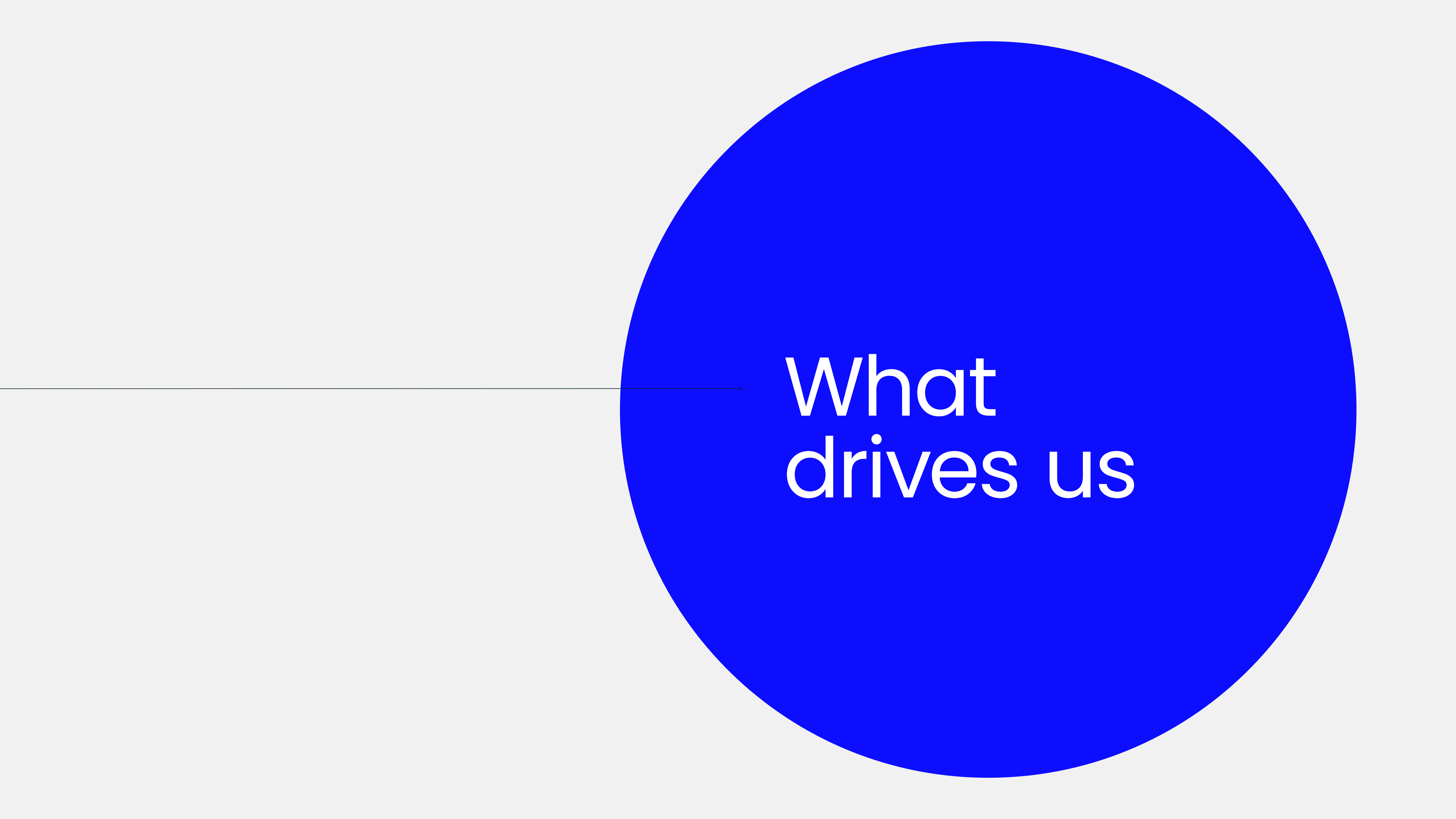


Our Brand

VERSION 1.0 - NOV 2024

BRAND GUIDELINES



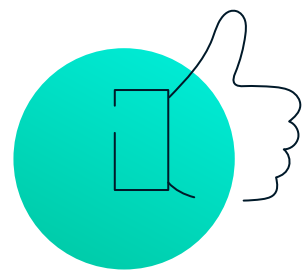
What
drives us

Our values

A simple idea, a simple message, a simple solution. These all make it much easier for the audience to understand and engage with your brand or business, and ensure you can effectively communicate what you want to say.

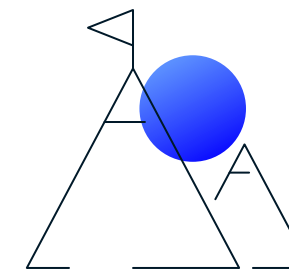
EXPERTLY
SIMPLE

Our values



Be Positive

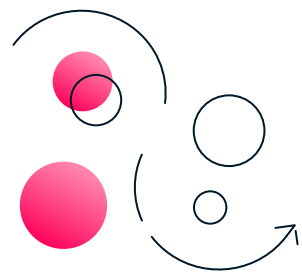
We believe that with a positive attitude, anything is achievable. Enjoy and celebrate the good times. Be brave and learn from your mistakes. In life, a smile goes a long way.



Above and beyond

Our team makes the difference. We go above and beyond for our clients, being dependable, flexible, and supportive. By collaborating and sharing ideas, we tackle any challenge together.

