



WELLFLEETS

cultivate character

brand guide

our story

Our mission is to sustain and regenerate Wellfleet's natural resources and culture for future generations.

Unlike other iconic oyster brands around the country, Wellfleet is no corporation. Our production region is comprised of hundreds of individual farms and harvesters.

Wellfleet's oyster beds drove the early economy in the 1800's.

We are skilled aquatic innovators and artisans with unrivaled passion, determination, and know-how. We invest energy in mastering small acts of greatness over time to produce world-class oysters.

Our rally cry:

Cultivate Character.

our mark



Part shell, part fingerprint, the brand mark aims to visually differentiate what make Wellfleets distinct from other oysters available on the market. As each individual oyster is nurtured and hand-harvested by a local Wellfleetian — some with a generations-deep connection to the region — a fingerprint pattern fills the uniquely identifiable shape of the species serving as the makers signature and stamp of quality.

our system

1. PRIMARY LOGO (LOCK-UP)

Shell icon and wordmark used in tandem to represent the brand for introductory exposures.

2. WORDMARK

The wordmark may be used alone in instances where primary lock-up does not fit context.

3. FINGERPRINT/SHELL ICON

Only for use in supporting situations where primary branding has been established.

I.E. interior pages of a publication, back of a t-shirt or business card.



WELLFLEETS
cultivate character

WELLFLEETS
cultivate character



High Voltage Rough

Archer Bold Italic

our standards

**DO NOT
STRETCH**



**DO NOT
CHANGE COLOR**



**DO NOT
CHANGE FONTS**



our colors



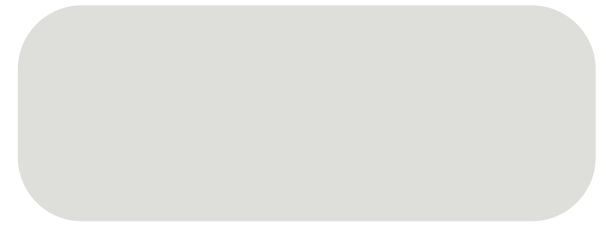
GRIT

PMS 404

RGB 119, 110, 100

CMYK 20, 25, 30, 59

HEX #776E64



PEARL

PMS 404 (30% saturation)

RGB 222, 222, 219

CMYK 12, 9, 11, 0

HEX #dededb



TIDE

PMS 5487c (30% sat.)

RGB 208, 218, 214

CMYK 18, 8, 14, 0

HEX #dodad6



SEA

PMS 5487c

RGB 99, 132, 118

CMYK 70, 68, 64, 74

HEX #5D7975



SUN

PMS 7515c

RGB 197, 139, 104

CMYK 5, 43, 49, 11

HEX #C58B68



SKY

PMS 5415

RGB 91, 127, 149

CMYK 56, 24, 11, 34

HEX #5B7F95

Primary Headline Font

Archer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Body Font

Archer Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Accent Font

Tantnotes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

our partners

VISUAL ASSOCIATIONS



Wellfleets
Primary logo, 100%

Producer/Harvester
Secondary logo, 60% of visual center



Wellfleets
Primary logo, 100%

SPAT
Secondary logo, 50% of visual center



Wellfleets
Primary logo, 100%

SPAT
Secondary logo, 50% of visual center

Producer/Harvester
Secondary logo, 50% of visual center

VERBAL ASSOCIATIONS

“[Oyster Company] is a proud member of the Wellfleets Oyster Collective.”

Used by growers or harvesters to affiliate with Wellfleets.

“Wellfleets Oyster Collective is an initiative by Wellfleet SPAT.”

Used by either Wellfleets or SPAT.

“Wellfleets: Cultivate Character with [Oyster Company].”

Used by Wellfleets when featuring specific producers.

Questions?

Contact Carla Siegel at Agentsie
carla@agentsie.com

thank you!