

BRAND GUIDELINE

PURPOSE OF BRAND GUIDELINE

A collection of documents which sets out how to use the design elements in a consistent way. It is developed to complement The Work Project's graphic language.

CONTENT

I - VISUAL IDENTITY

Ia. LOGOTYPE

Ib. VISUAL IDENTITY SYSTEM

Ic. COLOUR PALETTE

Id. SECONDARY TYPEFACE

II - COLLATERALS

I - VISUAL IDENTITY

Ia. LOGOTYPE

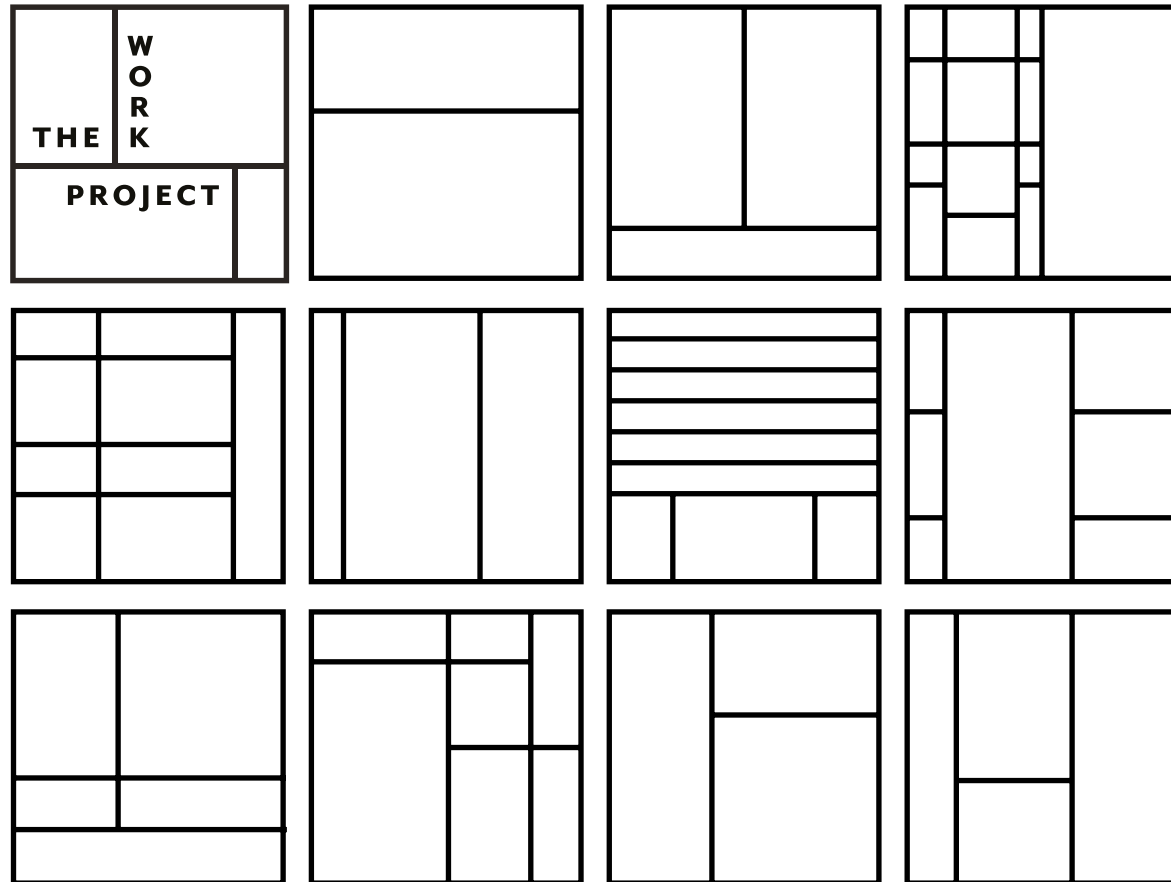
Ib. VISUAL IDENTITY SYSTEM

Ic. COLOUR PALETTE

Id. SECONDARY TYPEFACE

**LOGOTYPE
CONCEPT**