Our values



Own your journey

We believe in ourselves and our team to shape our future. Lead by example, be ambitious, and stay curious. Always seek opportunities in every challenge.



Why so serious

We believe that being professional and having fun aren't mutually exclusive. We encourage a little curiosity and mischief, and never take ourselves too seriously.

Our three pillars



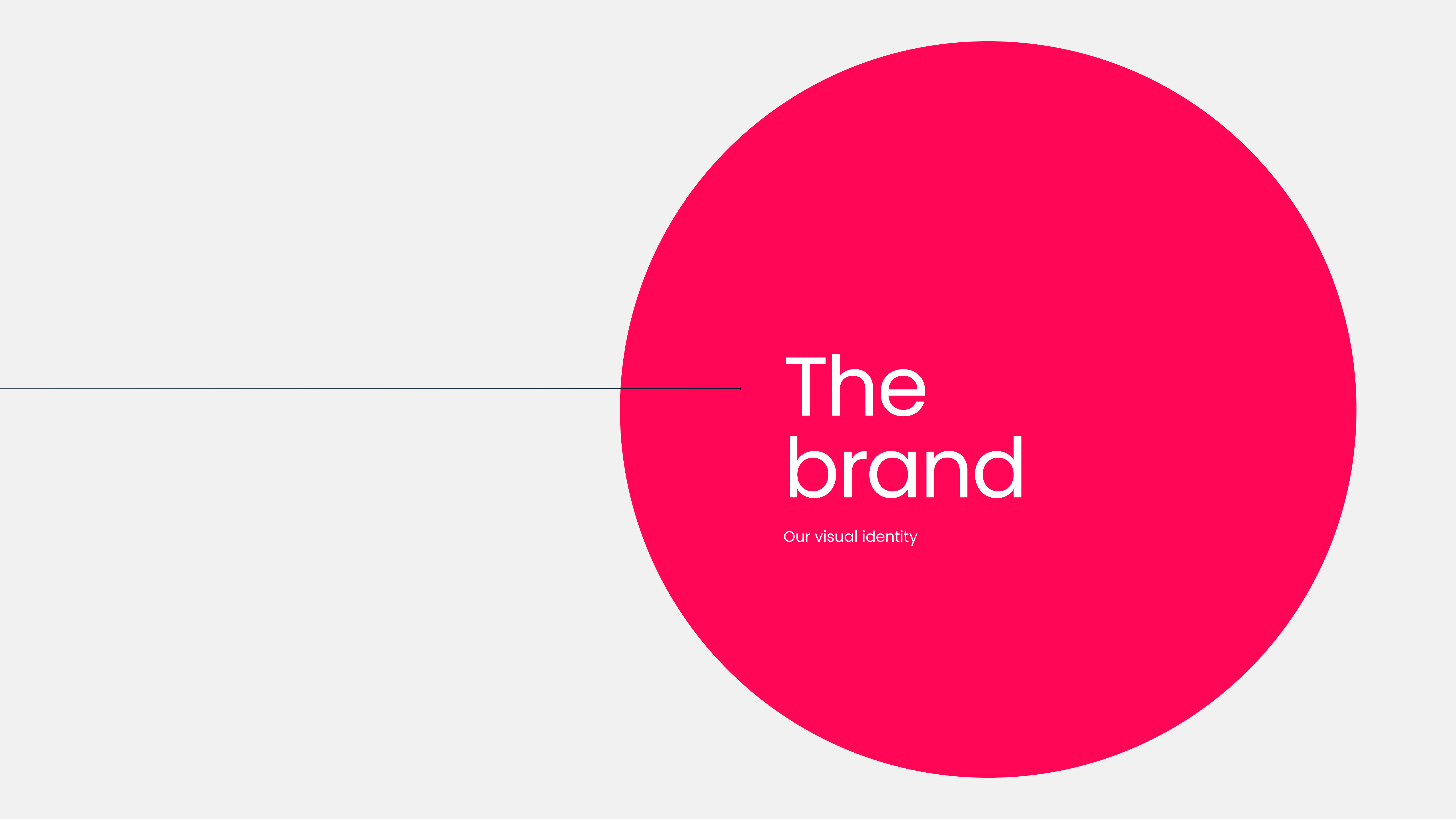
MARKETING



CREATIVE



DIGITAL



The brand

Our visual identity

Logo



Logomark

V//URKHOUSE

Logotype

Typography

Primary typeface

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Alternative typeface
(for emails only)

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Brand lines

Precision, journey, digital, forward motion

Pointing to the right solution

Indicator – we use it as section divider beside titles.

