



THE
INKWELL
CREATIONS AND CARD DESIGN

STANDARDS MANUAL



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Inkwells were used in classical calligraphy and writing with a pen or nib tipped quill. Also used in classical documents were wax seals, to either seal an envelope, or to stamp monarchical/governmental papers for officiality. There are many types of calligraphic lettering styles, like blackletter, cursive styles, or decorative styles. The art of calligraphy started around sometime during the stone age, then further developed by the Chinese, then by Europe later. It is still practiced to this day using physical tools or technology.

WHO IS THE INKWELL?

Company Overview

The Inkwell is a specialty handmade card creating company that focuses on wedding invitations, but also cards for various occasions, events, and holidays.

Using hand calligraphy and wax stamps make an elegant and sophisticated look in designs for cards.

Wax seals can be used to either seal an envelope or to stamp papers for an exceptional look and feel.

Both of these elements combine to make a high quality design for cards for any occasion.

Mission

The Inkwell aims to provide well designed and sophisticated cards for the customers. The main focus of The Inkwell is to insure customer satisfaction and give quality customer service. We build a strong connection with the customer, so they will spread the word of our company.

Unique Selling Point

The Inkwell create handmade customly designed cards for weddings and other events/holidays. Every card is designed custom to the customers specifications. All cards are hand created using calligraphy pens and wax stamps or seals to create a highly sophisticated look for every unique card.

Growth

The Inkwell hopes to see the company grow larger and become a well known brand within the card buisness. The Inkwell aims to provide all customers with unique and well designed cards to ensure customer satisfaction.



Ms. Jessica Lewis
345 Chandler Park L
Evanston, Illinois 60

Mr. and Mrs. Ryan Palmer
9045 Ellington Avenue
Seattle, Washington 94302

Mr. and Mrs. Cory Rock
90 Lexington Avenue
Jacksonville, Florida 30

BRAND STANDARDS

Mr. and Mrs. Sean Richardson
Country Club Road
Carolina 22045

LOGO DIMENSIONS



Charcoal



Crimson Accent



Reversed



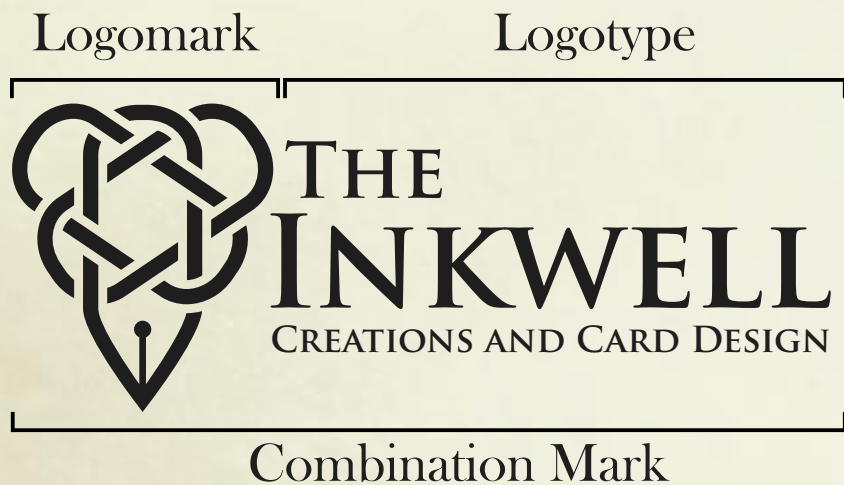
Red-Orange Accent



⦿ This logo should be used in any and all collateral. The colors of the logo should be used as shown and in no other combinations.

The logomark should always be to the left of the type, and the type should always be flush to the shape of the logomark. The ratio of the mark should append to the ratio shown.

LOGO COMPONENTS & USES



The logo may be sectioned in the logomark, logotype, or the full combination mark. The use of the different logos is based on the type of collateral and intended purpose of use. No alterations from the uses depicted. Colors must follow the color standards.

