

HOUSE OF VINTAGE

Brand Book
2023



HOUSE
OF
VINTAGE

About

For over 19 years, House of Vintage has specialized in vintage fashion, furniture, jewelry, collectibles, and art.

Their space houses over 70 different vintage vendors spanning across two locations, one in Portland and one in Vancouver. The Portland store focuses on vintage fashion from the 1920's through the 2000's while the Vancouver location specializes in mid-century furniture and decor.



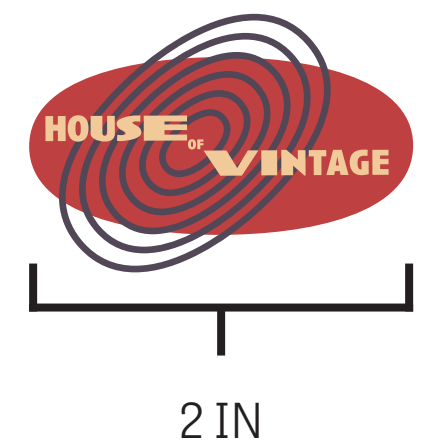
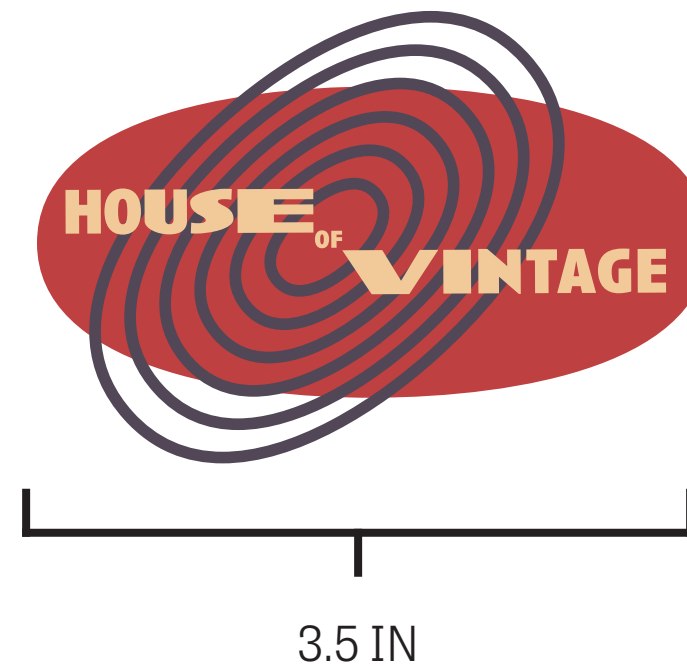
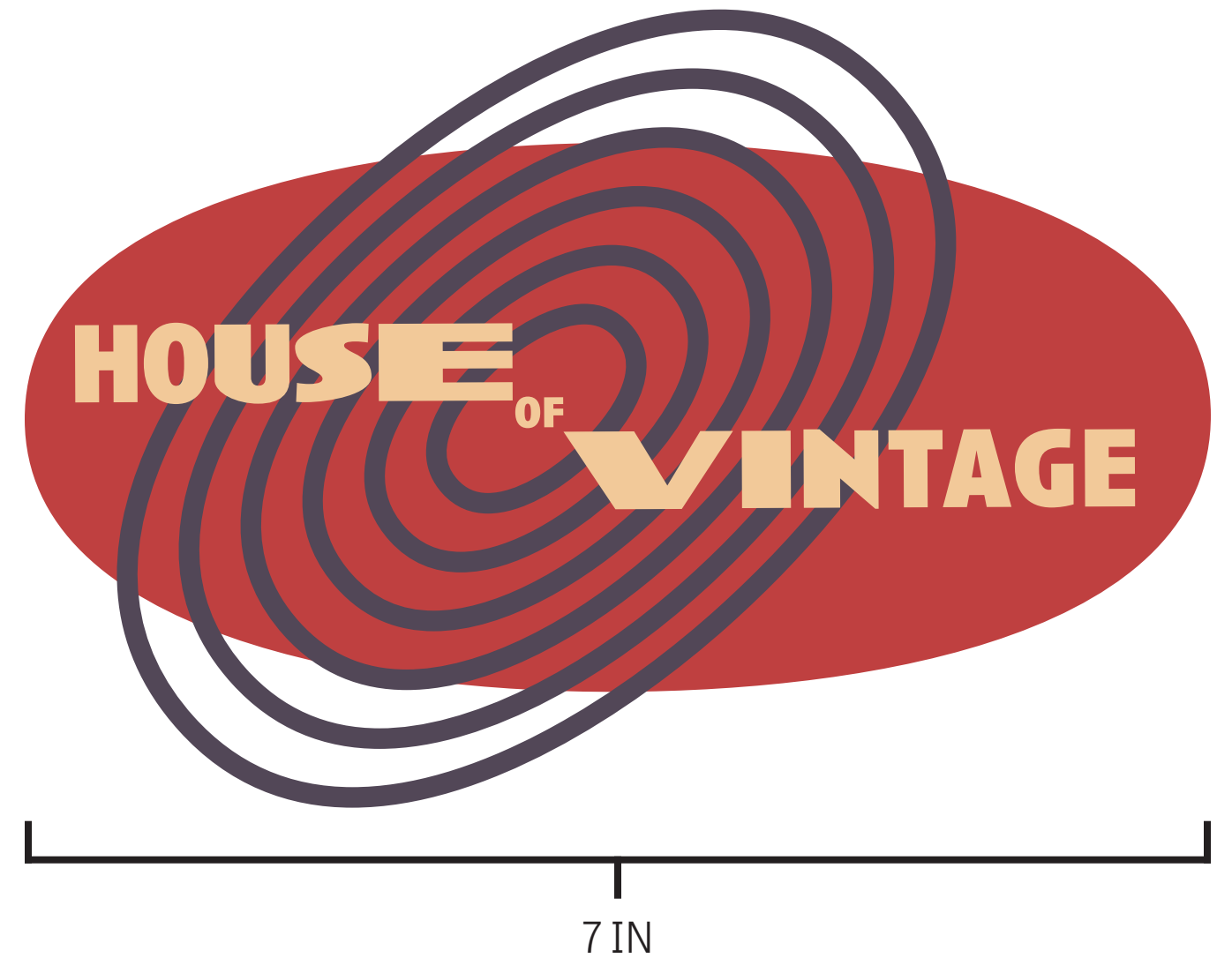
CHAOTIC.
ENERGETIC.
TIMELESS.

