

# Logo Brand Style Sheet

## Back to the Past Collectibles

Shorthand: B2PCollect or B2P

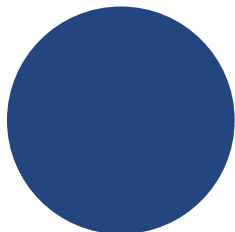
MAIN  
LOGO



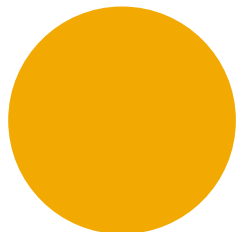
SUB  
MARK



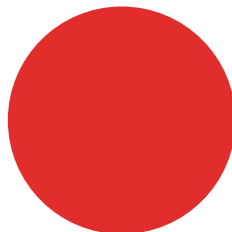
COLORS



R36 G70 B128  
#244680 (Canva)



R242 G170 B3  
#f2aa03 (Canva)



R225 G46 B45  
#e12e2d (Canva)

FONTS

### Barlow

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

### Agrandir

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ

1234567890

# Mission, Voice, Tone

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## MISSION

Our mission is to bring peace of mind to our client's lives through evaluating and marketing their collectible items, as well as support the excitement and nostalgia of our buyer fan base. We will accomplish this by exceeding expectations in every aspect of the process, regardless of how big or small the collection may be.

## VOICE

FRIENDLY  
KNOWLEGABLE  
QUIRKY  
HELPFUL  
FUN  
PERSONABLE  
PROFESSIONAL

## VALUES

DOING RIGHT BY THE CLIENT  
TAKING ON WHOLE COLLECTIONS, NOT  
CHERRY PICKING  
USING OUR EXPERTISE TO  
HELP DISCOVER VALUE  
SHARING OUR KNOWLEDGE

## VOICE

Helpful and knowlegable  
Playful and Interactive  
Source of odd facts and oddities  
Entertaining and Informative

NOSTALGIA

# Characters

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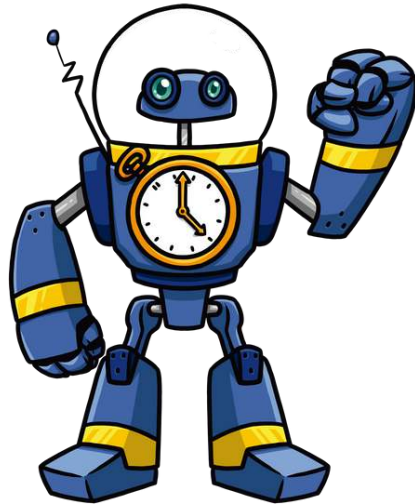
HERO KID



ROCKET  
GIRL



ROBOT



JAMES  
BUNNY

