Design & Branding Guidelines

The purpose of this book is to explain the use of the brand identity and to reinforce consistent application of the visual elements in all communications. This includes, publications, presentations, websites, social media, email communications, and all other marketing both online and offline.

An agency built on partnership.

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The Logo Design

The company logo is an important and valued graphic element for distinguishing your business amongst competitors. Because of this, the graphic elements of your logo must be used consistently throughout any materials which are in front of your customer's or prospective customer's eyes!

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The Logo

The icon and the text together both bring a mix of professionalism and welcomeness. There is a sense of playfulness brought into the logo through the bold and rounded typeface which is Gotham Black.

The Mark

The mark is unique in many ways. At first glance, the viewer will notice the arrow which symbolizes Techwood's initiative to push forward in creating innovative digital solutions for their clients.

The Symbols

The line and the dot come together to create a abstract mark representing a unique "T" shape on a 45 degree angle as seen in the finished logo. The two separate elements coming together also represent the partnership Techwood has with their clients to create successful marketing solutions.

The Logo

The clear space around Techwood's logo visually allows the mark to feel valuable and important. In no case should any graphical elements interfere with this clear space around the logo, unless it is the secondary title or department name within Techwood.

Incorrect Usage

1.

2.

3.

4.

5.

6.

1. Do not fill the Techwood title with the same color of the icon, unless it is on a dark background in which case it should always be white.

2. Do not omit the icon. The Techwood title will never stand alone.

3. Do not fill the Techwood title with any color other than white or black.

4. Do not rotate the Techwood icon.

5. Do not color the Techwood icon with any color other than red, black, or white.

6. Do not rotate the Techwood logo. It will sit at 0 degrees only.

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Typography

Techwood Type

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Logo Typeface

The logo typeface sits cohesively with the icon. The curves included in the Gotham Black typeface connect well with the icon. This allows the two elements to come together as one brand identity.

Gotham
Black

Gotham is a geometric sans serif typeface family designed by American type designer Tobias Frere-Jones with Jesse Ragan and released from 2000. Gotham's letter forms were inspired by examples of architectural signage of the mid-twentieth century. Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Developed for professional use, Gotham is an extremely large family, featuring four widths, eight weights, and separate designs for screen display and a rounded version.

Poppins
Extra Bold

Heading Typeface

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

PT Sans
Regular

Body Typeface

PT Sans is based on Russian sans serif types of the second part of the 20th century, but at the same time has distinctive features of contemporary humanistic designs.

Lorem Ipsum

Pitas asperias utaque porem exerum alic te plibusc imusdae peribus, est quam, conserios voluptur, sed eaquis adis rem eliqui autatus quat lam, sitatium que est, quis nat id mo cus molupid eum quam id ut optatur sinimod ignisimus niscienet ut volo volores solupta nimincit aut dundae consequi officia arunt dolum dolestint ut et aute officaerum et a platur?
Me plaudae imodit faceper uptati dendicias min evendipsa

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Color

Rose Madder, Black, White

Primary Colors

The primary colors used in Techwood's visual branding are simple. We want our audience to view us as an approachable company and this color palette allows us to do that.

White

PMS 000 C
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Rose Madder

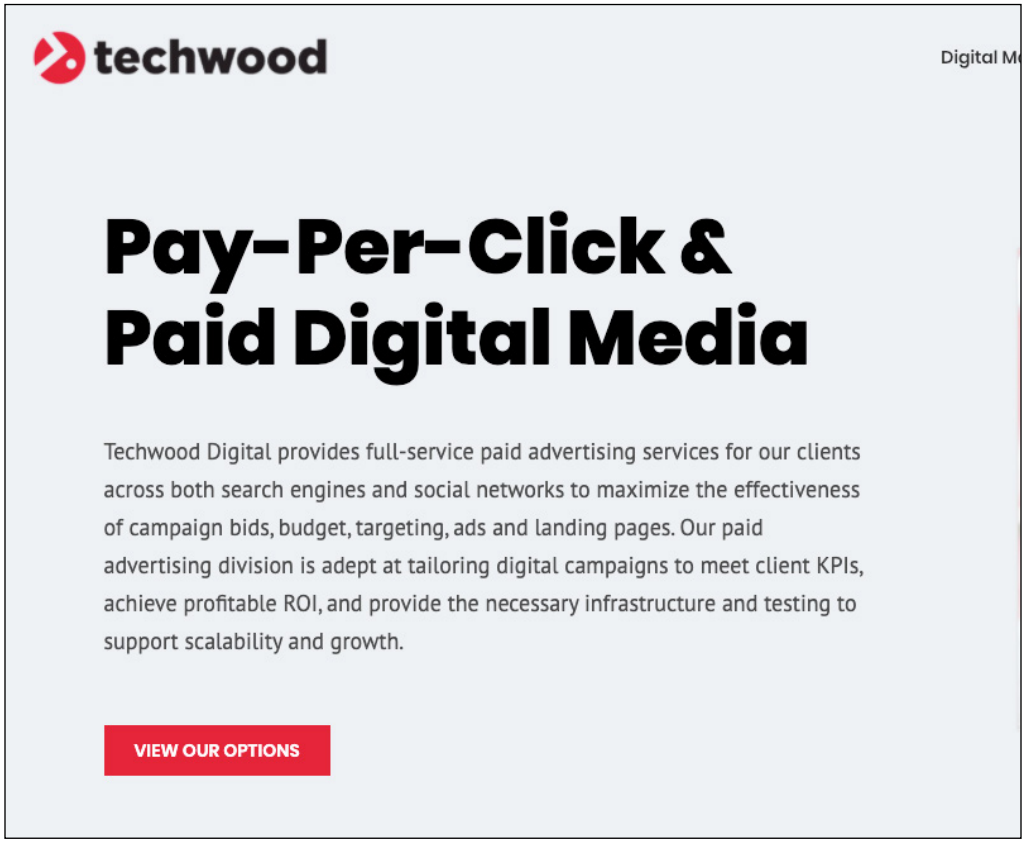
PMS 1788 C
C4 M100 Y81 K0
R229 G29 B57
#E51D39