CREATE A MEMORABLE SHOPPING EXPERIENCE.

The visual identity of House of Vintage aims to establish a coherent identity across both locations, and throughout House of Vintage's internet and social media presence. The end goal is accurately portray the **Chaotic**, **Energetic**, and **Timeless** experience of shopping at House of Vintage.

Primary Mark

The primary combination mark is designed to attract attention. Because of this, the combination mark should be used at a large scale with it's size reaching no smaller than 2 inches in width. The colors of this mark should not change and should be used only in high contrast situations. This version can only be shown horizontally and scaling should always be done proportionatly, with no distortion



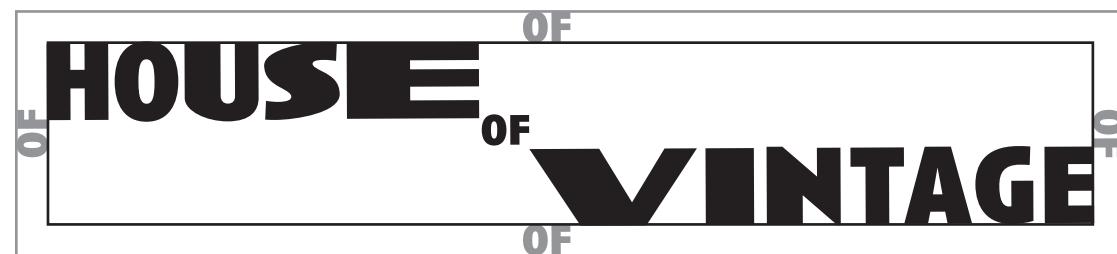
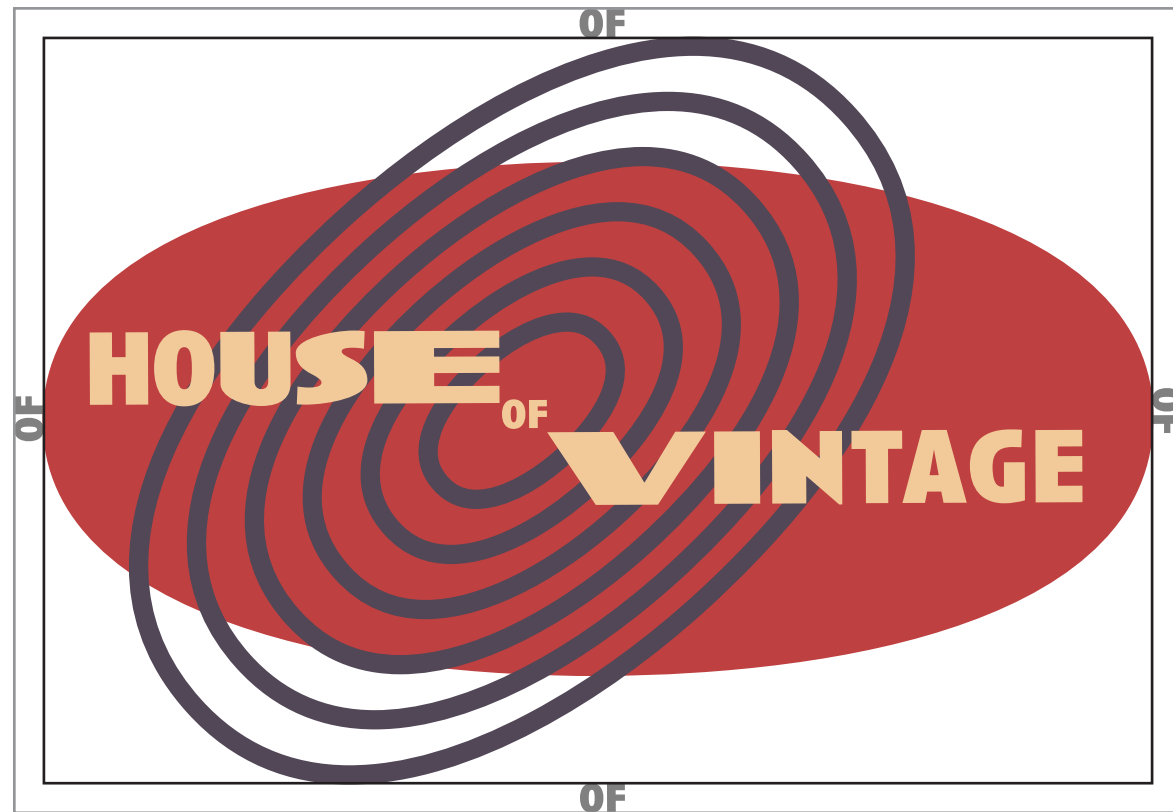
HOUSE^{OF}**VINTAGE**

Secondary Mark

The secondary mark was developed with small scalability in mind. The wordmark can be used at any size, large or small. It can also be used in black, white, or any of the colors in the palette, as long as they have a strong contrast.

HOUSE^{OF}**VINTAGE**

SPACING



Clearspace

The secondary mark was developed with small scalability in mind. The wordmark can be used at any size, large or small. It can also be used in black, white, or any of the colors in the palette, as long as they have a strong contrast.

Typography

The typography of the brand identity was chosen to be diverse and adaptable while remaining cohesive and structured. Each of the typefaces has been chosen to reflect the attributes House of Vintage is projecting. Anisette feels both modern and familiar with a lot of **energy** in its varying width. Bad Type is unique and off-kilter, embracing the **chaos** of House of Vintage. Tablet Gothic has a **timeless** appeal with its simple and understated quality. All weights and sizes are available to be styled for each of the typefaces. Use these typefaces to style text in with a clear hierarchical structure.

