

WILDSTAR PRESS

BRANDING GUIDELINES SPRING 2023



This is...

WildStar Press

WildStar Press is an indie publishing company that prides itself on uplifting voices of diverse creatives.

Telling stories from the marginalized perspective; whether POC, disabled, or LGBTQ+ is imperative and our number one goal.

We're the stepping stone for emerging creators that want to get into publishing but need a place to start, until the Press itself can be that "bigger accomplishment" they desire.

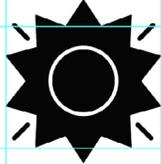
This is a place where creatives can dream big and reach for the stars, doing what they love to do.

WildStar Press is a playground of story ideas and genres from middle grade up, giving people the space to create what they want without the hindrance of someone telling them to fit into a mold.

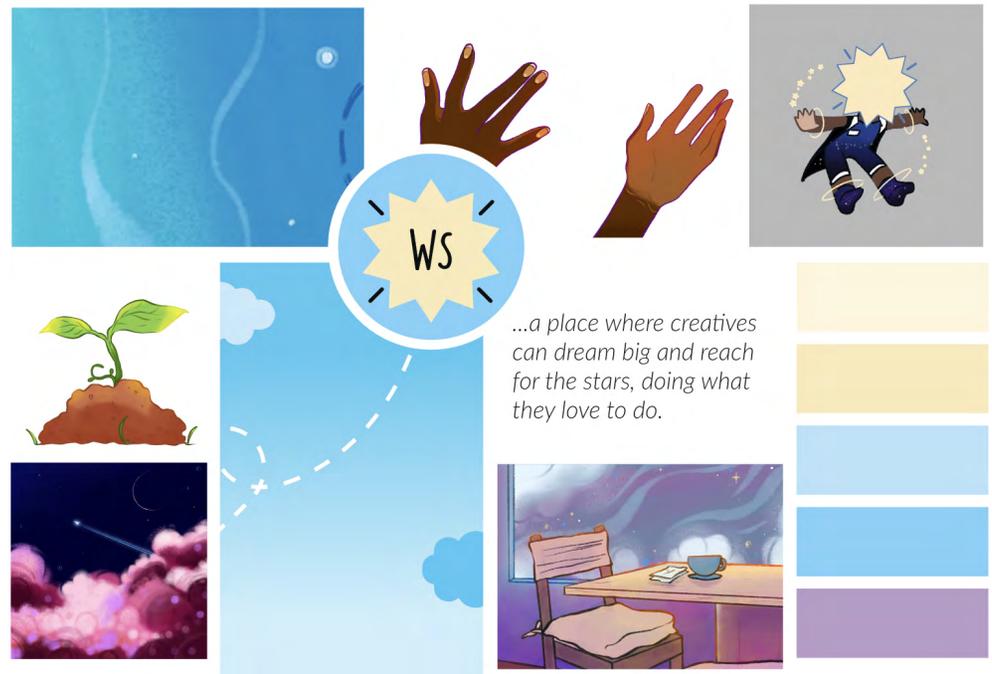
This is a press that values the importance of quality over quantity, understanding that it takes time to grow. And the time and care is put into each story.

"While this brand had an identity on its own, I truly wanted to help execute written, action, & visual intentions. By joining the team and tweaking what was already here in a noninvasive way. The press is about giving a starting point to those who dare to keep their heads in the clouds; and I relate to and admire those dreamers. I believe in them. As WildStar expands, I knew exactly where art and intentions needed to go; in the clouds with the dreamers."

