgb: 85.160.70
Cmyk: 72.14.100.1
Hex: 55a046

Grass

Rgb: 150.200.100
Cmyk: 46.1.80.0
Hex: 96c864

Accent colors

Autumn

Rgb: 190.90.0
Cmyk: 19.74.100.8
Hex: be5a00

Summer

Rgb: 220.60.0
Cmyk: 14.38.100.0
Hex: dca000

Base colors

Night

Rgb: 60.60.60
Cmyk: 60.60.60.50
Hex: 3c3c3c

Ivory

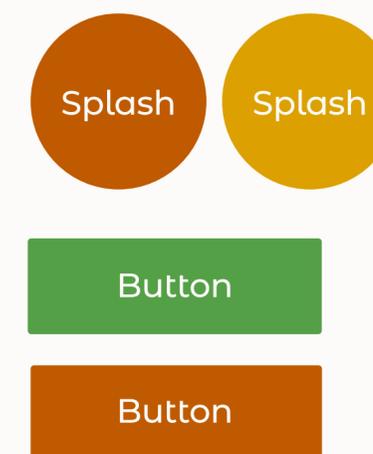
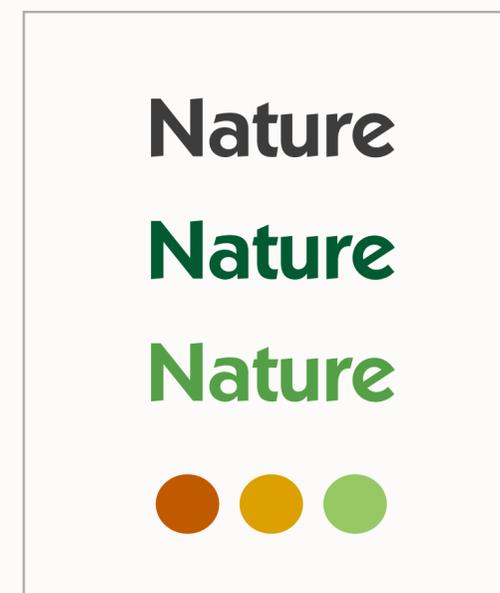
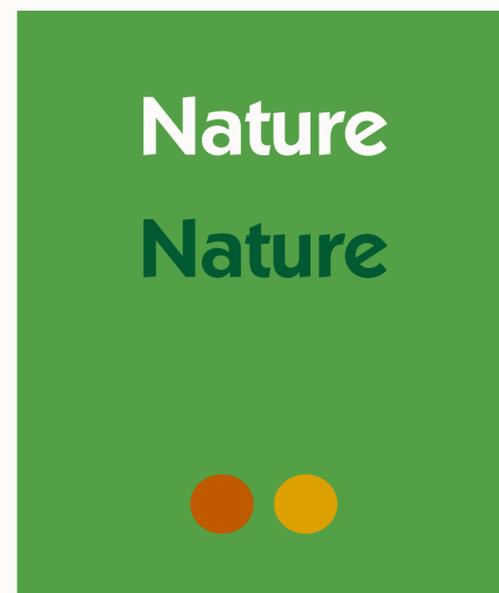
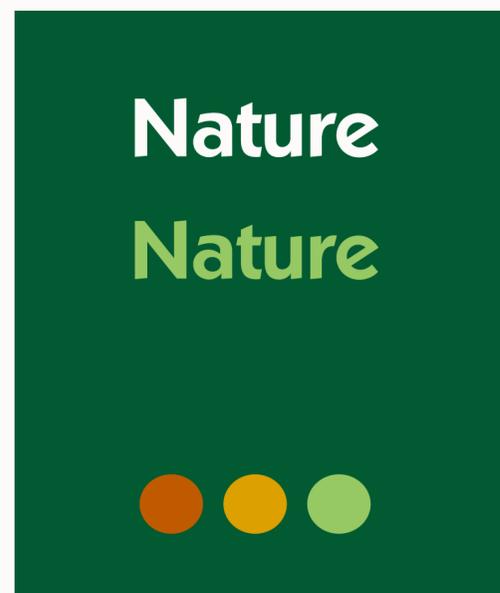
Rgb: 252.251.240
Cmyk: 1.1.2.0
Hex: fcfbf9

Our colors are designed to work well together and have good contrast to each other. But some don't click when combined. Here's a guide on which colors that could be used together.

The general rule of thumb is that the overall impression should always be green. So don't use the accent colors or night black for cover backgrounds. And the accent colors shouldn't be used for text either.