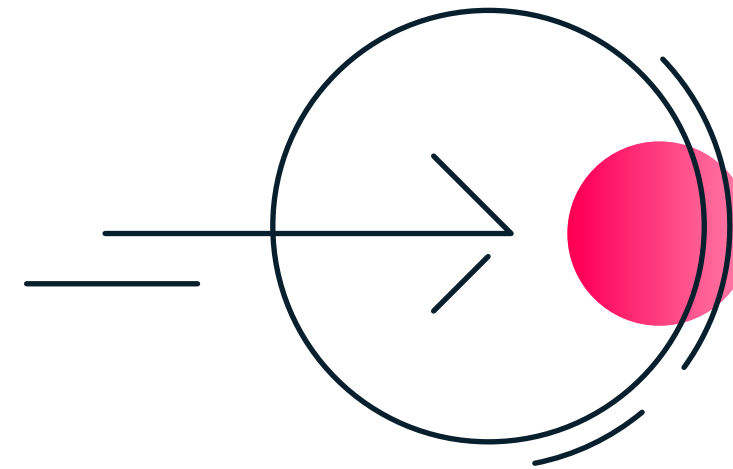
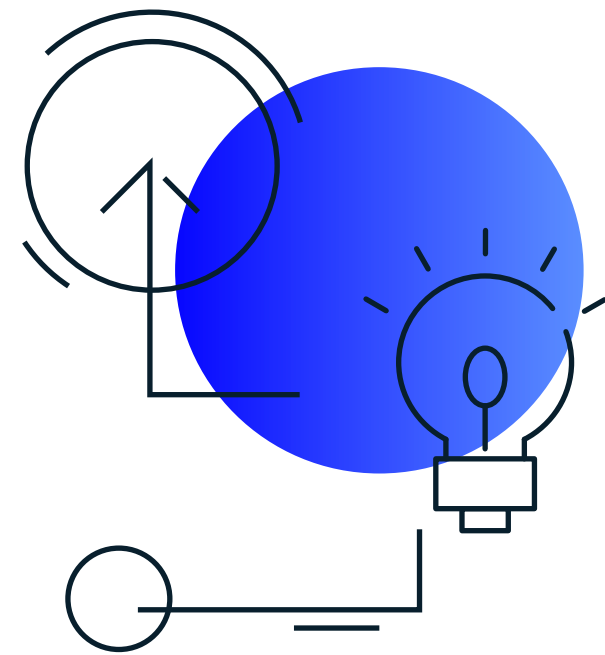


Stroke width: 0.75 pixels

Illustrated icons

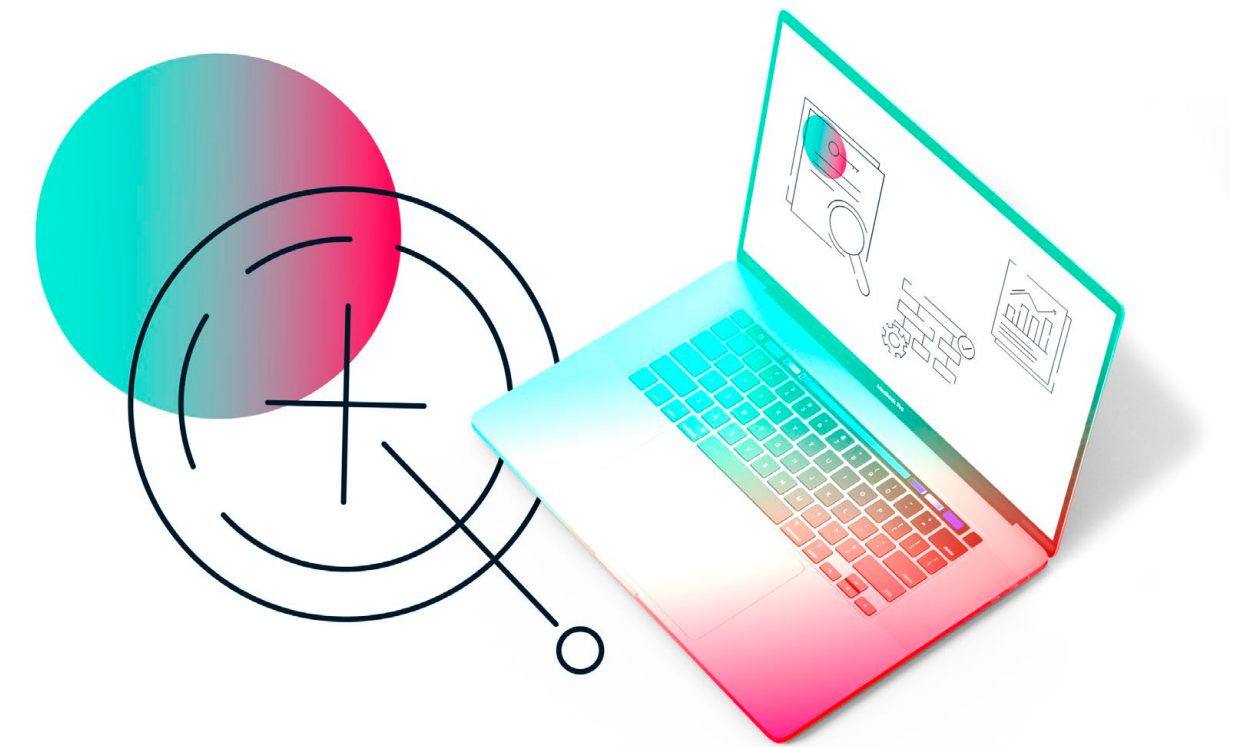
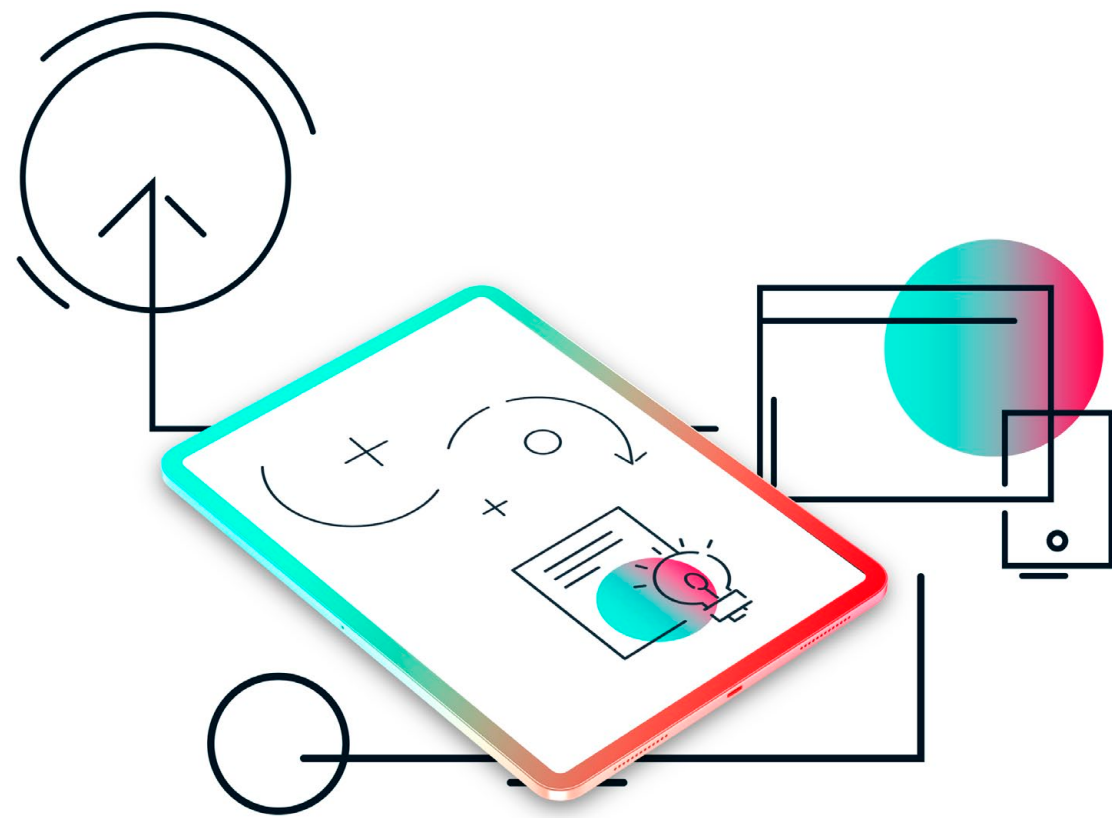
Our icons tell a story, abstract yet detailed enough to be clear on context.