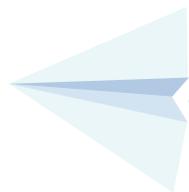
– Caitlin

WILDSTAR  PRESS

font size 72



Direction



Introduction

These **guidelines** are a reference for you to help create consistency across all

Wildstar Press

communications;
and to help you understand what to do and what not to do when it comes to our

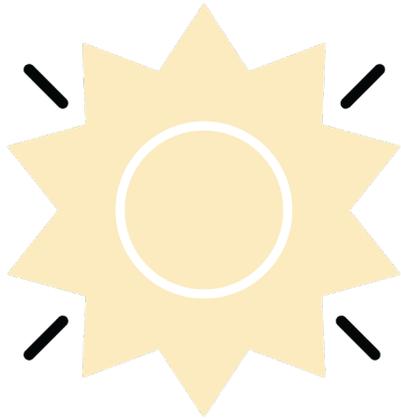
logo, color palette, typography, layouts, user interface and other visual language.

The following pages showcase each brand element & is explained in detail to illustrate a greater overall brand presence.

Logo

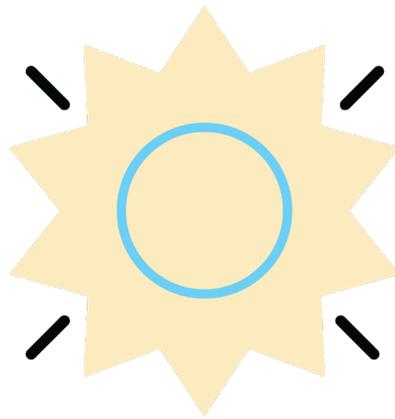


Style 1:



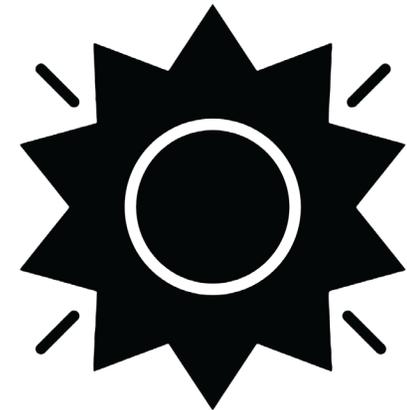
WILDSTAR PRESS

Use for white backgrounds.



WILDSTAR PRESS

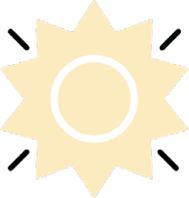
Use for Daystar blue backgrounds.



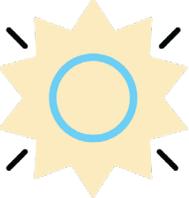
WILDSTAR PRESS

Use for both color and black & white print.

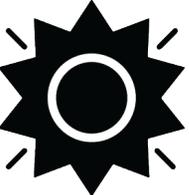
Style 2:

WILDSTAR  PRESS

Use for white backgrounds.

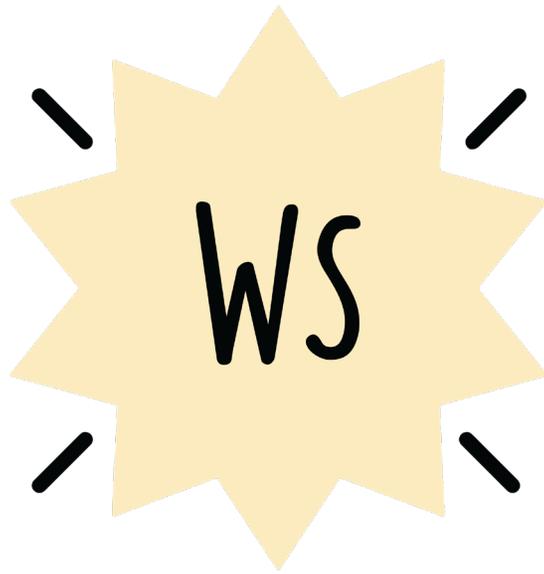
WILDSTAR  PRESS

Use for Daystar blue backgrounds.