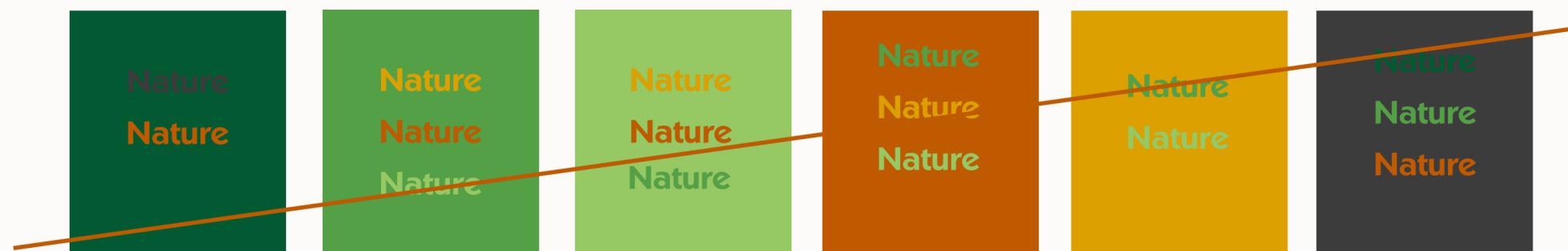
When it comes to choosing a color for text, you have to, in addition to these combinations, relate to the text readability.

Examples of good combinations



Ivory white is the primary color for backgrounds.

Not recommended



Kabel is a typeface influenced by clear geometric forms, such as circles, squares, and triangles. Shapes that are symbols for our elements and can be found in the natural world.

We use Kabel for headlines and exclamations - never to running text.

Kabel comes in many different weights, but we only use DemiBold or Bold to have a nice contrast to the font used for our body copy.

Kabel

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 Å Ä Ö

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 å ä ö 1 2 3 4 5 6 7 8 9 ! ? * @

Demibold, Bold

For body and longer paragraphs, we use Montserrat Alternates. It is a serif font with beautiful curves and well-rounded corners, which is suitable for both traditional, as well as modern layouts.

Montserrat Alternates can be used in different ways in different contexts, but here are some general guidelines.

- Montserrat Alternates fits well in its basic design and doesn't need to be pinched or blocked to be readable and neat.
- In longer text blocks, the line spacing can be increased by 10%.
- Montserrat Alternates has several different weights but to separate our two typefaces when combined we advantageously use Regular. Secondary Light or Medium depending on the readability.
- We try to stick to a column width of 40-80 characters in running text.

Montserrat Alternates

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 Å Ä Ö

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 å ä ö 1 2 3 4 5 6 7 8 9 ! ? * @

Light, Regular, Medium

Light, Regular, Medium

With our voice, we want to inspire and tell about our purpose. We do so calmly with a painting story, like when the wind causes the treetops to dance, and the rain falls on the slope. Therefore, we never use exclamation marks and avoid expressing ourselves to formally or distantly.

With that said, however, we should stay brief and just say the most essential things when our customers quickly need to absorb information. Everything has its time and place.

Rewild Studio is our name, and that is how it should be written across all our platforms. For our recognition, we must be consistent.

Our primary language to communicate in is English, but in targeted and more local communication, we can use the native language.

