

Water & Wings LLC



Brand Identity Guide

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INTRODUCTION

Captain Keith



Captain Lars



Welcome to Water and Wings LLC, your premier destination for unforgettable outdoor adventures in western Wisconsin. Founded by a dynamic father and son duo, our company is driven by a deep-rooted passion for the great outdoors and a commitment to conservation. At Water and Wings, we specialize in providing guided fishing trips and waterfowl hunting excursions that immerse you in the breathtaking beauty of our region. Whether you're an experienced angler seeking the thrill of reeling in a trophy catch or a seasoned hunter in pursuit of waterfowl amidst stunning landscapes, our expert USCG Certified Captains are dedicated to delivering unparalleled experiences tailored to your preferences and skill level. What

sets us apart is not just our expertise and professionalism, but our genuine love for nature and wildlife. Growing up surrounded by the pristine wilderness of western Wisconsin, our founders developed a profound respect and appreciation for the environment. That's why conservation is at the heart of everything we do. We believe in sustainable practices that ensure the preservation of our natural resources for future generations to enjoy. Join us at Water and Wings LLC, where our passion for the outdoors meets unparalleled hospitality and a commitment to conservation. Let us share our love for fishing, hunting, and the beauty of nature with you, as we embark on unforgettable adventures together.

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LOGO VARIATIONS



Our logo represents both sides of our business and can appeal to different markets. The natural toned colors that are used are important and should remain within the color scheme.



Listed here are the acceptable versions of the Water and Wings logo. On the left hand side are the colored version as well as the black and white versions. Any other

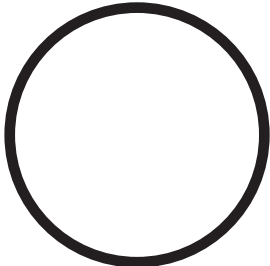
color that is in the color scheme can be used to alter the solid colored version (as seen in examples on the right).

Our logo is not able to be stretched or distorted in any way.

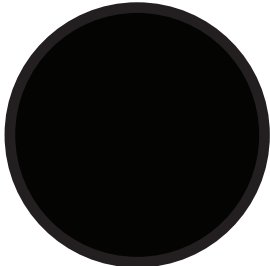


COLOR SCHEME

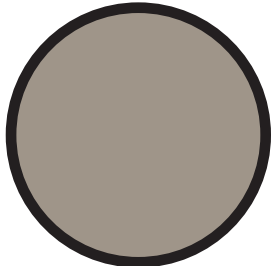
Our color scheme was made to represent the beautiful colors of the Mississippi River, bluffs, marshes, etc. The neutral tones should be used in order to continue this specific look and feel.



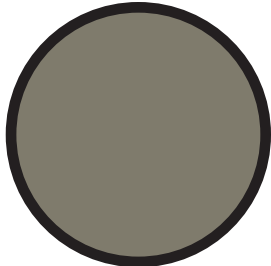
White



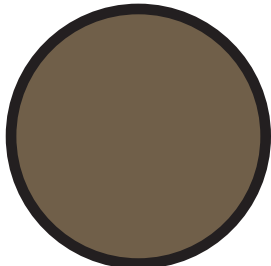
Black



Grullo
#9e9488
C39 M37 Y744 K2



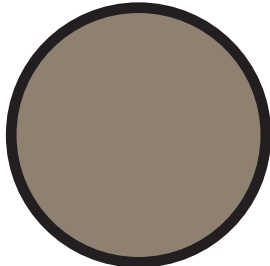
Camouflage Green
#807B6D
C50 M44 Y55 K12



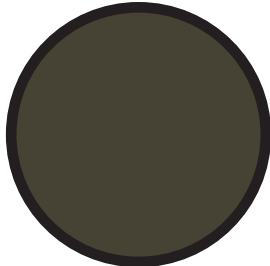
Boy Red
#71604A
C49 M53 Y70 K28



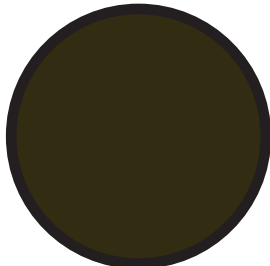
Eerie Black
#1C1D17
C71 M63 Y70 K78



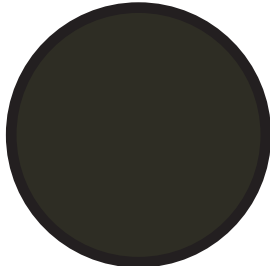
Cinereous
#908172
C43 M44 Y53 K9



Dark Lava
#484435
C61 M56 Y72 K48



Pullman Green
#332D14
C61 M60 Y88 K68



Pine Tree
#302E26
C66 M61 Y70 K65

TYPOGRAPHY

The fonts used acrossed are brand are meant to stay simple. We have a decorative font for titles, headings, etc., as well as a simple sans serif font that can be used for other text-based items.