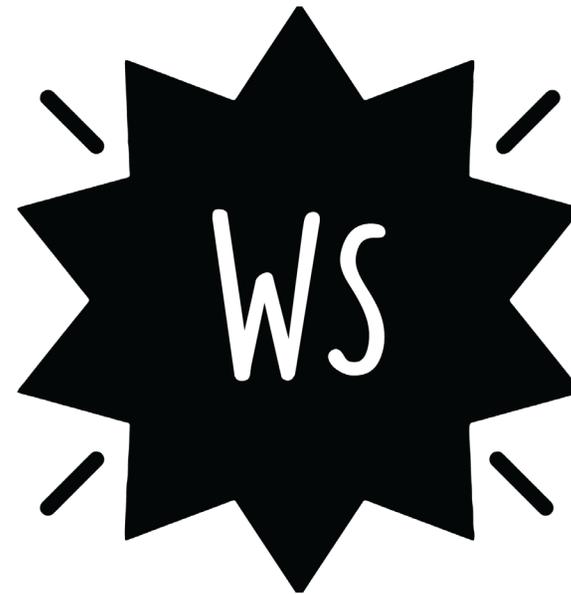
WILDSTAR  PRESS

Use for both color and black & white print.

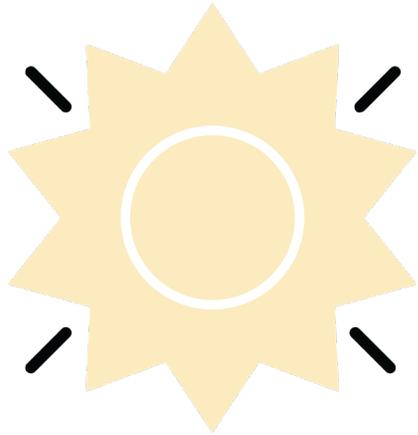
Style 3:



Use for both white and Daystar blue backgrounds.



Use for both color and black & white print.



Usage & Frequency

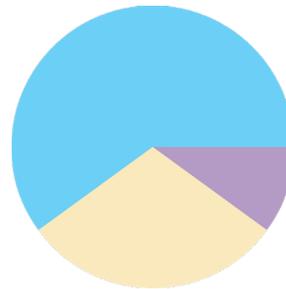
Wildstar Press has many looks under each publishing company. See below for each logo's respective frequency and context usage.

WILDSTAR PRESS

60%

Use this most often.

Use mostly in online presence like website, social media, and email campaigns etc.



WILDSTAR  PRESS

30%

Use frequently.

Use mostly on print like copyright segments, book spines, letterheads, etc.



