

Aunt
M **Margaret's**
Antique
Mall LLC

Branding Guide

About Us

What started out as a church in the 1940s became a police station in 1973, then a retail space. Aunt Margaret's Antique Mall opened it's doors on July 5, 2010!

"Welcome to Aunt Margaret's Antique Mall in Newark, DE. We offer two floors of fine antiques, primitives, vintage items and collectibles. You can spend hours searching for a missing item for your collection, a replacement piece to a set, or something unique for a gift."

We offer outstanding customer service. If we don't have it, we try to find it. Add your name to our "Wish Book."



Our Values

Aunt Margaret's Antique Mall believes in being:

1. Accessible shopping experience
2. Selling Quality Collectibles
3. Offering A "Wish Book" for Personalized items
4. Community Connection
5. Maintaining A Welcoming Environment

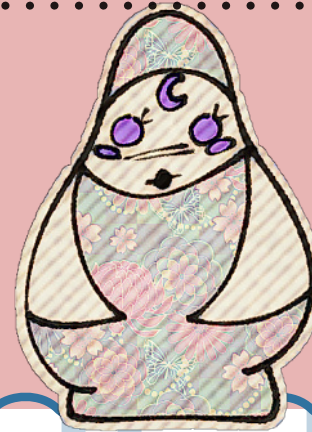
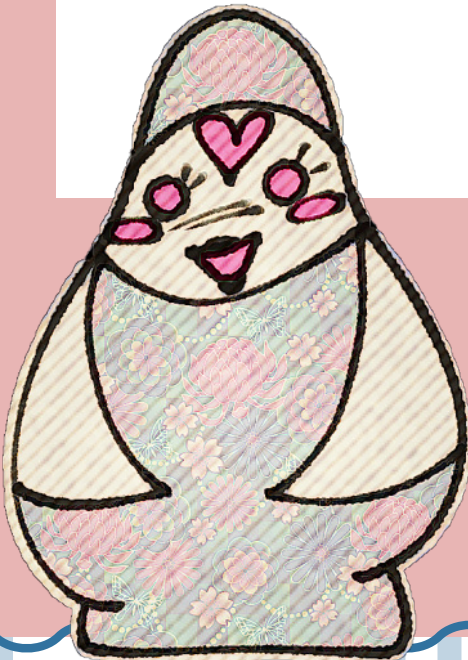


Logo

The company has one main logo, and it is illustrated in a stylized font, "Aunt Margaret's Antique Mall LLC". They use a limited color palette of blue, pink, black and white. It can be transparent or have a solid white and sometimes pink background. Nothing can be added to the logo and the clear space gives the logo room when adding in a solid background color.

Aunt
Margaret's
Antique
Mall
LLC

Clear Space

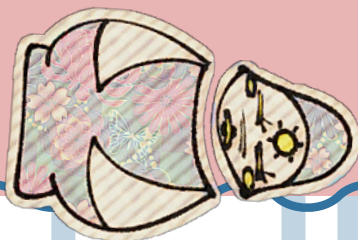


Logo Treatment

No, you may not squish, pull or change the color of the logo!



Yes, you can only give the logo a pink or white background!



Typography



Chelsea Market Watercolor

Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Headline text: 75 points, 12 leading,
designed to grab attention, create hierarchy,
summarize main points, and structure content.

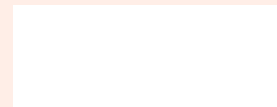
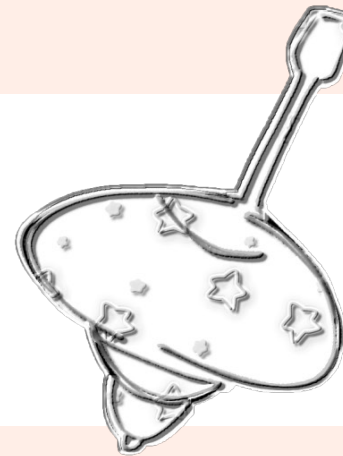
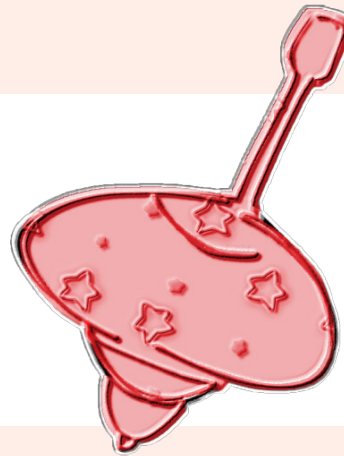
Coquette

Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body Copy: 10 points, 12 leading, serves as
the main text, conveying information, ensure
readability, and delivers main details.

Colors



hex code: #31729f

#e865b4

#ffffff

cmymk: 69%, 28%, 0%, 38%

0%, 22%, 22%, 9%

0%, 0%, 0%, 0%

rgb: 49 114 159

232 181 180

255 255 255

Photography

The photos often contain images of their antique building, from the outside to its interior design. Whenever the company needs to advertise and post, it's mainly done by photo.



Other images that are found on the Aunt Margarets Antique Mall website is their items, crafts, and vintage collectibles. These show what is in store, what they carry and what is being sold to customers.

