



mywishlistng  
gift registry

Brand Identity Guidelines Presentation



mywishlistng  
gift registry

# BRAND IDENTITY GUIDELINES

# Table of Contents

01

Intro

02

Logo

03

Color

04

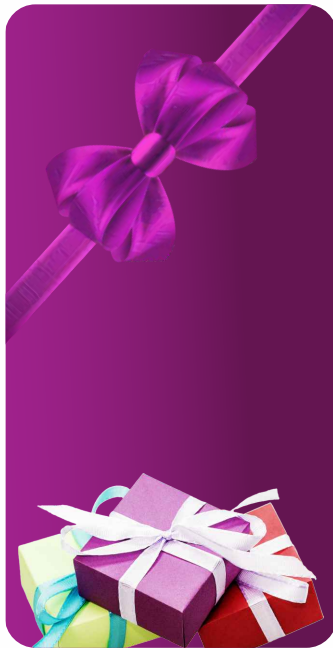
Typography

05

Brand System

06

Mockup



all the most beautiful  
*gifts*  
in one place



## About Our Brand

**MyWishlistNG** is a bespoke gift registry that allows you to choose the ideal gifts for your special occasion. It's a list of preferred gift items for a particular occasion or event that is curated by the intended recipients of the gifts and passed on to their guests.

mywishlist

gift registry

mywishlist

gift registry

all the most beautiful  
*gifts*  
in one place

02



mywishlistng  
gift registry

# Logo Brand

## Approved Usage

**Logo** – Identifies a business in its simplest form via the use of a mark or icon.

**Brand** –The perceived emotional corporate image as a whole.

---



# Logo Brand

**Logo** – Identifies a business in its simplest form via the use of a mark or icon.

**Brand** –The perceived emotional corporate image as a whole.

---



mywishlistng  
gift registry



03



mywishlistng  
gift registry

# Color Palette

# Color Palette

**Color Palette** - The set of colors put on the palette.

## Brand Color Primary

#5E2C50

Dark Magenta

#C984B8

Light Magenta

The logo color is the combination of Dark magenta and Light magenta, which is coined from the Shades of Magenta color family. Magenta, a combination of purple and red, represents harmony, balance, universal love, compassion, cooperation, kindness, contentment, self-respect, tolerance, gentleness, and spontaneity. On the contrary, it stands for intolerance, domination and impulsiveness. Lovers of this shade are happy with small things in life, appreciating all that they have. Though free-spirited and impulsive, they are practical-minded, leading a highly organized life. Their sense of humor is also good, though it might be a little off-beat and weird.

### Shades of magenta

#FF35C5

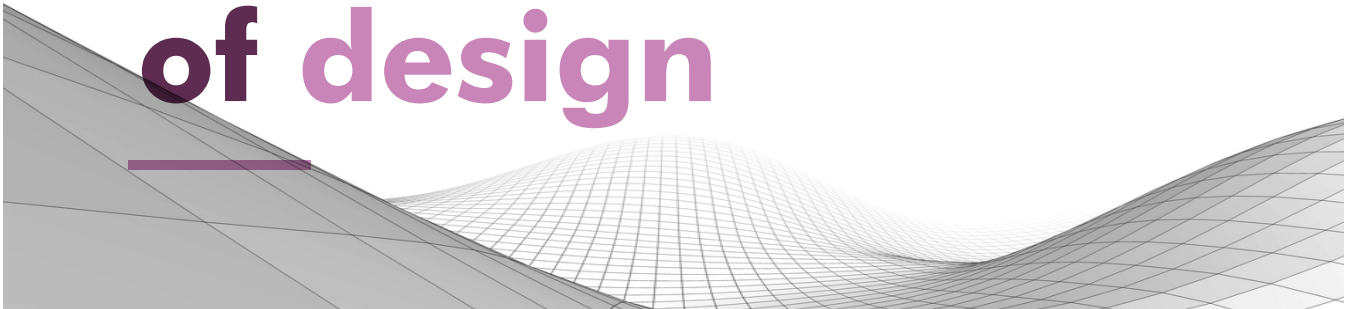
#5E2C50

#C984B8

#FE8CFF

**Typography is  
the backbone  
of design**

---



04



mywishlistng  
gift registry

# Typo- Graphy

ACC

# Corporate Fonts

---

A d

FuturaBT Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()\_+[]\|;'.<>  
?/

# Corporate Fonts

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.

Normal

Futura Book Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz12345  
67890~!@#\$%^&\*()\_+[]\';.<>?/

*Italic*

Futura Book Normal Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz12345  
67890~!@#\$%^&\*()\_+[]\';.<>?/

**Bold**

Futura Book Normal Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+[]\';.<>?/**

05

# Brand System



mywishlistng  
gift registry



+234 802 451 2933  
+234 903 474 8894  
oeyemioyoleke@mywishing.com  
info@mywishing.com  
mywishing.com

**Opeyemi Oyoleke**  
Managing Partner

+234 802 451 2933  
oeyemioyoleke@mywishing.com  
mywishing.com

@mywishing  
@mywishing\_ng  
mywishing



all the most beautiful  
*gifts*  
in one place

**Tosin Onabanjo**  
Managing Partner

+234 903 474 8894  
tosinonabanjo@mywishing.com  
mywishing.com

@mywishing  
@mywishing\_ng  
mywishing



all the most beautiful  
*gifts*  
in one place

**Letter  
Headed  
and  
Complimentary  
card**



# Brand System

MyWishlistNG offers a wide range of luxurious gift items that are handpicked for you, from the best brands in the world.

## Corporate Merchandise



# Brand System

MyWishlistNG offers a wide range of luxurious gift items that are handpicked for you, from the best brands in the world.

## Other Merchandise



06



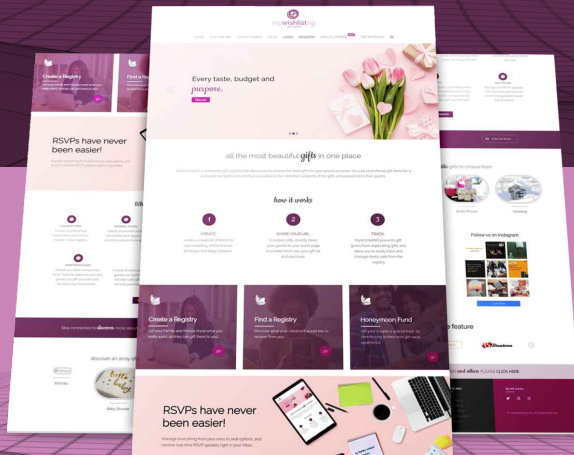
mywishlistng  
gift registry

# Mockup Device

# Website Presentation

MyWishlistNG offers a wide range of luxurious gift items that are handpicked for you, from the best brands in the world.

[www.mywishlistng.com](http://www.mywishlistng.com)





# THANK YOU