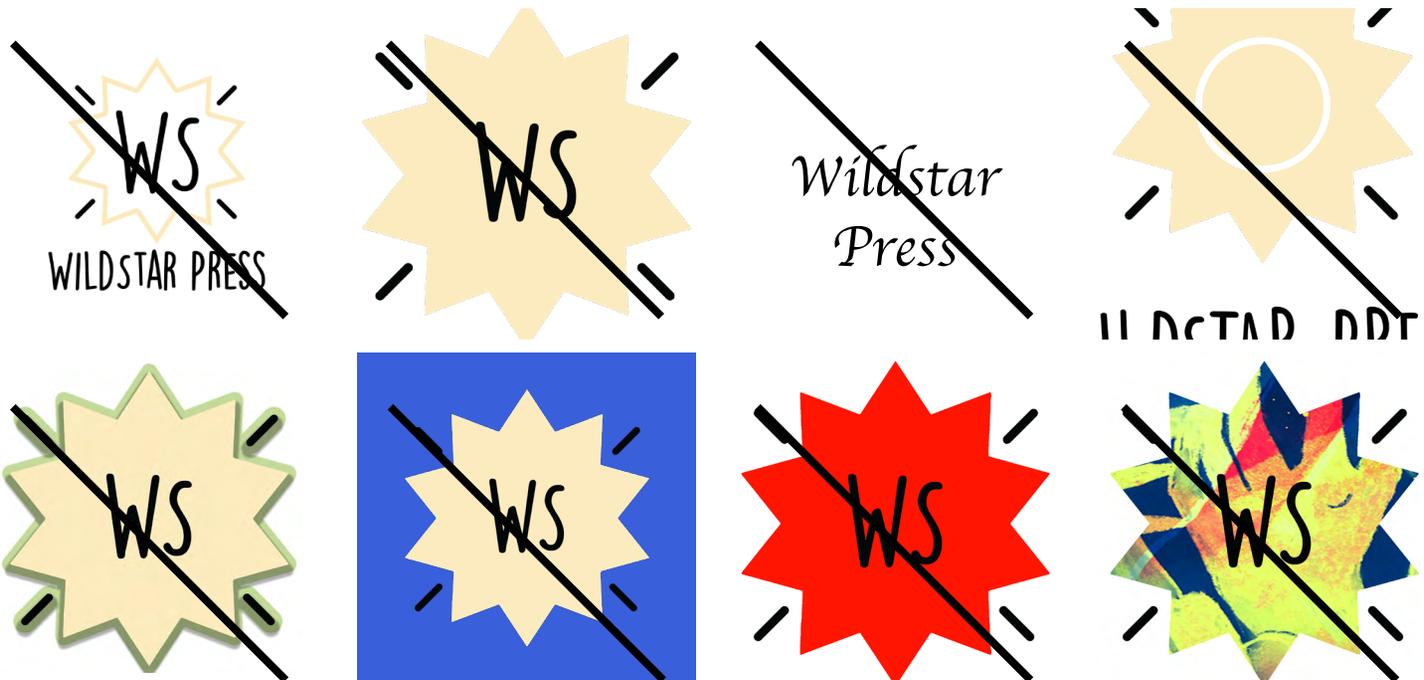
10%

Use sparsely.

Use mostly as icons like social media, email icons, Canva, etc.

Logo Violations

- 1) Do not outline the logo
- 2) Do not warp the logo
- 3) Do not use random type in place of the logo
- 4) Do not compromise the logo and it's spacing
- 5) Do not add a drop shadow under the logo
- 6) Do not use unauthorized shapes
- 7) Do not use non brand colors
- 8) Do not use a masked logo in place of the logo



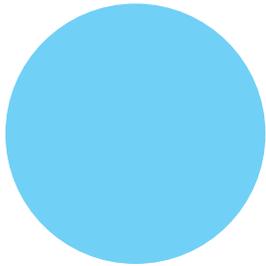
Color Palette

Color across Wildstar Press varies depending on if we are telling a **color story through website online presence, print, or social media.**

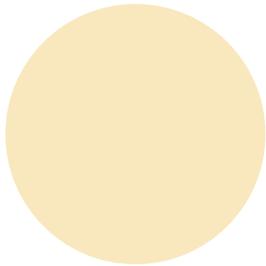
Extended color palette is to be referred to sparingly unless used for illustration purposes. (See below for details.)

Primary

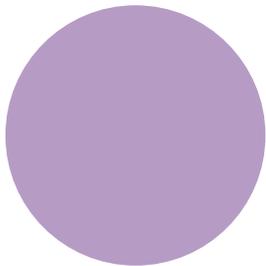
DAYSTAR COLORS



DAYSTAR BLUE:
#6DCFF6
RBG: 109 / 207 / 246
CMYK: 50 / 0 / 0 / 0

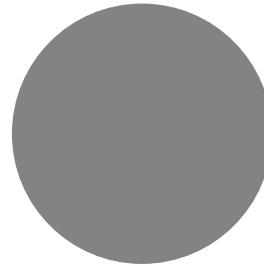


DAYSTAR CREME:
#FBE9BD
RBG: 251 / 233 / 189
CMYK: 2 / 7 / 29 / 0

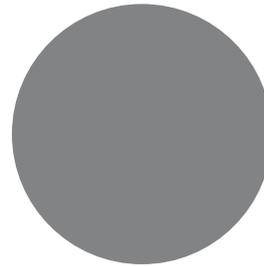


DAYSTAR LAVENDAR
#B69BC5
RBG: 182 / 155 / 197
CMYK: 28 / 40 / 2 / 0

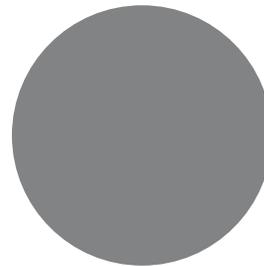
SHH...