Black

PMS Black 6 C
C75 M68 Y67 K90
R0 G0 B0
#000000

Rose Madder
In Use

Because the Techwood logo uses Rose Madder, this color should only be used as an accent color in any branding material if used at all.



Secondary Colors

These colors are meant to compliment Techwood's visual brand and not be a distraction. These colors add depth to Techwood and invite users to explore the many services Techwood offers.

Prussian Blue

C85 M39 Y0 K71
R11 G46 B75
#0B2E4B

Platinum

C8 M6 Y7 K0
R230 G230 B230
#E6E6E6

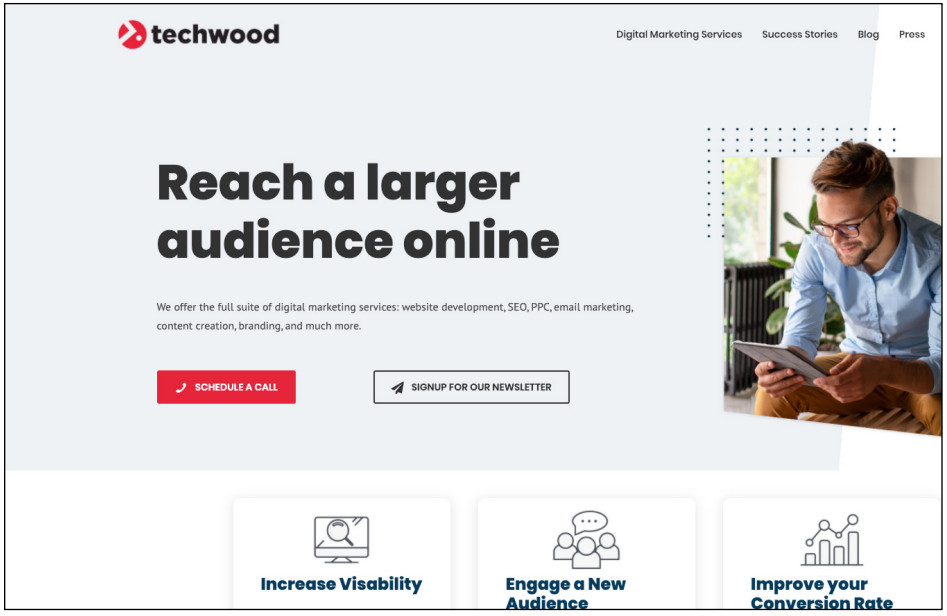
Cultured

C5 M2 Y2 K0
R238 G241 B244
#EEF1F4

Cultured

In Use

In general, the secondary colors should only be used as background to other content. For example, on the Techwood website, cultured is used in the background. This color adds a sense of depth to the page. The secondary colors should not be used for text because the colors are too light to read.



Prussian Blue

In Use

Prussian Blue can be used on the Techwood website to break up different content as well as in print. This color is meant to be a secondary color that adds depth to the brand.