Outlined icons combined with one circular touch of colour usually representing of our our pillars.



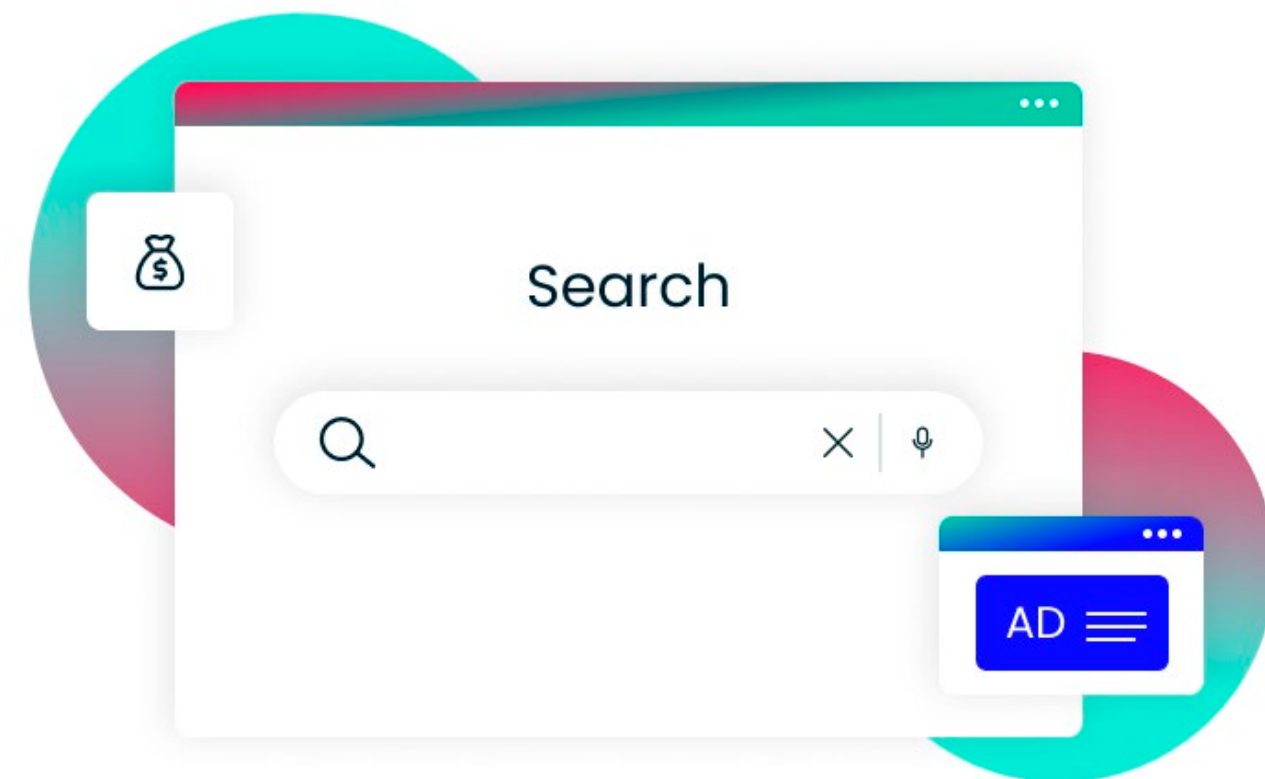
Feature illustration style

We combine greyscale images when creating a bigger feature graphic. Gradients overlap the image.