XXX
#??????
RBG: ! / ! / !
CMYK: 0 / 0 / 0 / 0



XXX
#??????
RBG: ! / ! / !
CMYK: 0 / 0 / 0 / 0



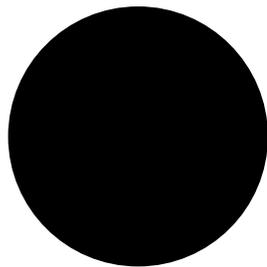
XXX
#??????
RBG: ! / ! / !
CMYK: 0 / 0 / 0 / 0

Neutrals

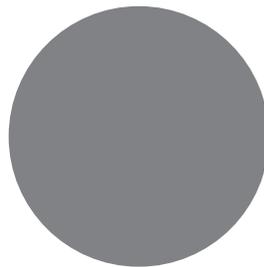
Wildstar Press **utilizes a neutral palette across web and print.**

60% black and 30% black can be used for written text on both website and print. 60% black can be used for UI icons and/or special button types.

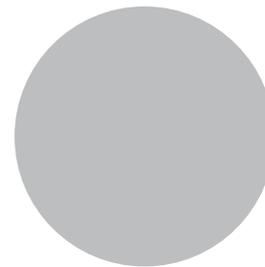
30% black is reserved for strokes, borders and outlines and the lighter 30% black is only used for the backgrounds to give definition to some social media story cards and/or special illustration backgrounds.



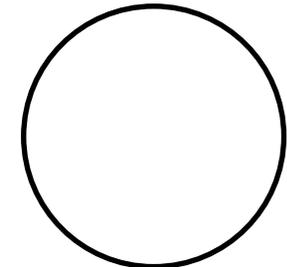
#000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100



#808285
RGB: 128 / 130 / 133
CMYK: 0 / 0 / 0 / 60



#BCBEC0
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 30

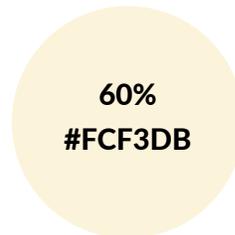
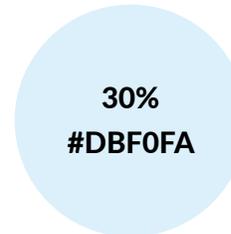


#FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

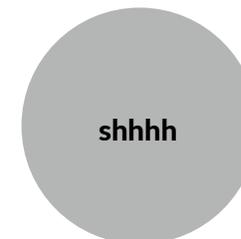
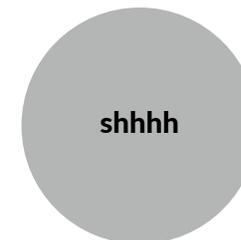
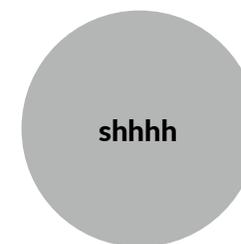
Expanded

For illustration use, additional tints of the primary palette(s) may be used as well as neutral colors (as seen before). Illustrations do not have to be limited to only using these colors. **At least 2 of the Primary Colors or tints/shades** must be used in each illustration.

DAYSTAR COLORS



SHHH



Typography

Lato

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

1 2 3 4 5 6 7 8 9 0 . , ? ! @ # % ^ & * () / -

Usage

Headlines
Subheadings
Quoted Text
Short Phrases
Body Copy

Available Styles:

Light
Regular
Medium
Bold
+ **Many More**

Primary Typeface

Lato was created by Polish font designer Łukasz Dziedzic in summer of 2010. The word “Lato” means “Summer” in Polish.

This typeface comes in 18 styles and various weights. It’s known for its round edges and the approachable warmth it gives to the reader. It’s also one of the most popular fonts on Google Font. WildStar Press’ benefit to using this font **showcases** not only a **user friendly and simple look**, but also is **straight forward** and **symmetrical** with plenty of open white space.