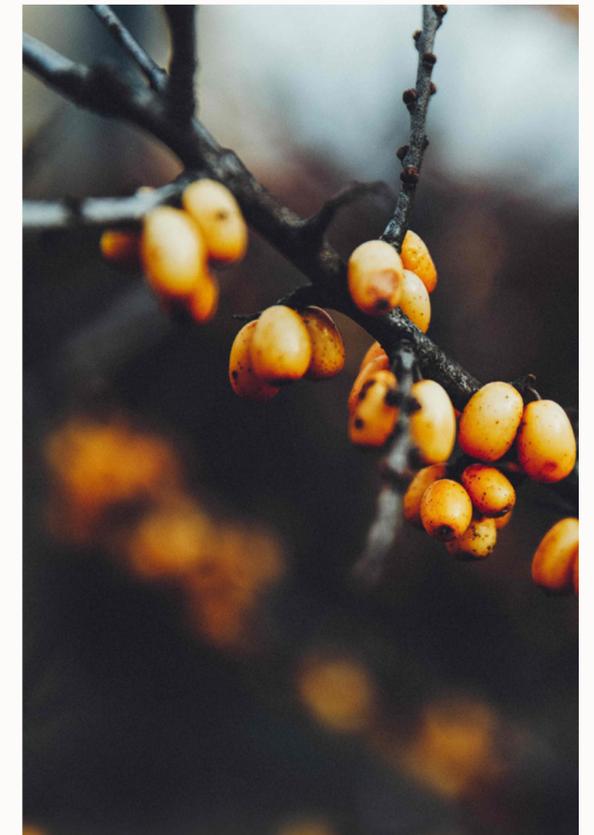


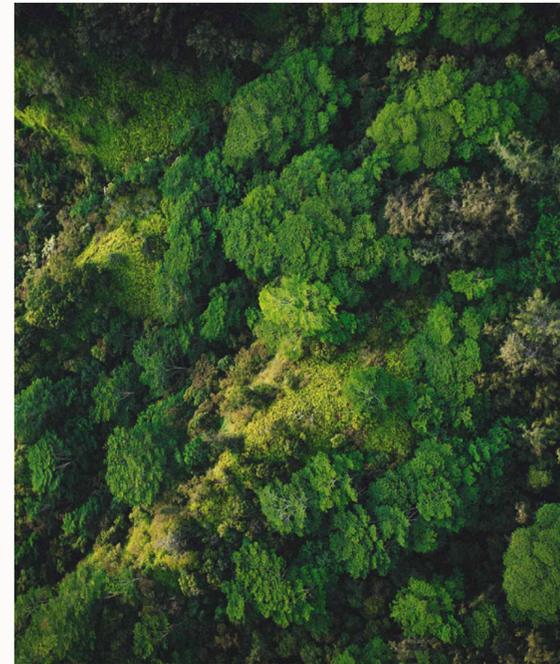
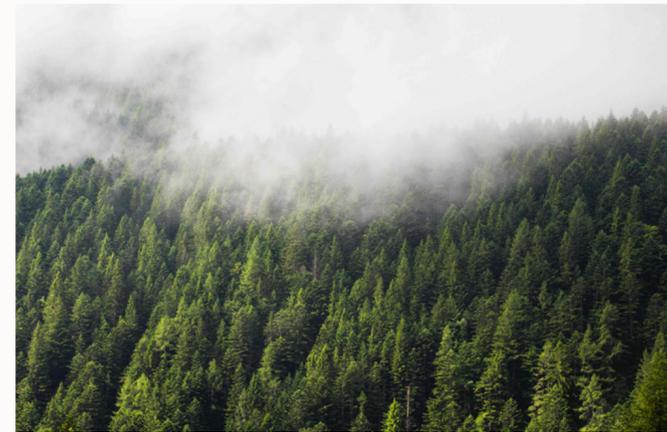
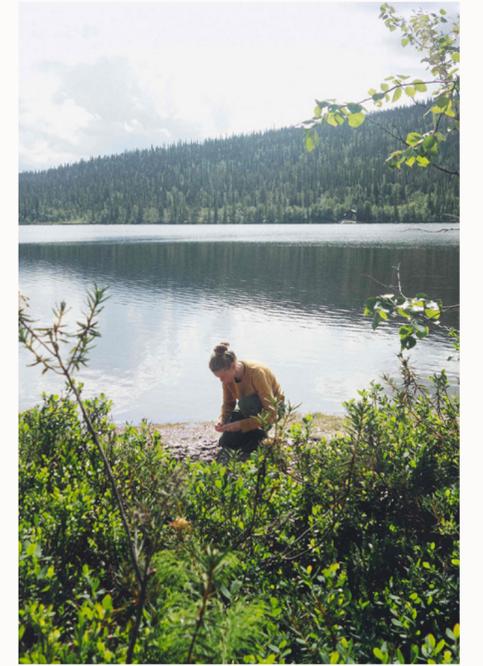
Photography plays a significant role in our communication, and we strive to have a consistent look that helps our customers recognize us, both in terms of still image and video.

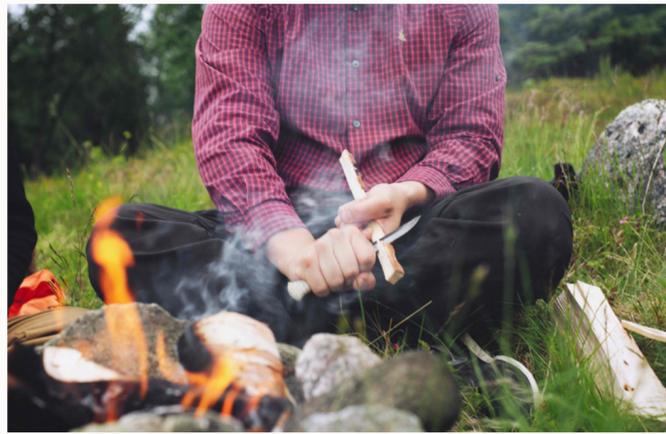
Our nature has many shades, and we work with the seasons and weather, whether it is dawn, cloudy, rainy, sunshine, or dusk. But even if the leaves are yellow and the forest white, you can always try to get something green in the picture if it feels right in the context.

