



TREASURE TROVE
— AUCTIONS —

BRAND GUIDELINES



MISSION STATEMENT

Our goal is to revolutionize the collectibles market by leveraging technology and to connect a global community of collectors, dealers, and enthusiasts, ensuring every transaction is built on trust, expertise, and a shared passion for the unique.

MISSION STATEMENT

DARREN SPOHN



VISION STATEMENT



TREASURE TROVE

— AUCTIONS —

“To be the premier online destination for collectibles, where every item has a story and every member finds belonging, driving the future of collecting through innovation, community, and unparalleled service.”

BRAND COLORS

COLOR PALETTE

The color scheme of the logo is intentional in its use of brown and gold. The brown signifies reliability and a foundation of trust, while the gold accents communicate luxury, quality, and the high standards of the auction house.

#F5E1A4

#001E62

#CBA052

#C48787

#9CAF77

#708090

BRAND LOGO

PRIMARY LOGO

The Treasure Trove Auctions logo is the cornerstone of our visual identity, designed to be instantly recognizable and to communicate our values of luxury, discovery, and prestige. It should be used thoughtfully and consistently across all branding materials to ensure cohesive brand messaging.



TREASURE TROVE
— AUCTIONS —

BRAND LOGO

ICONOGRAPHY

The Treasure Trove Auctions icon, featuring a stylized chest, captures the essence of discovery and the allure of hidden gems. Its clean lines and the use of a warm, golden hue evoke a sense of both history and value, resonating with the brand's mission to connect collectors with rare and sought-after items. The chest, an archetypal symbol of treasure and mystery, is simplified to its core elements, embodying the brand's approach to modernity and accessibility within the luxury market. This icon is not just a logo; it's a promise of the treasures that await within the diverse and curated collection that Treasure Trove Auctions offers.

TYPOGRAPHY

The Treasure Trove Auctions logo melds the classic elegance of **High Tower Text - Regular** with the modern simplicity of **Lemon Milk Light**, symbolizing a blend of tradition and innovation. "**Treasure Trove**" in High Tower Text evokes timeless value, while "**Auctions**" in Lemon Milk Light reflects our accessible and forward-thinking approach. This combination underscores our mission to offer luxurious, unique finds in a welcoming, contemporary setting, making the extraordinary approachable for every collector.



ICONOGRAPHY

TREASURE TROVE
— AUCTIONS —

TYPOGRAPHY

BRAND LOGO

PRIMARY & SECONDARY LOGOS

The **primary logo** of Treasure Trove Auctions, with its vertically stacked icon above the brand name, presents a strong, classic silhouette that commands attention and conveys a sense of heritage and trustworthiness. This layout is ideal for use in open spaces where horizontal and vertical alignment are similar, such as merchandise, business cards, and packaging.

The **secondary logo**, with the icon placed to the left of a horizontally oriented brand name, offers a more contemporary and versatile branding option. This layout is ideal for use in shorter spaces where the vertical alignment is limited, such as web banners, letterheads and storefront signage.

Both logos thoughtfully reflect the Treasure Trove Auctions branding concept by balancing traditional values with modern design principles. The different orientations provide strategic flexibility, allowing the brand to maintain visual consistency across a range of media and contexts, ensuring that the brand's narrative of luxury, discovery, and community is clearly and coherently communicated.



TREASURE TROVE
— AUCTIONS —

PRIMARY LOGO



TREASURE TROVE
— AUCTIONS —

SECONDARY LOGO

BRAND LOGO

LOGO USAGE ON LIGHT & DARK BACKGROUNDS

The suite of logos crafted for Treasure Trove Auctions for use on lighter backgrounds is a strategic acknowledgment of the brand's commitment to versatility and recognition across diverse mediums. By employing solid gold for the "Treasure Trove" name and icon, the logos retain their luxurious and valuable connotations, ensuring immediate association with high-quality and premium collectibles. The use of a single shade of gold fortifies brand consistency and visibility, particularly in digital contexts where gradients may not always render effectively.

The word "Auctions" in a contrasting solid brown anchors the logos with a touch of grounded sophistication and ensures legibility against lighter backdrops. This thoughtful adaptation enables the logos to stand out on various substrates, from online platforms to physical print materials where a light background might otherwise diminish the impact of the brand's visual identity.



