

SWINK'S WELDING BRANDING GUIDELINE

A SIMPLE GUIDE TO HELP
YOU PRESERVE BRANDING IDENTITY

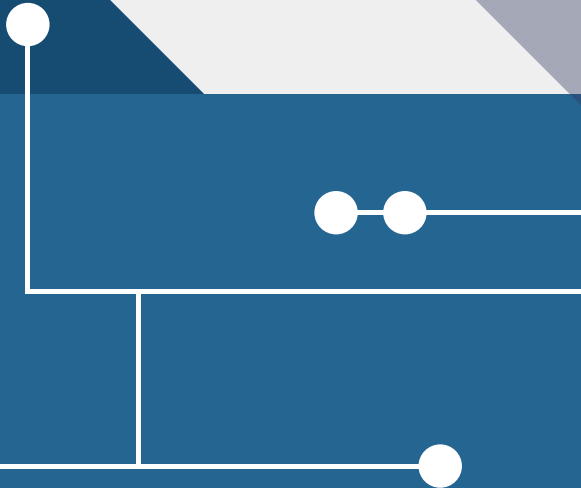
SIMPLE TO FOLLOW

Version 1



INTRODUCTION

This branding style guide was made to ensure the correct usage of the brand elements. All merchandise, advertisements whether they are printed or digital, should be made according to these guides to solidify the brands in the customers minds.



The logo is the core graphic element of the brand which means being consistent is important. It should be used according to these guides to keep the brand cohesive and powerful. The text can be the company name only, or in the preferred case both the company name and the strapline.

THE LOGO



BRAND NAME

The brand name is easily recognisable and it always has to be present. Showcasing the strapline whenever possible is also important, as it conveys the brand's message in a clear way, also it helps with making the connection between the brand and the company's mission.

Website Logo



Aligned Bottom



Mini logo



THE DO'S AND DON'TS

Here are some rules to help keeping everything consistent, cohesive.

● Don't rotate the logo



● Don't Stretch it



● Don't use other colors



FONT SELECTION

Here are a variety of fonts that the company will use.
Oswald Bold should always be used for titles.
Roboto should be used for text.

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
!@#%&*() 0123456677890

Oswald Bold:

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
!@#%&*() 0123456677890

Roboto Bold:

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
!@#%&*() 0123456677890

Roboto normal:

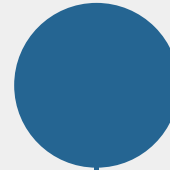
COLOR SELECTION

These are the only colors which shall be used when representing the brand. It perfectly reflects the brands personality, diverging from them can create confusion. A solid, consistent color scheme helps immensely with brand recognition.

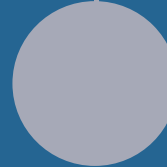
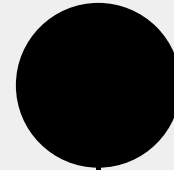
Adjustments may be made for packaging, POP and collateral to compensate for paper stock and other treatments; the goal is always to maintain the visual integrity of our brand colors.

These colors can be used on digital or printed, advertisements, catalogues, merchandise

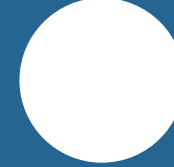
Primary:
#256592



Third:
#000000



Fourth:
#A6A9B7



Secondary:
#ffffff

CLEAR SPACE

Our logo should always have enough breathing space. A clean space around the logo ensures a greater visual impact. Respect the borders, don't put anything closer than the minimum distance as shown:



Social Media

Calendar Guidelines

Monday: New Contracts & Video

Tuesday: Employee Spotlight & Video

Wednesday: Company Culture

Thursday: Project Video/Photos

Friday: Education

Saturday: Project Video/Photos

Sunday: Question

Social Media

Video Basics

- Each video must have a cover.
- Talking heads end with a cut to the logo.
- Jobsite videos end with a wide shot of the job.
- No photos by themselves (except for new hire & new contract post)
- All employees must be wearing branded clothing (except if they are welding)

Social Media

Social Media Covers: **Jobsite**

Reminder - The cover must work for an aspect ratio of 1x1 & 9x16.

Jobsite

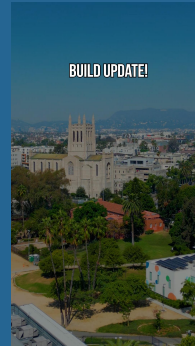
Properly colored, clearly shows work/steel, wide shot. Shows big jobsite.

For coloring videos, either do a basic color correction or add LUTS - Cinematic V1 or V2

Correct



Incorrect



Irrelevant text, random building, not properly colored.

Social Media

Social Media Covers: Talking Heads

Talking Heads

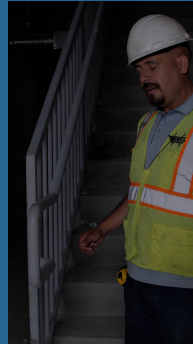
Properly colored, face in safe zone, design elements implicated, proper title.

Correct



Safe Zone*

Incorrect



No title, face turned away, no design, face not in safety zone.

Social Media

New Hire & New Contract Templates

New Hire



New Hire copy should be a short biography or testimonial.

New Contract



New Contract copy should describe the type of project and what aspect Swink's Welding is involved in.