Our images should reflect reality, be warm, natural, and capture moments. Therefore we avoid erect, rigid, and posing expressions and should always be perceived as honest and human.

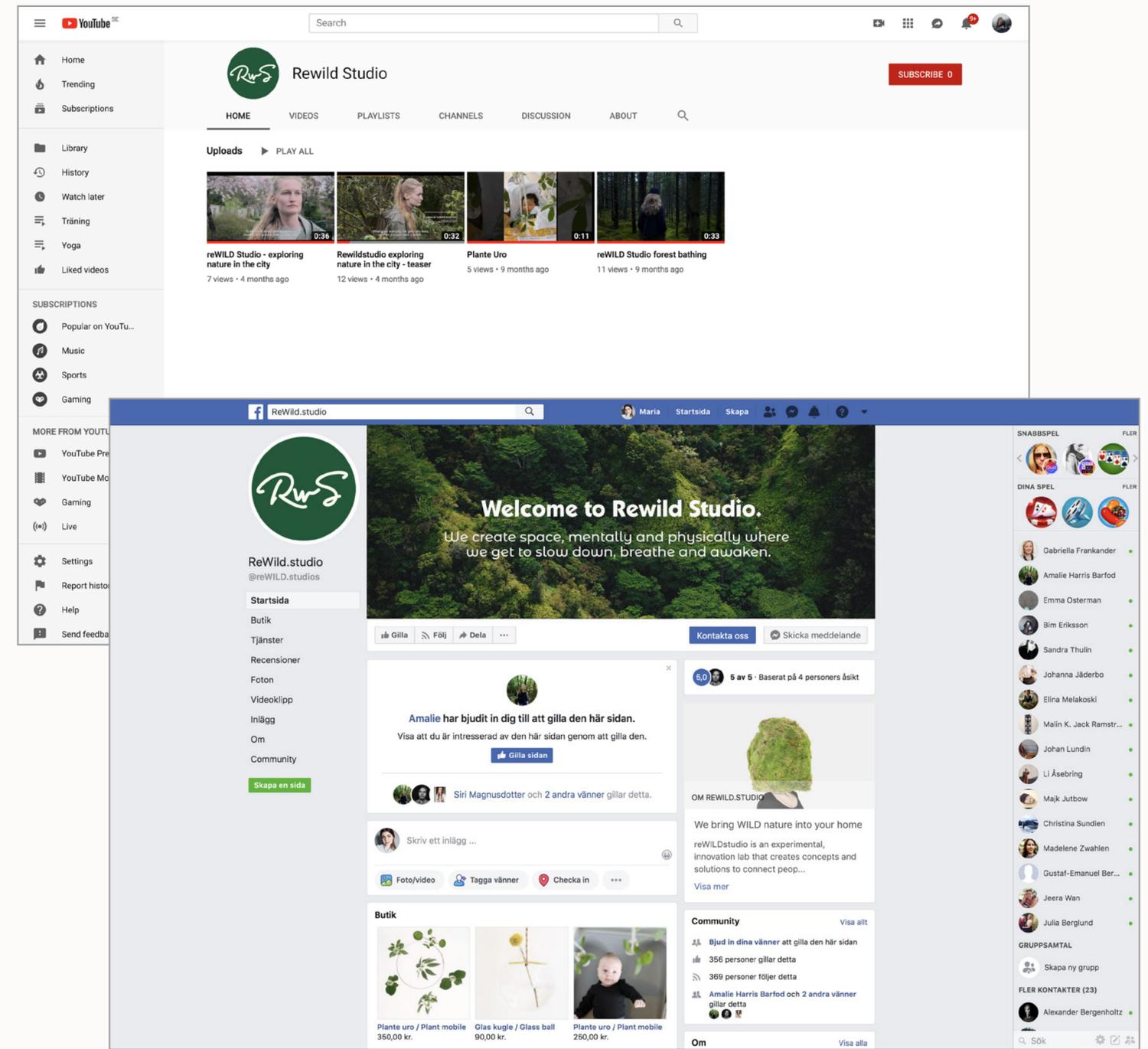
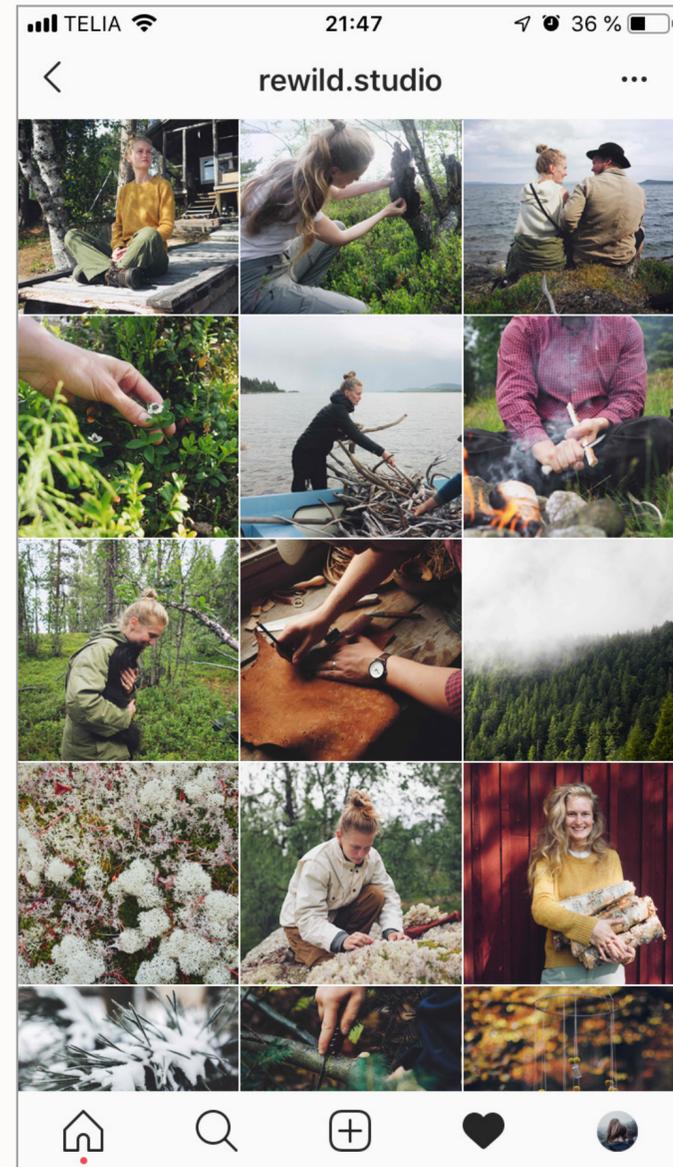
