

Nangwë Studio

Laura James

Brand Style Guide

Nangwe Studio is Laura James, a graphic designer and illustrator. The brand itself speaks to themes of mystical, whimsical woods. The inspiration is the woods and the flowers of Lothlórien,

Logo

The logo depicts a laurel wreath in three colors: red, for fiery passion, courage, and a strong will. The gold and silver represent the flowers of Lothlórien, which are portrayed at the bottom of the wreath. The star represents the designer's mother and nine siblings, and is colored with their birthstones.



The favicon should only be the two flowers, and is 16x16px.



The smallest the logo should be is 40x40px.



The silver flower should be used to calculate clearance around the logo.



Rosy Cotton
C:24, M:99, Y:100, K:20
R:160, G:33, B:33
#A02121



Balrog
C:24, M:99, Y:100, K:35
R:136, G:24, B:24
#881818



Smaug
C:24, M:99, Y:100, K:52
R:110, G:11, B:8
#6E0B08



Mordor
C:24, M:99, Y:100, K:85
R:57, G:0, B:0
#390000



Amethyst
C:33, M:62, Y:0, K:0
R:173, G:117, B:178
#AD75B2



Aquamarine
C:27, M:0, Y:5, K:0
R:181, G:227, B:238
#B5E3EE

Colors



Galadriel
C:2, M:13, Y:36, K:0
R:250, G:221, B:171
#FADDAB



Elanor
C:5, M:28, Y:70, K:0
R:241, G:186, B:101
#F1BA65



Ellesar
C:6, M:30, Y:72, K:4
R:226, G:173, B:92
#E2AD5C

Celeborn
C:12, M:43, Y:82, K:4
R:213, G:148, B:70
#D59446

Legolas
C:15, M:49, Y:87, K:10R:
R:195, G:129, B:57
#C38139

Niphredil
C:0, M:0, Y:0, K:10
R:230, G:231, B:232
#E6E7E8

Sapphire
C:96, M:91, Y:0, K:0
R:47, G:62, B:153
#2F3E99

Topaz
C:7, M:37, Y:100, K:0
R:235, G:167, B:33
#EBA721

Turquoise
C:64, M:0, Y:27, K:0
R:73, G:194, B:195
#49C2C3



Diamond
C:7, M:5, Y:1, K:0
R:232, G:235, B:243
#E8EBF3



Peridot
C:47, M:0, Y:100, K:0
R:148, G:201, B:61
#94C93D

Type

Three fonts are used in Nangwë Studio. The title font is El Fonte Angelina, and is only used in the name Nangwë Studio. The font Fantasy Magist is used for any kind of heading or title, or in any case where attention needs to be drawn. The body font is TT Drugs, which comes in many weights. This font is used in any situation where the other two shouldn't be.

El Fonte Angelina

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fantasy Magist

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TT Drugs

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789