Flat illustration style

We combine simple line icons, soft shadows and gradient accents to create an approachable and professional look



Icons

Used sparingly to emphasise a piece of information and make it stand out. Mainly in contact details.

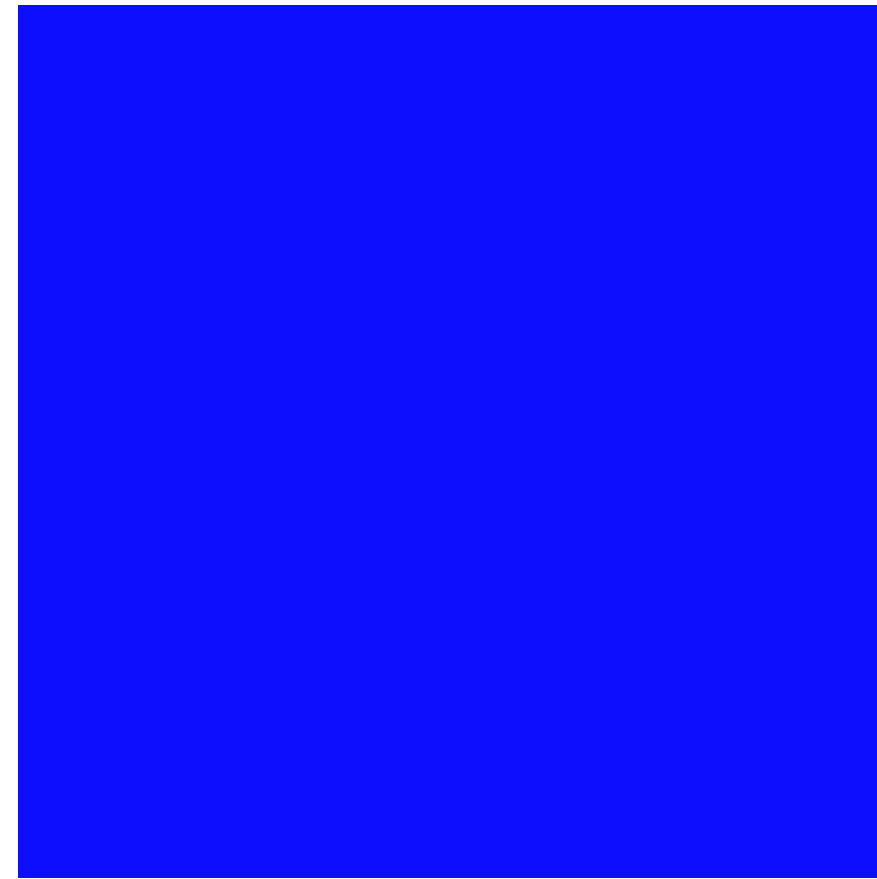


Corner stroke width: 0.75 pixels

Primary colours



Dark grey
#00202E



Blue
#1010FF

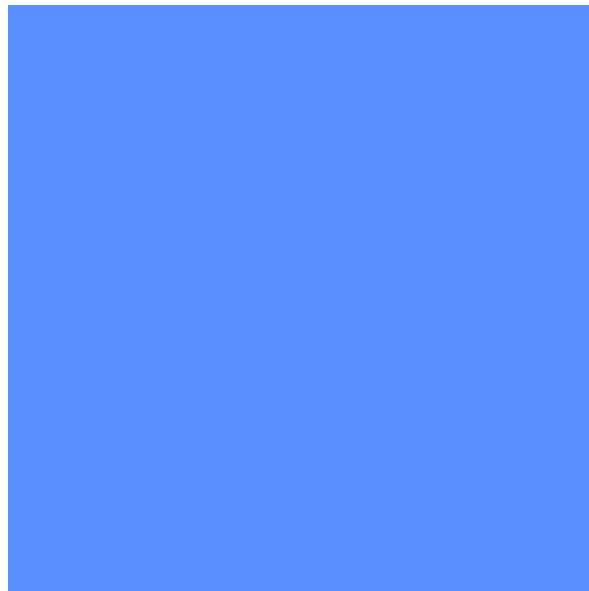