SYMMETRICAL • CLEAN • APPROACHABLE • WARM

LEMON YELLOW SUN

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

1 2 3 4 5 6 7 8 9 0 . , ? ! @ # % ^ & * () / -

Usage

Logo

Headlines

Special Use

Available Styles:

Regular

Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Display Typeface

Lemon Yellow Sun was designed by **David Kerkhoff** in 2015 and published by Hanoded. Lemon Yellow Sun is a line from Kerkhoff's favorite Pearl Jam song. It also happens to be the title of a Stiltskin song, that he enjoys, so he named it after those inspirations.

WildStar Press' benefit from using LYS to give a **handcreated vibe** to the brand. It is a visual call back to the brand's interntion to take stories and give creatives their own **personal** place for publishing; and often times is where most of these creators start their process journey, on paper.

HANDWRITTEN • NOSTALGIC • PERSONAL • FAMILIAR

CAPTAIN COMIC

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

1 2 3 4 5 6 7 8 9 0 . , ? ! @ N º % ^ & * () / -

Usage

Lettering (In House)
Special Use

Available Styles:

Regular
Italic
Bold
Bold Italic

Bubble Typeface

Captain Comic is made by Patrick Griffin and is very loosely based on lettering from 1967 to the early 1970s found in the very first Star Trek comic series ever published. Most letter shapes were changed, rounded and tweaked for a more **contemporary** comic text look. WildStar Press' benefit to using Captain Comic for ease of comic **readability** for in house comic bubbles. This round ended comic san serif is modern yet has such a grand homage to it's inspiration. WildStar takes pride in having simple type with **breathing room** within our speech bubbles.

ROUNDED • MODERN • READABLE • STAR TREK

Hierarchy

HEADLINE

NEW ANTHOLOGY REVEAL!

LEMON YELLOW SUN REGULAR

SECONDARY

Please Take Note:

LATO MEDIUM

BODY

It is going to be titled “How We Made The Moon Cry” and with surprise reviewer, Caitlin!

LATO REGULAR

LABEL

FORMS TO REVIEW

LATO LIGHT ALL CAPS

ONLINE

Examples

ANNOUNCEMENT:

MORE NEW BOOKS!

We've got books coming out in the first half of the year, we've got submissions coming up late spring, and we've got an anthology that will be name dropped arroouund end of June (casual reminder that this place is run by one person).

GUIDELINES:

Take Note:

Priority will go to Creators of Color & LGBTQ+ creators. It's one of the running themes of the press, right on the front page. This shouldn't be a surprise to anyone.

ONLINE

Hierarchy

HEADLINE

**HOW WE MADE
THE MOON CRY**

LATO BLACK ALL CAPS

SECONDARY

Join Our Newsletter!

LATO BLACK

BODY

This anthology is going to be about mortals and their lunatic fixation with our mesmerizing moon.

LATO LIGHT

LABEL

FORMS TO REVIEW

LATO LIGHT ALL CAPS

PRINT

Examples

ANNOUNCEMENT:

ATTENTION LUNATICS

Submissions for *How We Made The Moon Cry* open January 20th. We are looking for short stories on how the power of this gorgeous celestial body either takes its toll or enchanted the silly mortals on their dying planet called Earth. See the packet attached for the pop up application process and you'll hear from us soon.

GUIDELINES:

Take Note:

Priority will go to Creators of Color & LGBTQ+ creators. It's one of the running themes of the press, right on the front page. This shouldn't be a surprise to anyone.

PRINT

Examples

I SUGGEST FINDING
FONTS FROM WEBSITES
LIKE *GOOGLE FONTS* AND
FONTSPACE FOR FREE
FONTS (SAFE FOR ANY
KIND OF USE!)