The logomark can be used as a symbol with header copy in collateral. The logotype can be used without the mark, as can the logomark be used without the logotype.

USES



THE
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HEADER



HEADER

COLOR PALETTE

Primary Color Palette



Logo Color:

Charcoal

CMYK: (72,66,65,75)

RGB: (30,30,30)

Hex: 1E1E1E

Accent Color:

Crimson

CMYK: (27,100,100,31)

RGB: (139,24,27)

Hex: 8B181A

2nd Accent Color:

Red-Orange

CMYK: (10,88,100,2)

RGB: (214,68,39)

Hex: D64426

Secondary Color Palette



Background Color:

Off-White

CMYK: (3,1,9,0)

RGB: (245,246,232)

Hex: F5F5E8

2nd Background Color:

Light Brown

CMYK: (41,65,93,40)

RGB: (109,71,34)

Hex: 6C4722



All colors from the primary and secondary palettes can be used together using 100% opacity, following the guidelines below.

The primary color palette is used for the logo and accent colors. These colors are used across logos, typography, and vector imagery. The logo can only use charcoal and 1 accent color. For legibility the accent colors should only be used for header text and the charcoal should be used for body copy.

The secondary color palette should only be used for background colors, and background imagery. These colors should not be used for the logo or any typography.

TYPEFACE

LOGO



The Inkwell font is Trajan Pro, Bold weight, this font can be used in the logotype, headers, and subheaders. Trajan Pro, Normal weight can be used for headers and subheaders. Using either Charcoal or an accent color for headers and subheaders. Headers should be 4 points larger the subheader and can include the mark or can be used without it.

Trajan Pro works well as a header and subheader text because it's directly related to the logo. Baskerville Old Face pairs well with Trajan because of it's classic serif style, going well with the classic feel. Trajan Pro and Baskerville Old Face shown below with bold weight. All fonts shown in 10pt size and 12pt leading, spaced out.

HEADER



TRAJAN PRO BOLD

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
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
0 1 2 3 4 5 6 7 8 9

TRAJAN PRO

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
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
0 1 2 3 4 5 6 7 8 9

BODY COPY

Body copy would be displayed here as shown.

Bodycopy font should always be Baskerville Old Face in a body copy point size, like 10-14pt, depending on collateral.

Baskerville Old Face


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
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
0 1 2 3 4 5 6 7 8 9

CONTACT INFO

WWW.THEINKWELLDISIGNS.COM
+123 23 456 567 89
Email@TheInkwellDesigns.com

Contact info should have the website in Trajan Pro Bold weight 3 pts smaller than the phone and email info. The phone and email should be Baskerville Old Face.

LETTERHEAD

		
<p>FIRSTNAME LASTNAME EMAIL@THEINKWELL.COM 108 BELLSMITH AVENUE SACRAMENTO, CA 95818</p>		Date
<p>Recipient Lastname Recipient Address Recipient Address</p>	<p>Dear Recipient,</p> <p>This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter. This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter. This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter.</p> <p>This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter. This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter.</p> <p>This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter. This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter. This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter.</p> <p>This is where the letter goes. Letter information goes here. This is a letter. This is the area for the letter.</p> <p>Sincerely,</p> <p>Your Name Here</p>	
<p>THEINKWELL.COM</p>		

Metrics

- Margins:** .5in from the top, and left side; 0.99in from the bottom; 1.23in from the right side
- Logo:** .5in from the top and the left
- Address:** 2in from the top; 1.25in from the left side; left aligned with right rag and date aligned on the bottom baseline and aligned to the right margin
- Recipient:** 3.5in from the top; 2.22in from the left side; left aligned with right rag
- Paragraph:** 3.5in from the top; 2.52 from the left side; left aligned with right rag
- Website:** .5in from the bottom, 1.25in from the left side

BUSINESS CARD



Metrics

Front Side

- Margins: .47in from the top, and right side
- Logo: .5in from the top
- Name/Title: 1.17in from the top; .575in from the right of the logo line; right aligned; title left aligned to the right margin
- Contact Info: 1.94in from the top; .415in from the right; left aligned with right rag