TREASURE TROVE
— AUCTIONS —

PRIMARY LOGO



TREASURE TROVE
— AUCTIONS —

SECONDARY LOGO

TREASURE TROVE
— AUCTIONS —

TYPEFACE

BRAND LOGO

1-COLOR LOGO

These 1-color logos are versatile, designed to ensure clarity and impact across various applications. The absence of color focuses attention on the typographic craftsmanship, ensuring the logo stands out whether it's placed on dark or light backgrounds, in print, or digital mediums. This adaptability is crucial for the wide array of environments where the Treasure Trove Auctions brand will appear, from sophisticated print advertising to digital platforms.

USAGE RULES

The use of a single color ensures maximum legibility and effectiveness in communication. It represents the brand's straightforward approach to connecting collectors with coveted items and the simplicity behind the sophisticated process of acquiring luxury goods through auction. The black and white color scheme underscores the brand's commitment to elegance and timelessness, mirroring the classic and valuable nature of the auctioned items while ensuring high visibility and a memorable brand presence.



BRAND LOGO

USAGE & RULES

The Treasure Trove Auctions logo is a key element of our brand identity and should be used consistently in all marketing and communication materials. To maintain brand integrity, the following rules should be observed:

SIZE AND PROPORTIONS

Scaling of the logo is to be strictly proportional to retain its integrity. Distortion, such as stretching or compressing, is to be avoided. The minimum width for printed materials stands at 1.5 inches, while for digital displays, the logo should span at least 108 pixels in width.

CLEAR SPACE

A mandatory clear space, amounting to the height of the initial 'T' in 'Treasure,' is to be preserved around the entirety of the logo. This area is reserved and must remain free of other text, imagery, or graphic elements, assuring the logo's prominence and clarity.





TREASURE TROVE
— AUCTIONS —



TREASURE TROVE
— AUCTIONS —

MOCK UPS



MOCKUPS



BRANDED FONTS

TYPOGRAPHY

H1 TYPEFACE: LEMON MILK LIGHT

Lemon Milk Light is designated as the primary heading typeface for Treasure Trove Auctions, reflecting the brand's modern, approachable identity. This typeface should be used for all major headings across digital and print mediums, including website headers, promotional materials, and any platform where Treasure Trove Auctions communicates its message.

H2 TYPEFACE: HIGH TOWER TEXT REGULAR

High Tower Text Regular serves as the secondary header typeface, complementing Lemon Milk Light by bringing an element of tradition and elegance to our brand's visual hierarchy. This typeface is ideal for subheadings, providing a subtle nod to the rich history and value of the items we auction.

The combination of typefaces in our branding reflects Treasure Trove Auctions' unique position at the intersection of modernity and heritage. Together, these typefaces visually articulate our dedication to making the world of auctions inviting and accessible while honoring the timeless allure of rare and exquisite finds.

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
LEMON MILK LIGHT

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
HIGH TOWER TEST - REGULAR

BRANDED FONTS

BODY COPY

For paragraph and body text, Treasure Trove Auctions has chosen **EB Garamond**, which represents a bridge between tradition and modernity, resonating with Treasure Trove Auctions' values of heritage and innovation. The serifs and uneven line strokes of EB Garamond reflect the unique stories behind each auction item, emphasizing the craftsmanship that the brand celebrates. The typeface's historical roots evoke a sense of timelessness and authenticity, while its modern adaptation speaks to the brand's commitment to providing a contemporary and user-friendly experience.

RULES FOR APPLICATION

Body Text: EB Garamond is to be used for all body text across brand materials, including print, digital, and environmental graphics. It ensures that the text is approachable and legible, providing a comfortable reading experience for longer passages.

Hierarchy: In multi-tiered typography layouts, EB Garamond should be used for detailed information, complementing the primary and secondary typefaces in headlines and subheadings.

Special Uses: For quotes, captions, and other secondary text elements, italicized or bold versions of EB Garamond may be used to create emphasis or distinction without disrupting the text flow.

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

EB GARAMOND

BRAND VOICE

LANGUAGE, VOICE, & TONE

LANGUAGE

Treasure Trove Auctions communicates with its audience using language that is clear, descriptive, and inclusive. We strive for clarity to ensure our message is understood, descriptiveness to illuminate the unique nature of our items, and inclusiveness to welcome a diverse community of enthusiasts.

- **Clear and Concise:** Language should be direct and to the point, ensuring accessibility while upholding an elegant delivery.
- **Descriptive:** Vivid and evocative descriptions that animate our collections and captivate our audience.
- **Inclusive:** Approachable language that welcomes all levels of collectors, from novices to connoisseurs.