*AND CREATIVE
MARKET FOR EASY
TO BUY FONTS.*

IF YOU WANT,
GOOGLE
"COLOR PSYCHOLOGY"
TO SEE HOW COLOR AND
BRANDING WORK HAND IN
HAND WITH BRAND
STORYTELLING!

AIN'T NO LOVIN MY
MAAANNN
SHOOWAB SHOOWAB
oOo!

TRY MAKING
YOUR PORTFOLIO(S)
HYPERLINKS!
IT IS EASY
ACCESS FOR THE
REVIEWER.

Illustrations

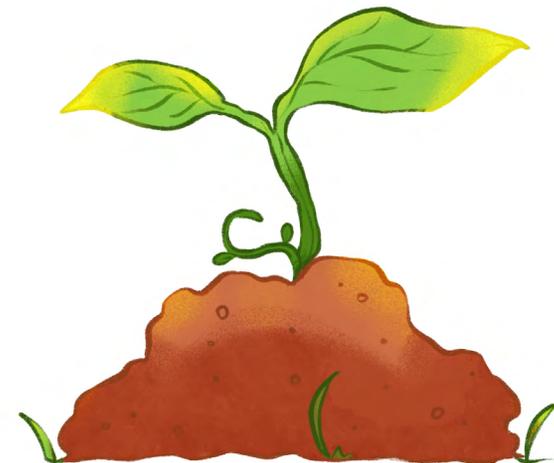
While WildStar Press allows creative freedom for the creators who submit to us, it's important to have a **consistent visual voice at home.**

Starting with the brand's individual mascots and stretching towards blog posts, other press comic reviews, and even online journal publications.

Illustration & Style



WildStar Press welcomes a home base art style! We want it to still be reflective of comics; hand drawn and with fluidity. But also textured lightly with grit to give off a "hand drawn for the sunday paper" or "inked on newsprint paper" feel.



Dimensions

FOR:

CURIOSITY'S CORNER 

Curiosity's Corner is about wondering more than dreaming. Dreaming doesn't wonder about the how, and here in this corner of 'how', we want to give readers more to read and work along with than to visualize.



Artboard Dimensions

Banner: 1366 px by 196px

Square 750 px by 750 px

Dimensions

FOR:



The Morning Dew by contrast is about dreaming and discussions. So here we offer more visual spaces to help readers visualize what we visualize.

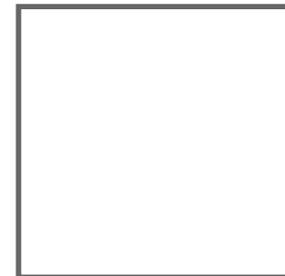


Artboard Dimensions

Header 1366 px by 768px

Banner: 1366 px by 196px

Square 750 px by 750 px



Dimensions

FOR:

REVIEW  STARLIGHT

Review Starlight is where WildStar brings out the good silverware to tell our readers what staff has been at awe with. We need as many dimensions as possible to show them!