Red
#E60F56



Teal
#00C9A7

Secondary colours



Light blue
#6D8EFF



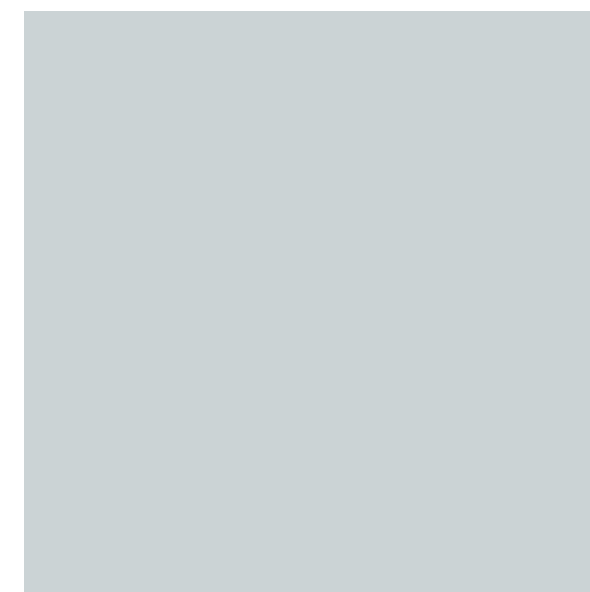
Light red
#F682A9



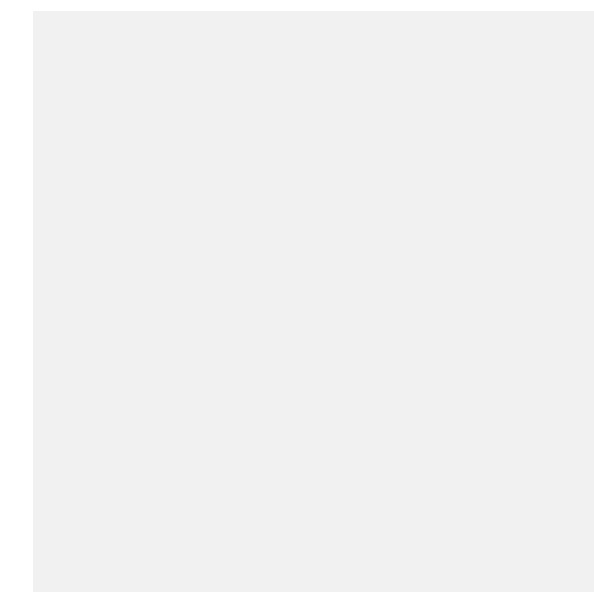
Light teal
#71EBD6



Medium grey
#6B7D85



Grey
#CCD2D5



Light grey
#F2F2F2

Gradients



Blue + Light blue



Red + Light red



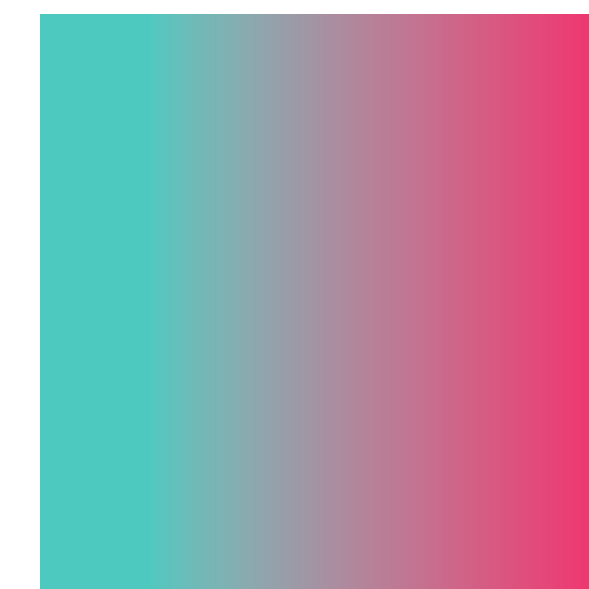
Teal + Light teal



Blue + Teal
#1010FF + #81C9C0