Back Side

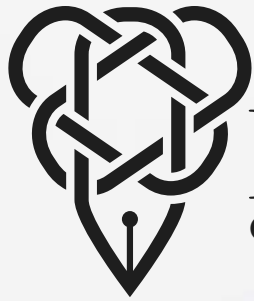
- Logo: Centered on the page

LETTERHEAD



Metrics

- Margins: .4in from the top; .5in from the bottom and left side
- Logo: .4in from the top; .5 from the left
- Address: 1.9in from the top; 1.2in from the top; left aligned with right rag
- Website: .5in from the bottom; 1.2in from the left



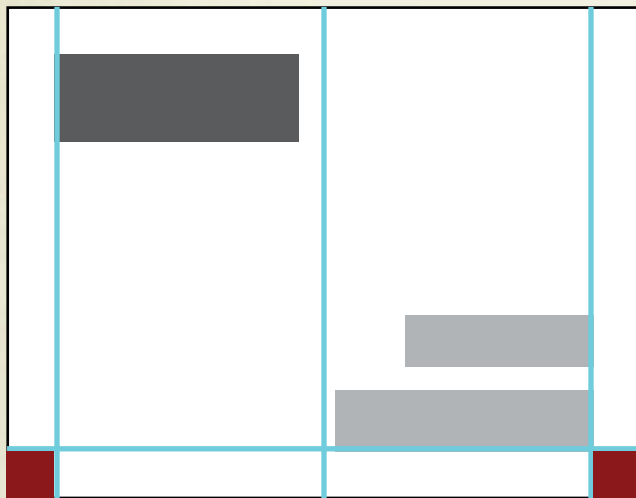
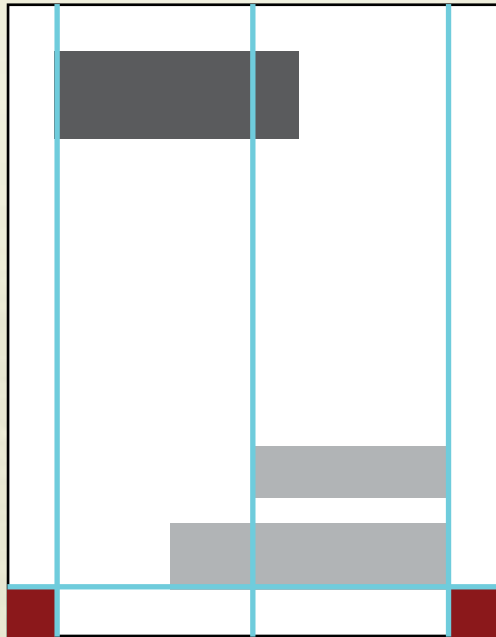
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I Love you

ADVERTISING, MARKETING

AD LAYOUT



Ad Framework

Advertising Layout Framework

Regardless of the orientation or media, the logo should stay in the top left corner equidistant from the top and left of the page. Any text should sit on the bottom right with a link to the site and any necessary info/button/link. Supporting text and important info should be equidistant from right side and bottom. The headline can flank any imagery. Full bleed, full color imagery should be used with only one image per ad.

Advertising Logo Color Standards

Depending on the media, the logo may be used full color or greyscale. Please consult the samples in the next pages of the manual for acceptable uses of the logo over image.

Advertising Media

Typical Ad Media includes magazine, newspaper, web ads, and social media.

SAMPLE ADS

Combining all layout, info and image components, here are some sample print ads in vertical and horizontal orientations that follow the brand standards and guidelines. The logo is in the top left corner and the supporting copy and the url to the website are on the bottom right of the ad while being equidistance from their respective margins. These would work nicely as magazine or newspaper ads.



We can make the
perfect card for you.

The Inkwell creates custom handmade cards for
any and every occasion.