Artboard Dimensions

Header 1366 px by 768px

Banner: 1366 px by 196px

Square 750 px by 750 px



EXAMPLE ILLUSTRATION



Contoured lining

Light grit texture

WildStar Press
approved usage of
display type

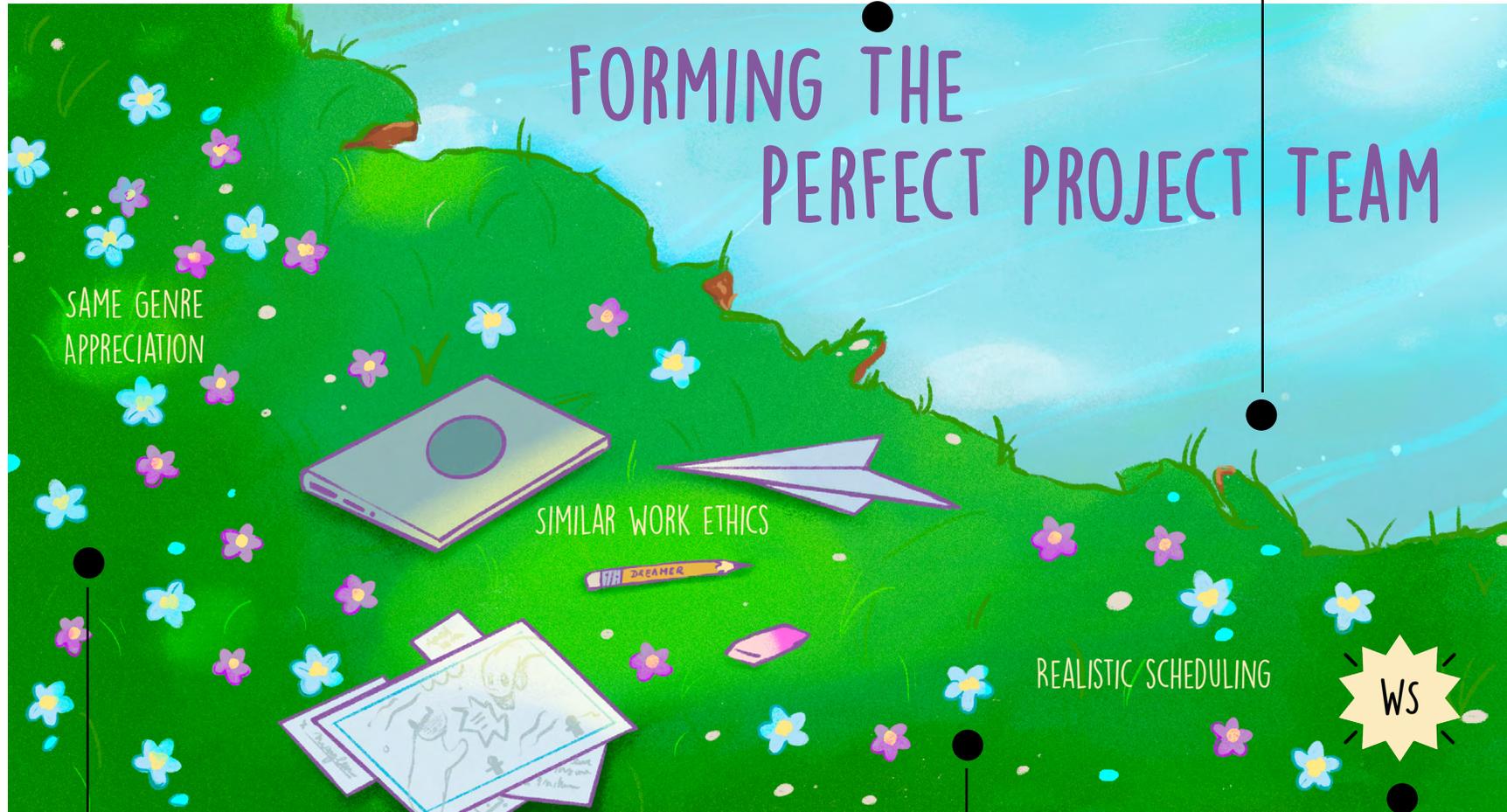
At least two approved
WildStar Press colors

Logo nested
near bottom
right corner

EXAMPLE ILLUSTRATION

WildStar Press approved usage of display type

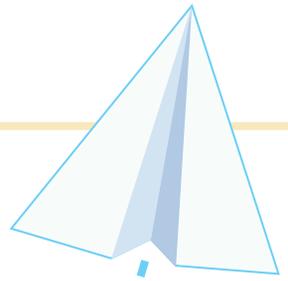
Contoured lining



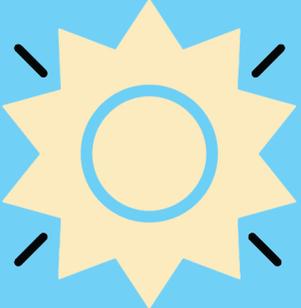
Light grit texture

At least two approved WildStar Press colors

Logo nested in the bottom right



Thank you

WILDSTAR  PRESS