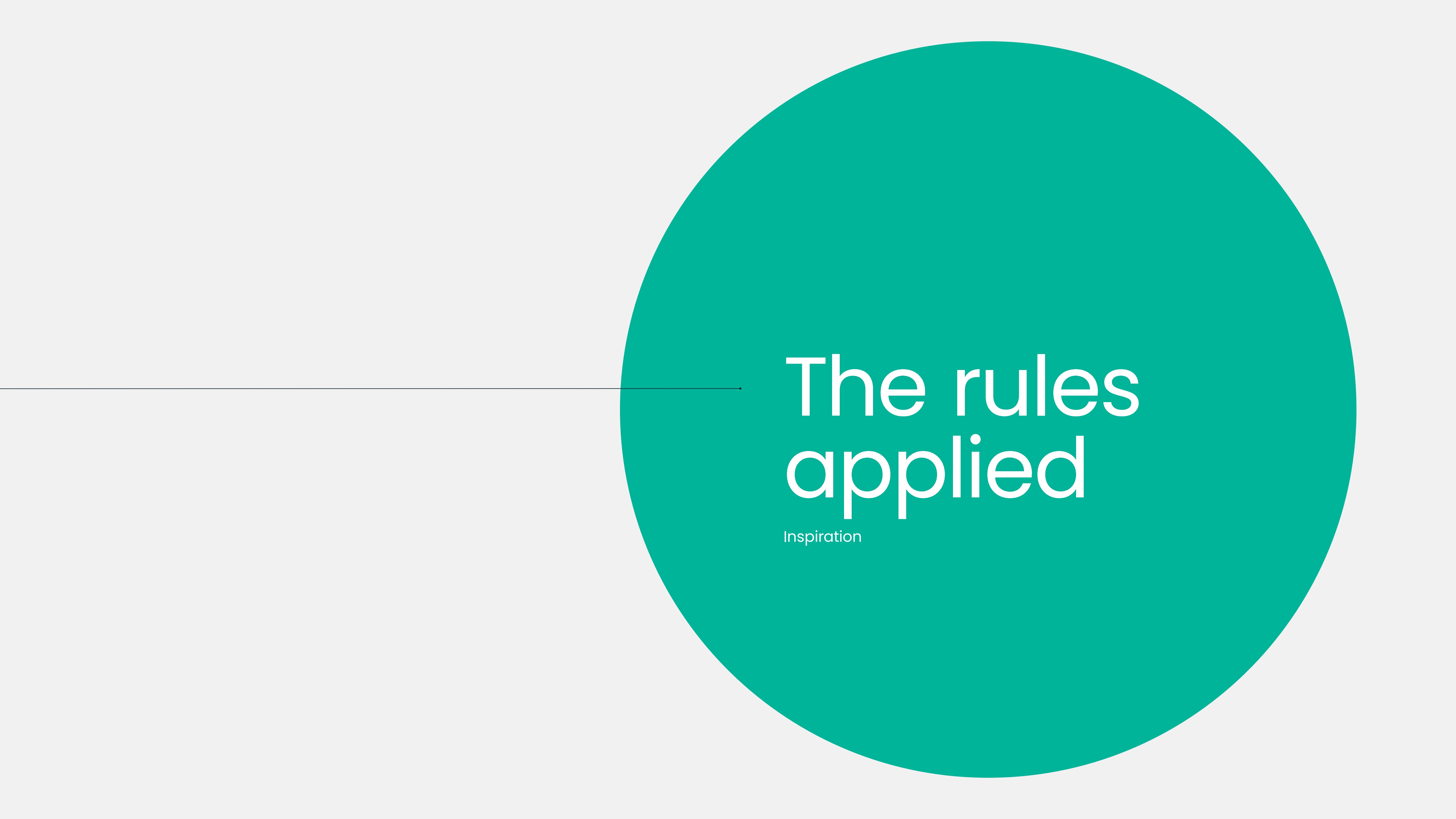
Red + Blue
#EF0152 + #1717FA



Teal + Red
#81C9C0 + #E60F56



Blue + Red + Teal
#6D8EFF + #FF0057
+ #00C9A7



The rules applied

Inspiration

Social media cover

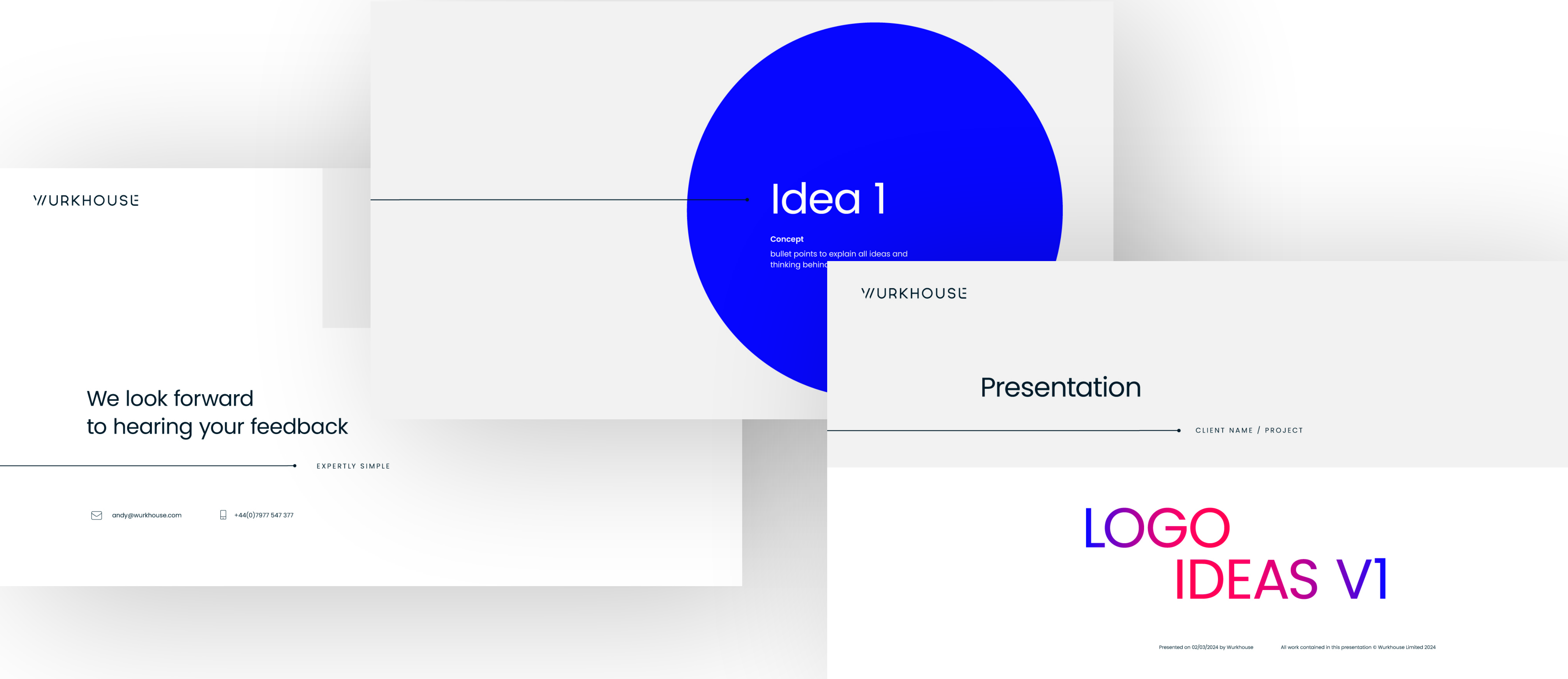


EXPERTLY

MARKETING. CREATIVE. DIGITAL

SIMPLE

Design presentation template



Newsletter



Hi Name of our Client,

Welcome to the first edition of our new newsletter, The Wurkhouse Wire.