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Visuals

Photography & Design Elements

Partnership

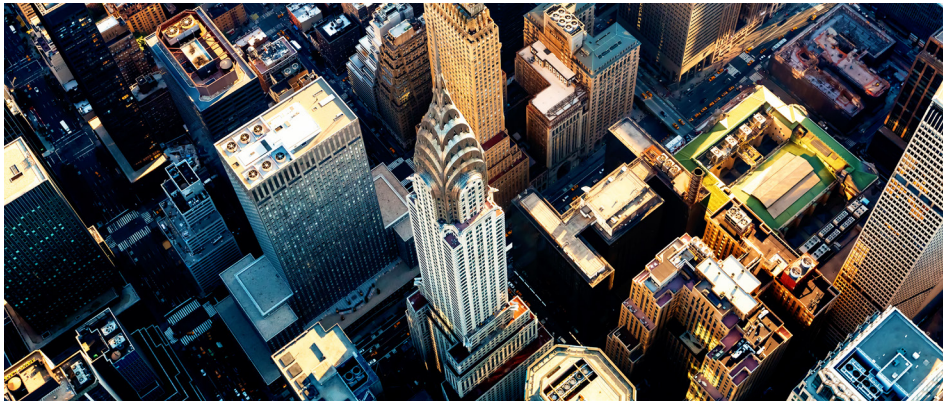
Business conversation and business greeting imagery will convey that Techwood is all about relationships. Clients can put their trust in Techwood knowing fully that the Techwood team has their best interest in mind.

Digital

Every business wants to be viewed online. This imagery represents the ways in which people interact with content created for our clients.

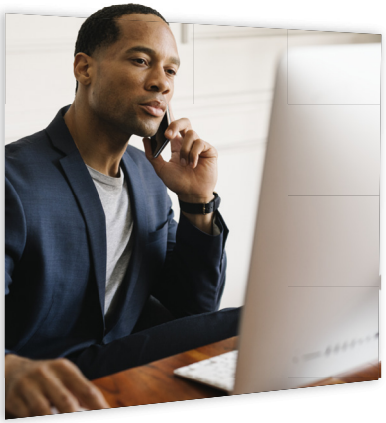
Urban Trust

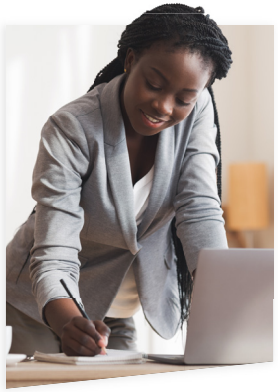
Working with an agency that has experience is extremely important to clients. This imagery showcasing cities, represent Techwood's history of trust with many clients. It also sheds light onto Techwood's expanding network in cities like New York and Atlanta.



Photography

This photo cropping technique allows the images to feel alive (not static). Because the heads are popping out of the frame, it looks as if there is some depth to the photos. All of this represents not only Techwood's innovative thinking when it comes to digital marketing, but also shows how much of a people-centric agency we are.





Dot Grid

The dots are a simple design element which bring depth to the imagery. It represents how Techwood goes beyond surface level thinking in all of their work.

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Brand Voice

Techwood's Voice

Brand Voice

Friendly, Straightforward, Accessible, Pleasure, A Better Experience, Effortless Delivery, Show Over Say

Friendly

Techwood is a company that focuses on building relationships with our clients. People are at the center of everything we do and because of this, Techwood's voice is friendly.

Professional

Professionalism is extremely important to Techwood. We want our clients to know that they are getting the best service possible by working with us.

Straightforward

Techwood doesn't hide anything. We believe that allowing our clients to sit at the table and join us for difficult discussions gives them a better value and understanding of what we do.

Accessible

Working with clients isn't a one-size fits all procedure. If you have special needs please let us know so we can serve you best. We're always accessible.

A Better Experience

Among our competitors, we're certain we'll offer you the best services that fit your specific needs.

Effortless Delivery

Techwood prides itself on giving our clients effortless delivery. Let us do the heavy lifting!

Lighthearted, But Heartfelt

Techwood strives to be inviting and friendly. We enjoy having fun, all without losing a sense of sincerity.

Reliable

Techwood honors the responsibility we take on when working for our clients. It is our goal to live up to the expectations set by our clients.

Industry Experts

Every one of our team members is an expert at their own skill. Together, we are a team of Industry experts trusted by many large businesses.

Partnership Minded

It is our goal to work alongside our clients with a partnership approach. We want to help them in every way possible.

User Profiles

Bob Sanchez

Bob is a Marketing Director at a large company that isn't doing great. He feels as if they aren't getting enough out of their investment online and afraid they are leaving leads on the table. He's looking for an easy plan to move their marketing efforts forward.

Sarah Thompson

Sarah is overwhelmed with trying to understand SEO and PPC. She's looking to hire a company that she can count on and that has a great reputation working with big clients.

Joe Rodriguez

Joe has a company that needs digital marketing services. He has hired agencies in the past and has had a mixed experience. He has heard the song and dance many times, and he is skeptical now. He has friends who have had success though, and he was recommended to look at Techwood.

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