ANISETTE STD

EXBOLD BOLD

REGULAR LIGHT

- Web Headlines
- Print Headlines
- Web Subheadlines
- Print Subheadlines
- Social Media Posts
- Instore Signage

BAD TYPE

- Social Media Posts
- Instore Signage
- Web Subheadlines
- Print Subheadlines

Tablet Gothic

Bold SemiBold Light Thin

- Web Subheadlines
- Print Subheadlines
- Print Body Copy
- Web body copy

Color Palette

The color palette continues the tone that the typography choices have set. There is a wide range of diverse colors in contrasting tones. The primary colors are meant to stand out and attract attention while keeping a vintage feel. The secondary colors are muted tones of the primary palette, creating a wider range color combinations and contrast options. Secondary colors should be used a backgrounds to give the maximum amount of contrast to the primary color palette.

Primary Colors

Vintage Red Hex BF3F3F R=191 G=63 B=63 C17.97M88.67Y77.73K6.64	Afternoon Tea Hex F2CA9A R=242 G=203 B=155 C3.52M21.09Y41.8K	Trusty Blue Hex 4283BF R=65 G=132 B=191 C74.61M41.41Y2.73K0
Old Shoes Hex E2DBCA R=228 G=220 B=203 C10.94M10.16Y19.53K0	New Old Green Hex 016937 R=0 G=104 B=55 C89.84M33.2Y99.22K25.39	Deep Purple Hex 524757 R=82 G=70 B=86 C66.41M67.97Y45.7K31.25

Secondary Colors

Hex F16D6F R=255 G=110 B=110 C0.39M71.48Y46.88K0	Hex FFE0BC R=255 G=225 B=189 C0M12.5Y26.95K0	Hex 7EB7E3 R=112 G=188 B=255 C47.27M15.63Y0K0
Hex 958B77 R=150 G=140 B=119 C42.19M38.67Y53.13K0	Hex 14B260 R=0 G=181 B=97 C78.13M0.39Y85.16K0	Hex 9774A2 R=151 G=116 B=163 C44.53M59.77Y12.89K0

PATTERNS

Business Pattern

Shall only be used on business cards or business correspondence (letter head) and shall always use Afternoon Tea as its background.



Vortex Pattern

Shall only be used on exterior store front applications and merchandising (shirts, mugs) with either no background color or white, shall not be used over secondary colors.



Portland Pattern

Can only be used at the Portland location, and may only be used over the primary color palette and white. The Portland pattern must be used for all signage with in the interior of the the store.



Vancouver Pattern

Can only be used at the Vancouver location, and may only be used over the primary color palette and white. The Vancouver pattern must be used for all signage with in the interior of the the store.



SOCIAL MEDIA

Icons can be used in two ways; as buttons for social media, and to direct clientele/vendors to particular areas of interest within HOV's social media and website. Icons will be used for directing locations, and vendor sites.

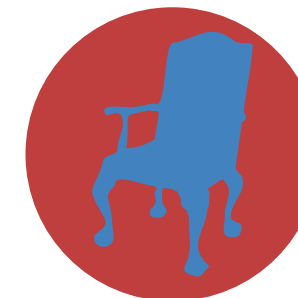
If logos, type, patterns or icons are used over photographs, the photograph must be greyscale.



Instagram



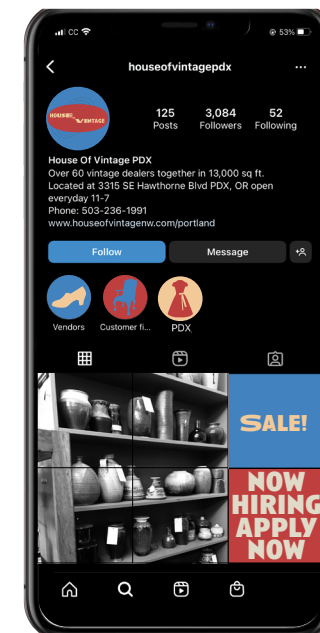
Portland



Vancouver



Vendor



DELIVERABLES

The brand identity can be applied to almost any kind of deliverable, including merchandise and promotional materials.