What's Moving Us This Month

In our monthly newsletter we will be showcasing:

- What's happening in our media world and what that means for you
- What has inspired us and caught our eye



WHAT'S SHAPING
OUR CREATIVE WORLD

[Link: More info?](#)



SOURCES OF
INSPIRATION



Adidas Kit Launches

With the football season already in full swing, one thing we loved is how Adidas has connected with individual team fan bases to build excitement for their new season kit launches. Find which launches particularly stood out to us here.

[Kit Launches](#)

From Derry City to Mexico City



Hola from Mexico!
I'm Kerrie, Wurkhouse's Digital Marketing Executive & Copywriter and I'm currently on a 4-month adventure with Remote Year, a travel club for global remote workers.

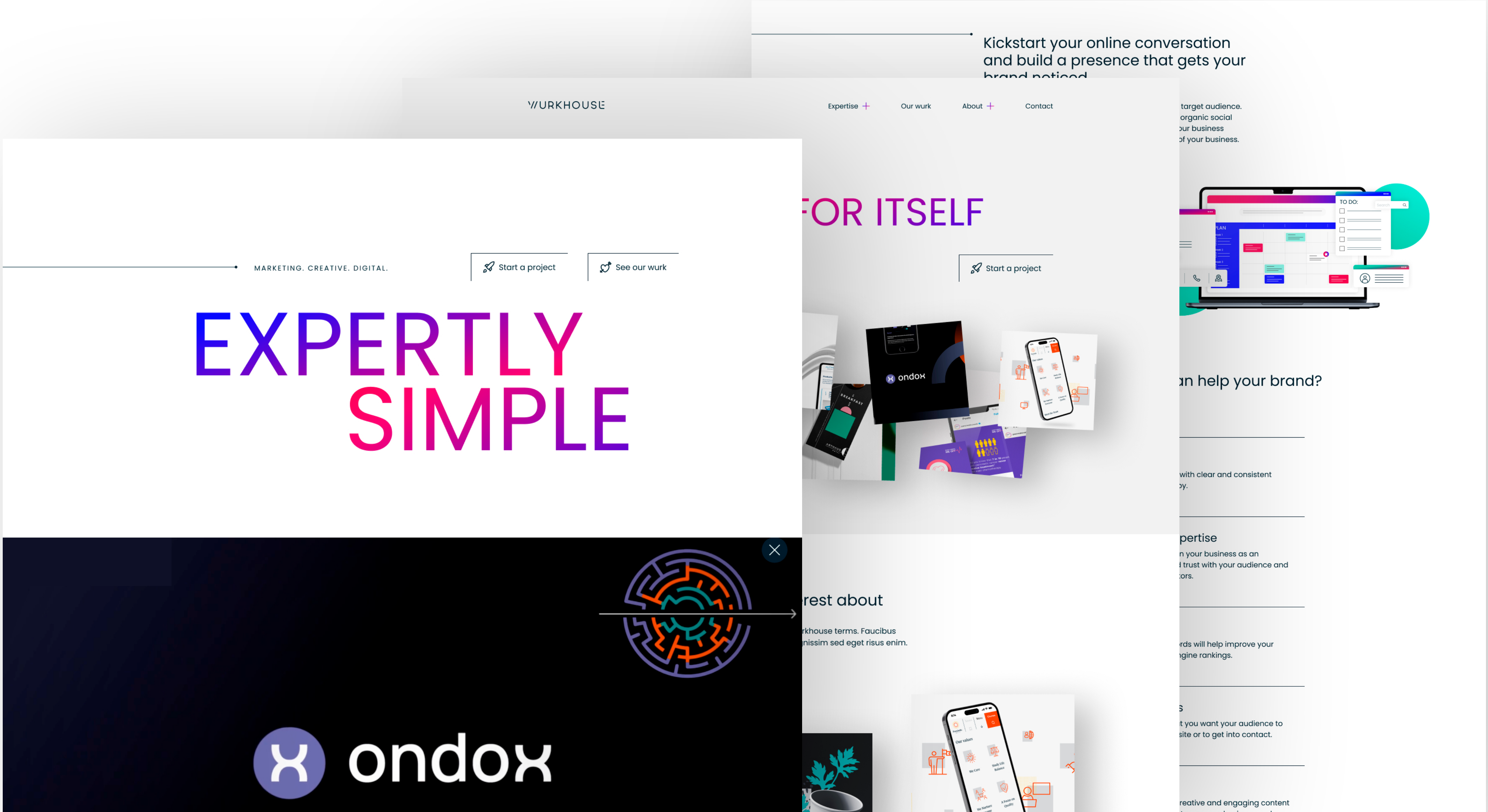
LOOKING FOR SOME
MORE INSPIRATION?

[View our blog](#)

HOUSE

EXPERTLY SIMPLE.

Website



DISCOVER
THE OPPORTUNITIES
AND LET'S DO IT!

WURKHOUSE



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