Bangla MN
Bangla MN

Bangla MN should be used when representing the logo and it should be used as the font for all titles, headings, and sub-headings. Either bold or regular versions of this font are acceptable in order to ensure readabilty and visual hierarchy. This font shall not be distorted (shortened, stretched, twisted etc.) in any way other than typing on a path.

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

Arial Narrow
Arial Narrow
Arial Narrow
Arial Narrow

Arial Narrow should be used for all text-based needs such as, but not limited to, descriptions, stories, and body text. It can also be utilized in captions and small informational needs. All versions (italic, bold, bold italic) are acceptable. This font shall not be used as any heading or title. It may also not be distorted in any way (shortened, stretched, twisted, curved, etc).

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

GOALS & BELIEFS

At Water and Wings LLC, our goals and beliefs are rooted in the profound belief that everyone deserves the opportunity to experience the transformative power of the outdoors. We firmly believe that spending time in nature is not just a luxury, but a fundamental human need that enriches our lives in countless ways. Whether it's the sense of peace and tranquility that comes from being surrounded by majestic landscapes or the thrill of connecting with the natural world through fishing and hunting, we are committed to providing access to these invaluable experiences for all.

One of our core beliefs is that the outdoors should be inclusive and accessible to people of all abilities. That's why we are proud to have captains who are certified in Crisis Prevention Institute (CPI) trainings and have extensive experience working with individuals with special needs. We understand the importance of creating a welcoming and supportive environment where everyone feels empowered to explore and enjoy the wonders of nature, regardless of their physical or cognitive abilities.

Our overarching goal is to ensure that every guest who joins us for a fishing or

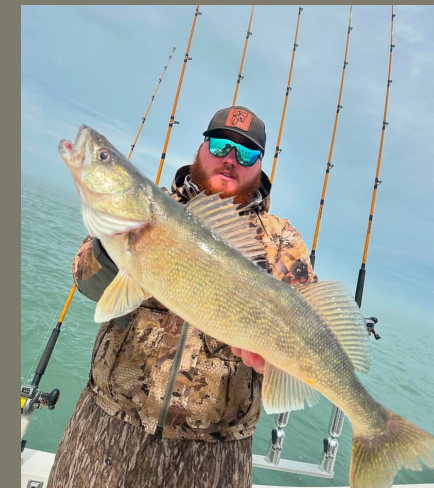
hunting trip has an unforgettable experience that exceeds their expectations. Whether you're a seasoned angler looking to reel in a trophy catch or a novice eager to learn the ropes, our expert guides are dedicated to providing you with the skills, knowledge, and support you need to make the most of your adventure.

In addition to providing exceptional guided trips, we also aspire to expand our business and offer our own line of high-quality fishing gear, including lures and poles. By leveraging our expertise and passion for the outdoors, we aim to develop innovative products that enhance the fishing experience and enable anglers to achieve greater success on the water.

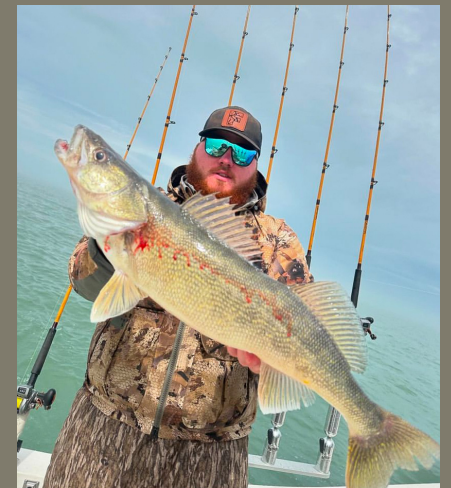
At Water and Wings LLC, our goals are as vast as the endless horizons of western Wisconsin's wilderness. We are driven by a deep-seated belief in the transformative power of the outdoors and a steadfast commitment to making these experiences accessible to all. Join us on a journey of discovery, adventure, and connection with the natural world, as we strive to create memories that will last a lifetime.

PHOTOGRAPHY

Our use of photography across advertisements, social media, etc., needs to follow strict guidelines in order to maintain a reliable image for the brand as well as follow the rules and guidelines on Instagram, Facebook, etc. Photographs used should limit the appearance of blood and gory things on the animals or fish harvested. Furthermore, under no circumstance, should any picture be stretched or distorted. Clients should be presented the photograph release form before every guided trip. If a client signs and dates this form, then their photograph can be released and used for advertising and social media. If the client does



Acceptable



Unacceptable

not consent to photographs, then no pictures should be taken of said client. In photographs which the fish or animal is present, none of the body may be cropped out of the picture. Lastly, all photos must be good quality and may not be over-edited, blurry, or pixelated.

Unacceptable



Acceptable



Unacceptable