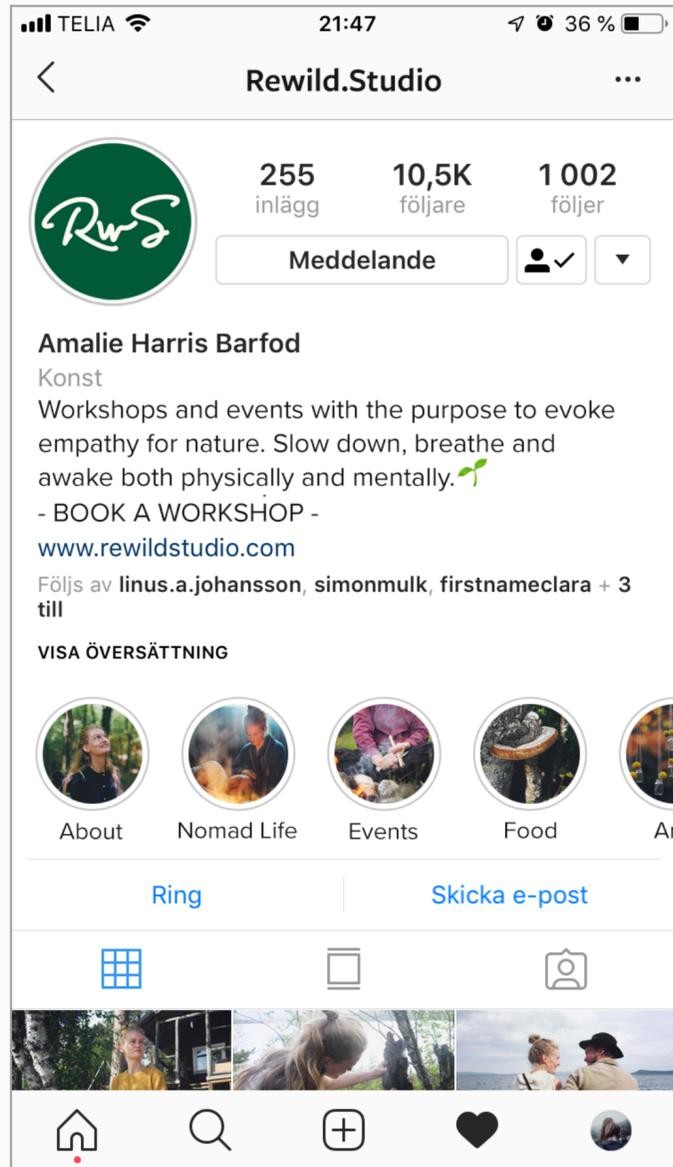
To keep the images consistent in our various feeds, they are edited with a raised black point and with a blue tone in the shadows. See how it's done in our separate image manual.