VOICE

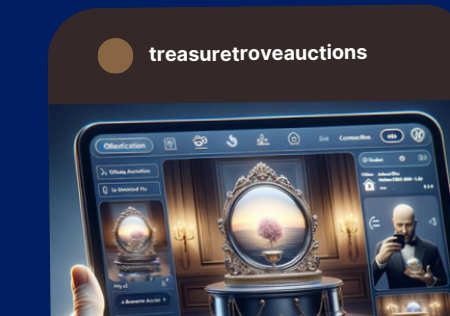
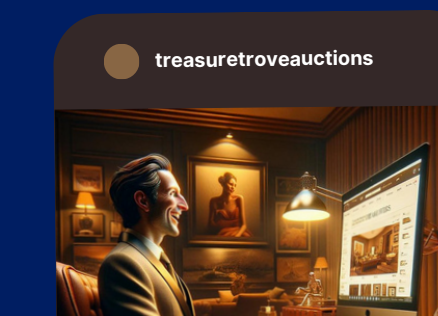
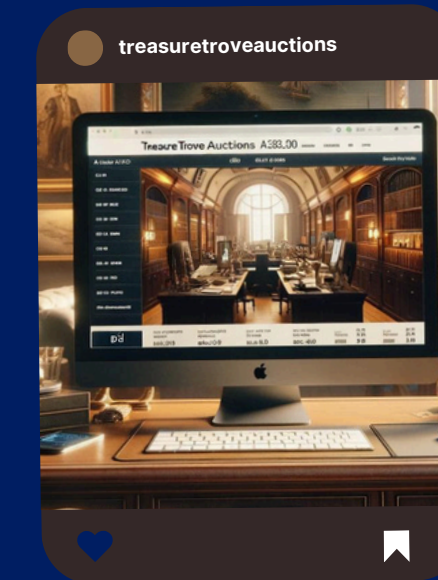
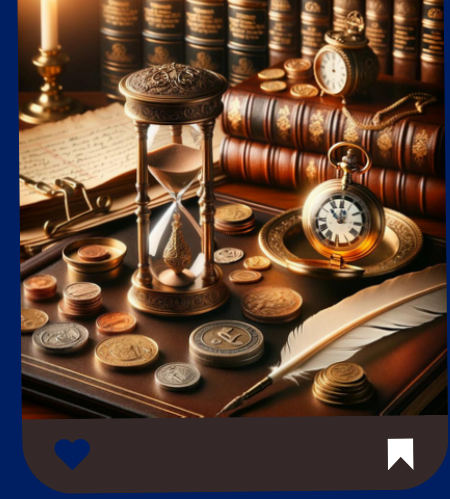
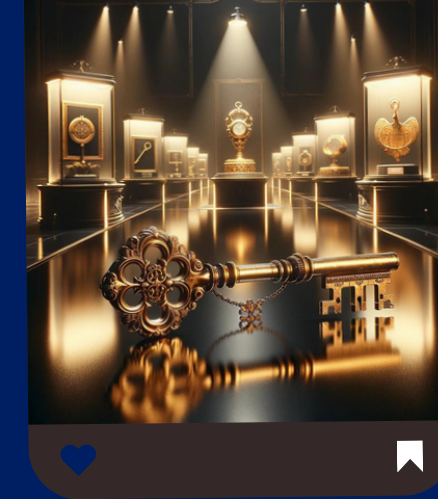
Our voice is the embodiment of Treasure Trove Auctions' brand personality. It is authoritative yet approachable, passionate, and curatorial.

- **Authoritative yet Approachable:** A voice that commands respect and exhibits deep knowledge while remaining warm and welcoming.
- **Passionate:** A voice brimming with enthusiasm for collectibles, their history, and their narrative.
- **Curatorial:** A discerning and insightful voice that guides our audience through the world of collectibles.

TONE

The tone of our communication may shift to match the context and platform, but it always aligns with our brand voice.

- **Website and Official Communications:** A formal tone that conveys expertise and engenders trust.
- **Social Media:** A conversational and engaging tone that fosters community and interaction.
- **Customer Service:** A helpful and empathetic tone that prioritizes the customer's experience.



BRAND VOICE

MESSAGING

CONSISTENCY & ADAPTABILITY

While our voice remains consistent, we adapt our tone to suit the audience and situation, always reflecting our core values of trust, community, and passion.

NAMING CONVENTIONS

In all official communications, the preferred reference to our company on first mention is "Treasure Trove Auctions." This establishes the full brand name and its scope.

On subsequent references, it is acceptable to use "Treasure Trove" to maintain brevity and familiarity.

Note: Consistency in the use of our brand name reinforces brand recognition and should be adhered to across all platforms and communications.

