

WORK
SMITHS

BRAND GUIDELINES

BRAND VALUES

Shared

Bespoke

Grounded

Flexibility

Agile

Diversity

Direct

Balance

Share

Connected

Focused, artisan, gilded, work-craft, equality, connected, tailored, bespoke, construct, shared, human, handmade, grounded, earthy, shaping the future of work, construct, flexible and dynamic, clear and direct, partnership/binary, exchange, looking deeply, problem-solving, transparent



PRIMARY LOGO

Reversed



SECONDARY LOGO

Reversed



PRIMARY LOGO



SECONDARY LOGO

COLOURS WHEN REVERSED



The primary colours for this brand are the 2 greens and paper white.

A mustard yellow and dusty pink can also be used as secondary colours.

There are 2 greys that can be useful for variety. The light grey can be used for the keyline when the secondary colours are in use.

4F6157 DARK GREEN WEB SAFE RGB
C66 M42 Y57 K36 CMYK 4-COLOUR PRINT

A2D3BD LIGHT GREEN WEB SAFE RGB
C42 M0 Y32 K0 CMYK 4-COLOUR PRINT

D8A41E YELLOW WEB SAFE RGB
C15 M35 Y94 K4 CMYK 4-COLOUR PRINT

E2C7CB DUSTY PINK GREEN WEB SAFE RGB
C13 M25 Y15 K0 CMYK 4-COLOUR PRINT

C7C7C5 MID-GREY WEB SAFE RGB
C25 M18 Y21 K2 CMYK 4-COLOUR PRINT
OR K30 IF ONLY PRINTING BLACK

E5E4E4 LIGHT GREY WEB SAFE RGB
C12 M9 Y10 K0 CMYK 4-COLOUR PRINT
OR K15 IF ONLY PRINTING BLACK



COLOURS WHEN ON WHITE



When placed on a white background, the part of the logo which is a word should be in the dark green.

The keyline box should mostly be in the light green, but can be more playful in colour choice, using the secondary colours.

When the brand is more established, and occasionally, there might be a good time to use some bright tertiary colours red, pink and blue.

TERTIARY COLOURS

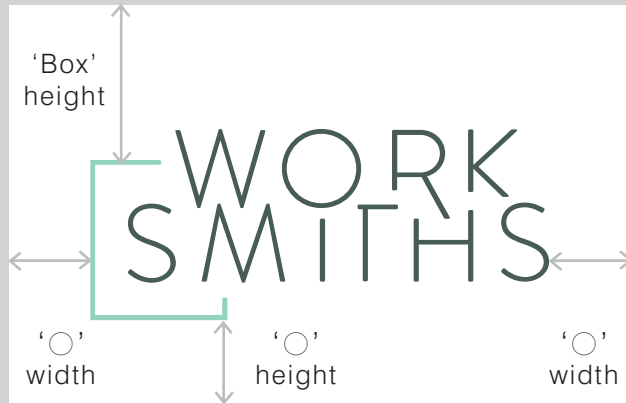
EA573A RED WEB SAFE RGB
C0 M77 Y78 K0 CMYK 4-COLOUR PRINT

CO66A2 PINK WEB SAFE RGB
C27 M70 Y3 K0 CMYK 4-COLOUR PRINT

6D81BF BLUE WEB SAFE RGB
C64 M47 Y0 K0 CMYK 4-COLOUR PRINT

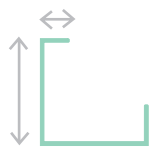
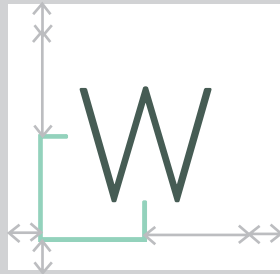


PRIMARY LOGO NEGATIVE SPACE



Above, the white area shows the space around the primary logo which should be preserved at all times. This version of the logo needs negative space to be generous in order to feel elegant. The proportions of this space and position of the logo within it can be using the key parts of the logo as measurements.

SECONDARY LOGO NEGATIVE SPACE



'Box'
height
'Top-line of box'
width

This logo mark is useful when there is less space available. Above, the white area shows the space around the secondary logo which is best preserved. Sometimes – for an avatar for instance – this might not be possible. But where you can, give a little space around this logo so that the 'W' seems central to the space. The proportions of this space can be measured using the key parts of the logo box as shown above.

AVOID DOING THIS



Don't cramp the logo within the space allocated to it



Don't distort or stretch the logo



Don't distort or stretch the logo



Don't separate the logo from the keyline box



Don't deviate from the colour palette, especially so that the keyline box becomes dominant



Don't place the image on background that will make it illegible or feel cluttered.

TYPEFACES

BRANDON GROTESQUE LIGHT
IS A GOOD TYPEFACE FOR
LARGER HEADLINES
THIS IS THE TYPEFACE THAT
THE WORDMARK PART OF THE
LOGO IS DERIVED FROM.

BRANDON GROTESQUE MEDIUM CAN BE
USED FOR TITLES AND HEADLINES AND
WORK WELL WHEN SMALL

Swiss light is a good typeface to use for this brand when printing large amounts of text on a printed publication. It is designed to be universal, international, elegant, clean and minimal. This is the typeface used for the text on the business cards.

It is best to use helvetica light when you are using text that will be shared digitally – on the web or in word documents which will be sent to someone who may have a limited amount of type choices on their computer. As you can see, this is pretty similiary

Helvetica regular can also be used.

HOW TO USE THE IDENTITY



This business card shows how the visual identity is used.

The typeface Swiss light is used for body copy typesetting.

The typeface Brandon Grotesque is used for the parts that are in capital letters and titles.

Alignment and space is used precisely and carefully.

IMAGERY

There is a library of images, some shown on the following pages, which you can select from to create designs with.

These images have been selected because they represent the brand values. As well as imagery that shows 'smithing' they communicate understated elegance, calm and confidence. They are uncluttered and stylish, while appealing to the senses in some way.

The images also contain the brand colours – including a little bit of shine or metallic which can be applied in this brand – again in an understatedly elegant way.



