



*Sincerely
Hers*

Approved Vertical Logo

Approved Horizontal Logo



Logo Components

The logomark: gift icon with scripted “SH” inside main package

The logotype: scripted words, “Sincerely Hers”

Placement and Type Treatment

The components of the logo together are the visual identity, and in most cases should be used together when the logotype is used

In specific instances, the logomark may be used independently if the name of the company or the logotype is presented in the same communication

Logo Usage Guidelines

DO NOT stretch the logo or the individual elements of the logo

DO NOT add or reduce space between logomark and logotype for the vertical or horizontal versions

DO NOT use colors for the logo that are not approved, and do not use more than one color. The individual elements of the logo should be the same

DO make sure to maintain logo proportions, and appropriate white space around the logo

Primary Typography

Headline(s), Heading(s), Highlight(s) Font

Quicksand (OTF)

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

! @ \$ % & ^ * () - = +

Body Copy, General, Memos Font

Catamaran

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

! @ \$ % & ^ * () - = +

Secondary Typography

Accent and Script Font

Sheila

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



Primary Colors for Sincerely Hers Branding

Oxford Blue

Hex Code: 3d4b65

R: 61 G: 75 B: 101



Sandstone

Hex Code: d6c0a2

R: 214 G: 192 B: 162



Black

Hex Code: 000000



Pearl White

Hex Code: ffffff



Secondary/Supportive Colors for Sincerely Hers Branding

Powder Blue

Hex Code: dfe4e2

R: 223 G: 228 B: 226



Chiffon Tan

Hex Code: e6e2de

R: 230 G: 226 B: 222



Logo

The logo should be presented in Oxford Blue (Hex# 3d4b65), black or white

The logo may also be used in reverse on a colored background with the above colors

The logo may be colored uniquely with the other branded colors on occasions as approved by the Sincerely Hers Marketing Team

Sincerely Hers is a specialty marketplace offering quality gifts & home décor for every occasion.

Tagline

“Share a moment” with those you love and create memories to last a lifetime.

Share a
Moment

Sincerely Hers product catalog is comprised of (12) brand partnerships, (6) private label development brands, and continually growing with expanding new formats and partnerships.

Our product focus is giftables and home décor!

Photography

Photography is the primary supporting visual element used in Sincerely Hers branding and communications (email, social, online catalog, general marketing material). All photography will be supplied by Sincerely Hers as requested per each brand partner or internal brand.

In certain instances, brand partners may require strict approval processes for utilizing their visual assets and will need to be vetted through their individual brand and design teams (through the Sincerely Hers Brand Team) to respect and maintain contracted partnerships expectations.

Textures & Patterns

Supporting elements that have been added to Sincerely Hers imagery include overlapping diamond patterns.

Other textures are encouraged as long as reviewed by the Sincerely Hers Marketing Team, and fits product focused format(s) and/or occasion(s). Example: snowflakes in winter

Sponsorship Postcard



Social Media Ad