Visit Us today at www.InkwellDesigns.com



We can make the
perfect card for you.

The Inkwell creates custom handmade cards for any
and every occasion.

Visit Us today at www.InkwellDesigns.com

STOCK PHOTOGRAPHY



Image Mood / Style

Imagery should focus on the handmade, calligraphical, or classical feel of the cards made by the company. Shots of the finished product, or of an calligraphy pen writing or drawing will push the handmade feel of the company to the customer. Make sure to try to choose imagery with the same style or color palette as the company palette. Personal photography should be Photoshopped to match the imagery.

Suggested Photography

Shutterstock.com

144000742	59350195	152485229
163379354	62788246	62788267
62788267	109157030	

SIGNAGE



Exterior

Methods and Substrates

- (A) Dimensional Acrylic Signage
- (B) Sandblasted Frosted Glass

Application

Signage should include a one color acrylic logo on a white acrylic sign. Either application can be backlit or lit internally in the evening by flood lights/spot lights. Repeat the same treatment for any exterior building signage. Window frostings should be used with mainly the logomark, but for secondary use the logotype can be used along side the logomark. Logo orientations for signage should be determined by the format of the sign to be used.

PACKAGING



Shipping Boxes

Methods and Substrates
Printed Boxes/Tag

Application

Packaging should be simple, using only the logo and logotype on the outside of the package either on the box or attached on a tag, depending on the look and feel wanted. and possibly some supporting text and the logo on the inside of the package like a thanks. One color only using black, no other colors, for a good contrast on the box so it's easily and quickly recognizable by anyone. Inside printing should be on the box flaps, not on the inside of the box walls so the message is seen when opening.





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WEB ADS & WEBSITE



SAMPLE WEB ADS

THE INKWELL
CREATIONS AND CARD DESIGN

Personalized handmade wedding invitations

Shop Now

THE INKWELL
CREATIONS AND CARD DESIGN

Shop Now

Personalized
handmade
wedding
invitations

THE INKWELL
CREATIONS AND CARD DESIGN

Shop Now

Personalized handmade
wedding invitations

THE INKWELL
CREATIONS AND CARD DESIGN

Personalized
handmade
wedding
invitations

Shop Now

Ad Formula

Combining all layout, info and image components, here are some sample web ads in a many different orientations that follow the brand standards and guidelines. The logo is in the top left corner and the supporting copy and button are on the bottom right of the ad while being equidistance from their respective margins. These ads would work nicely as web ads on any site.

THE INKWELL
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Personalized handmade wedding invitations

Shop Now

GOP, Dems spar over Obama's foreign policy as president heads to Europe

WASHINGTON MUOSLIDE
Searchers confirm 8 dead, say more are missing

WASHDC

WASHDC 28°

WEBSITE



5% OFF ANY CUSTOM INVITATIONS!*

Must purchase \$20+



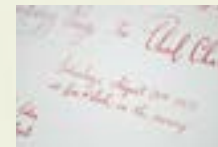
[Shop Now](#)

THE INKWELL

We create custom handmade cards for you! From elegant and sophisticated wedding cards to classical Christmas cards. We hand calligraph and/or wax stamp your cards, invitations, envelopes, or anything to your specifications. We can use all colors of inks, many different symbol stamps, and different types of papers for the look you are searching for. [About Us >](#)



Great! Great! Great! Amazing designs, excellent customer service, beautiful works! Love...
-Cathy S., NY WWWWW
They did amazing work on my wedding invitation, the cards were all very elegant and unique. I'm...
-Stephanie W., CA WWWWW
[More Reviews >](#)



INVITATIONS

We can make beautiful, sophisticated invitations for your wedding, or any other event.

[Order Invitations >](#)



GREETING CARDS

We can custom create dazzling cards for any holiday or celebration to amaze family and friends alike.

[Order Cards >](#)



PRE-MADE ITEMS

Browse through our premade hand created cards and merchandise.

[Browse Shop >](#)

OUR WORKS



[More Pictures >](#)