Terrarium workshop.

Bring your child, grandma, mum, dad, partner, or just yourself to an evening where you will learn how our ecosystem works and build your own terrarium.

Date: Tuesday, March 5, 2020
Time: 7:00 PM – 8:30 PM
COPENHAGEN

10% DISCOUNT
USE CODE: REWILD

RewildStudio

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SWIPE UP TO BOOK.

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RewildStudio

Listen to the silence.

We live on an amazing planet full of life and wisdom. Here we have evolved from when life began 3.8 billion years ago and have gone through many changes in ecosystems and cognitive awakening. Now we live in a time that calls for the ability to adapt, change, and be flexible in the way we live in this world.

In today's modern world, where most of us live a fast-paced life, we can easily forget to take care of ourselves and our surroundings. People living in modern societies are more stressed than ever, and at the same time, we have never been more disconnected from nature as we are now.

We believe that by creating a deeper connection to the natural world and slowing down, we will regain presence and unity with our surroundings.

Our mission is to create space, mentally and physically, where we get to slow down, breathe, and awaken. We host workshops and events that are about reflecting and cultivation the meaning and happiness in our lives.



RewildStudio

Terrarium workshop.

Spend some quality time with the one you love on this sensorial creative workshop.

Bring your child, grandma, mum, dad, partner, or just yourself to an evening where you will learn how our ecosystem works and build your own terrarium.

All the equipment you need will be in place, and we will also provide driftwood and other decorations to make sure your terrarium will end up as beautiful as possible. You can also bring your own objects that you would like to add.

