



Brand Guidelines

TOOLS TO HELP YOU USE OUR CORPORATE IDENTITY EFFECTIVELY

The **Craftwood Doors & Windows** brand is a visual system that communicates the heart of our work and our identity. This guidebook outlines all written, visual, and graphic elements that comprise our brand.

Primary Logotype

Meet our logo! This primary logo is our favourite and should always be used when circumstances allow. This is the clearest way we can represent our company visually



Clearspace

Our logo needs some breathing room. Make sure you give it space to stand out. For the primary logo, the margin of clearspace is measured by the half size (X) of the whole logo.



Minimum Size

To make sure our logo is always visible, we've determined a minimum display size for both digital and print applications.



Minimum print size 1.0" (25mm) wide

Minimum digital size 96 pixels wide

Logo Variations

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There are a couple of different ways to showcase our logo.

The full primary color logo should always be used on a light or white background.

Use the full negative version when on a background that is black or very dark.

The grayscale logo should only be used in the event that we cannot properly reproduce the primary logotype due to printing or design restraints.

Use white logo on gradient or a colored background

Full primary color



Full negative



Grayscale



White on colored background



Improper Usage

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To make sure our logotype appears as consistent as possible throughout our communications, we've identified a few ways it should not be used. Here are some examples.

Don't use old logo type



Don't rotate the logo



Don't stretch the logo



Only use specified colors



Don't use effects such as a drop shadow



Don't use primary color on dark background



Don't fill the logo with a gradient



Don't change the position of the logo



Don't use the logo on a busy or bright image



Typography

Our typeface is Century Gothic.
Use good judgment
when choosing different
weights. Here are the option.



Century Gothic Bold

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$@#&* _-[]()

Century Gothic Medium

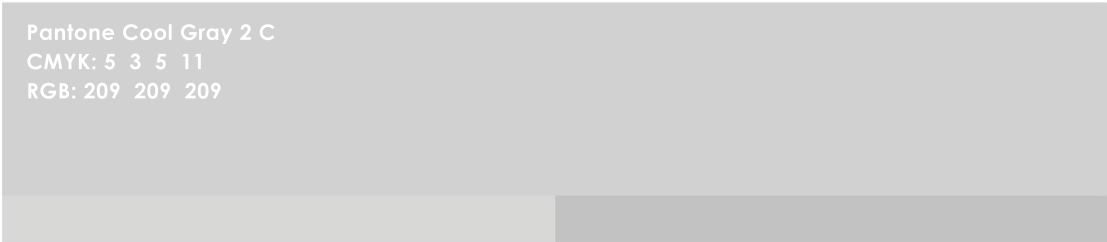
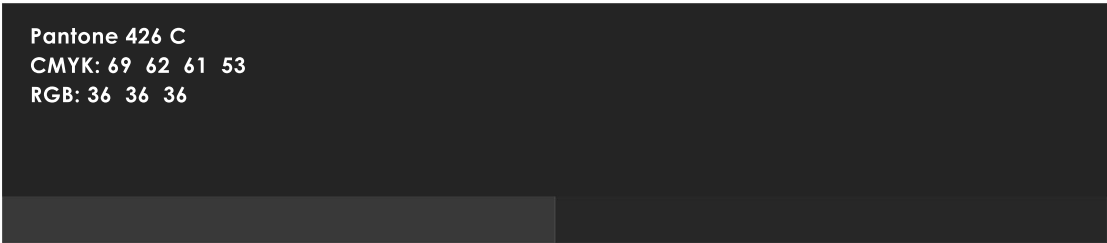
ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$@#&* _-[]()

Century Gothic

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$@#&* _-[]()

Primary Colors

These are the colors that represent our brand. Use these colors generously for our type, patterns and backgrounds.



Secondary Colors

Here are our secondary colors. These colors are used across our visual communication.



**Any questions?
Feel free to reach out to us.**

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