Date: Tuesday, March 5, 2020

Time: 7:00 PM – 8:30 PM

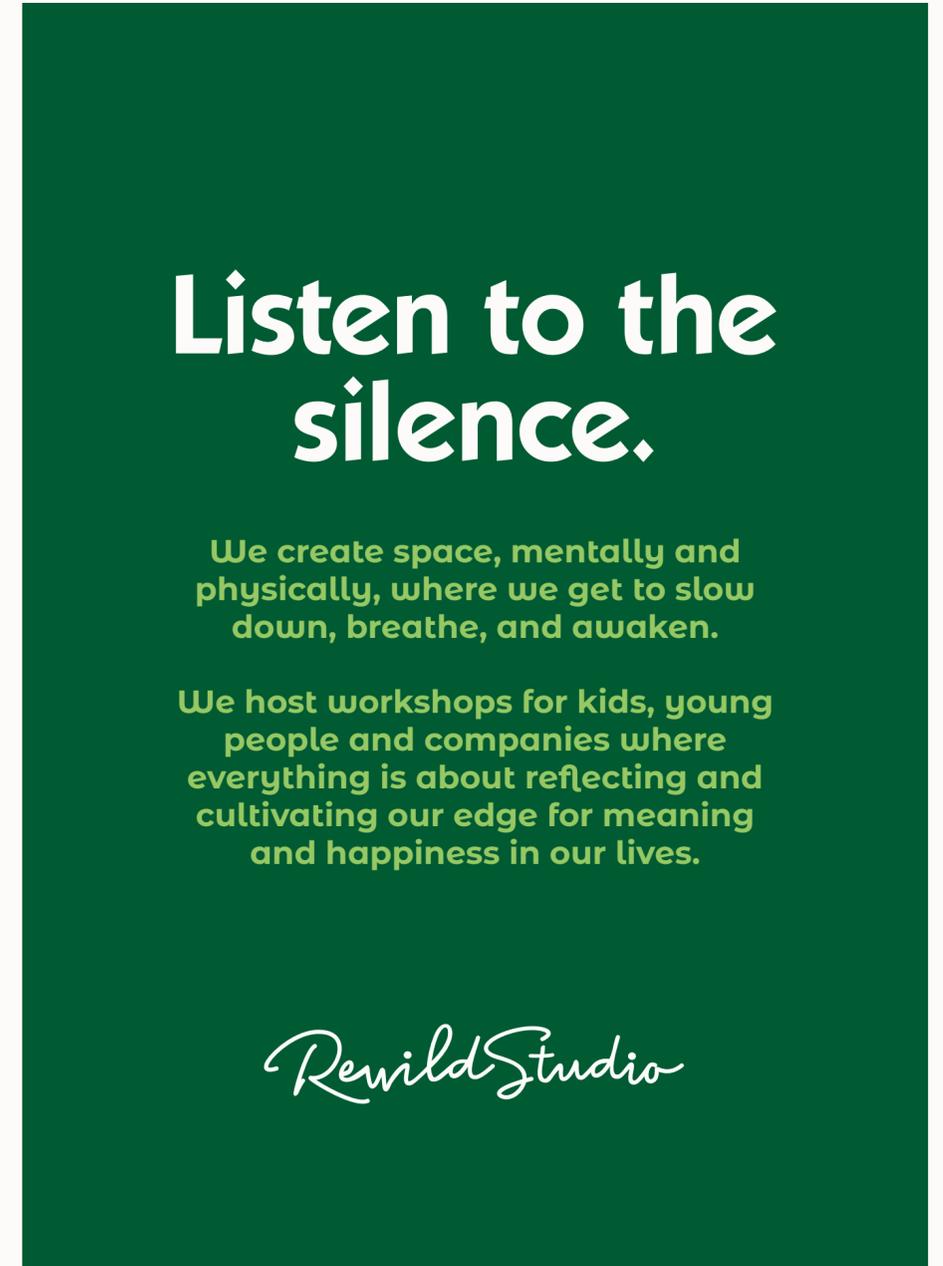
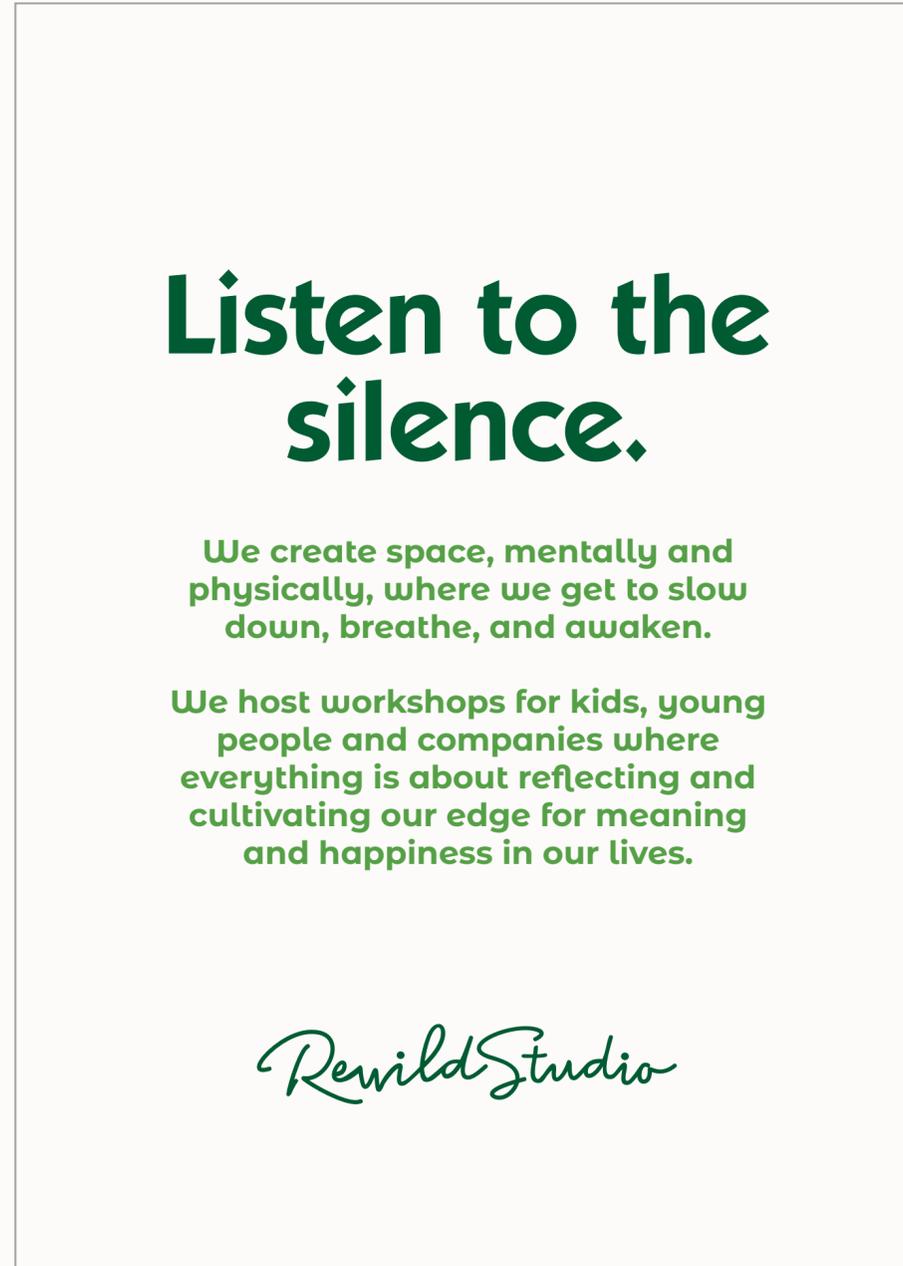
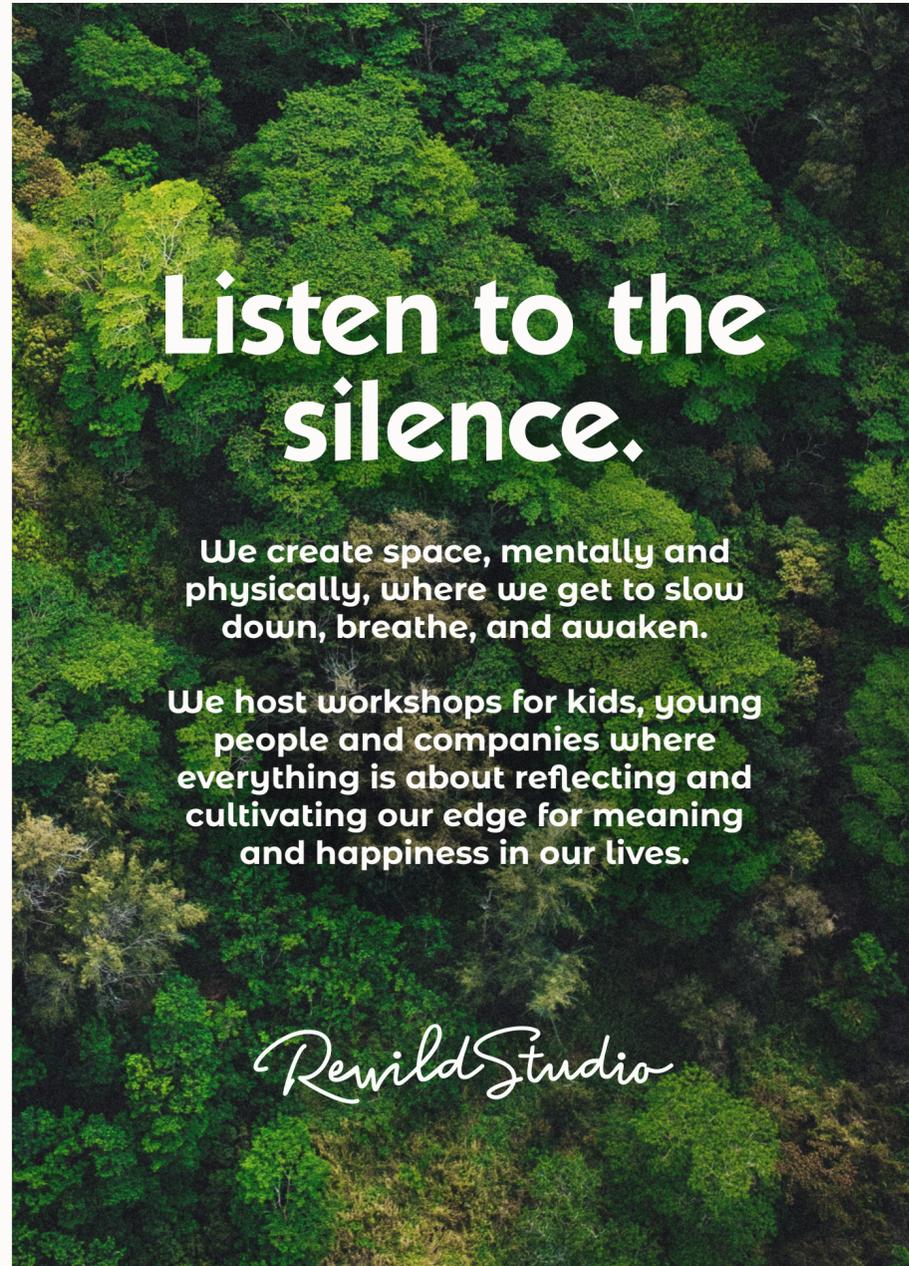
Address: Huset Kbh, Rådhusstræde 13, 1466 København

Tickets: Book online at rewildstudio.com

Price: 230 SEK



Follow us on Instagram:
[Rewild.Studio](https://www.instagram.com/Rewild.Studio)





Rewild Studio