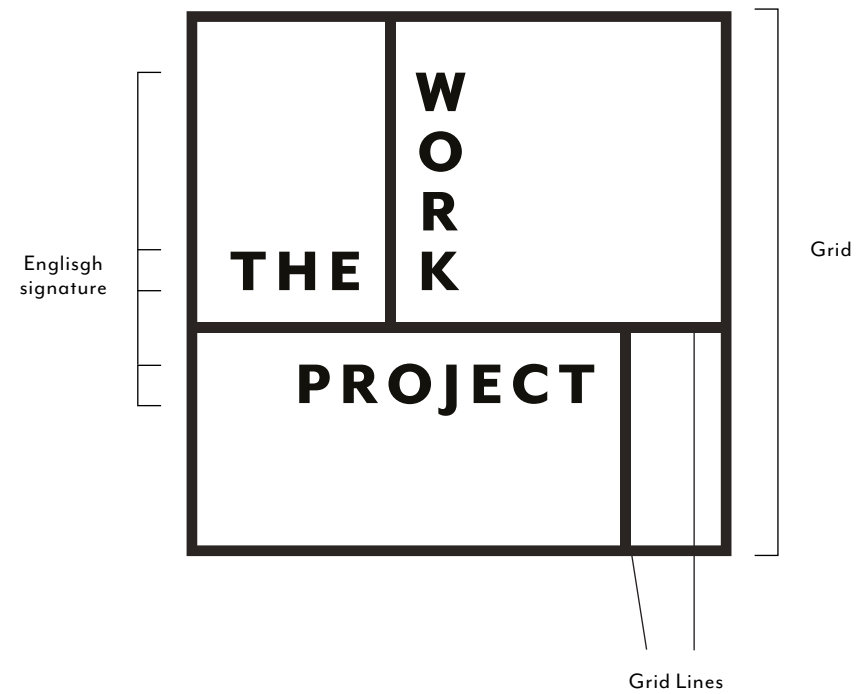
The Work Project logotype is inspired from Le Corbusier's Modulor System, a language of proportions giving innumerable harmonious solutions to problems and questions.



LOGOTYPE COMPONENTS

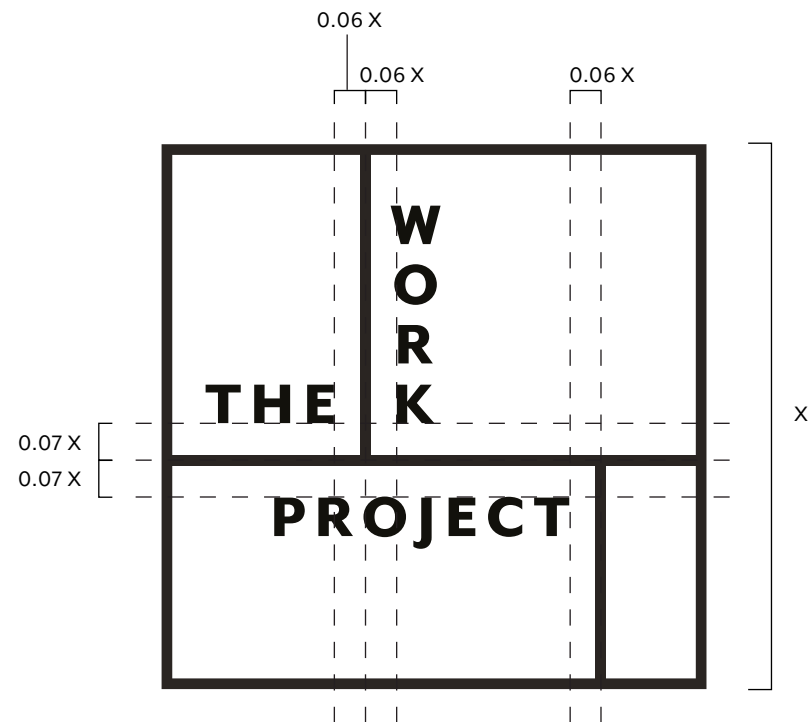
The customised English signature 'The', 'Work' and 'Project' are placed in separated spaces divided by grid lines, only at the corner.

The different elements cannot be used separately.



**COMPONENTS
SPATIAL
RELATIONSHIP**

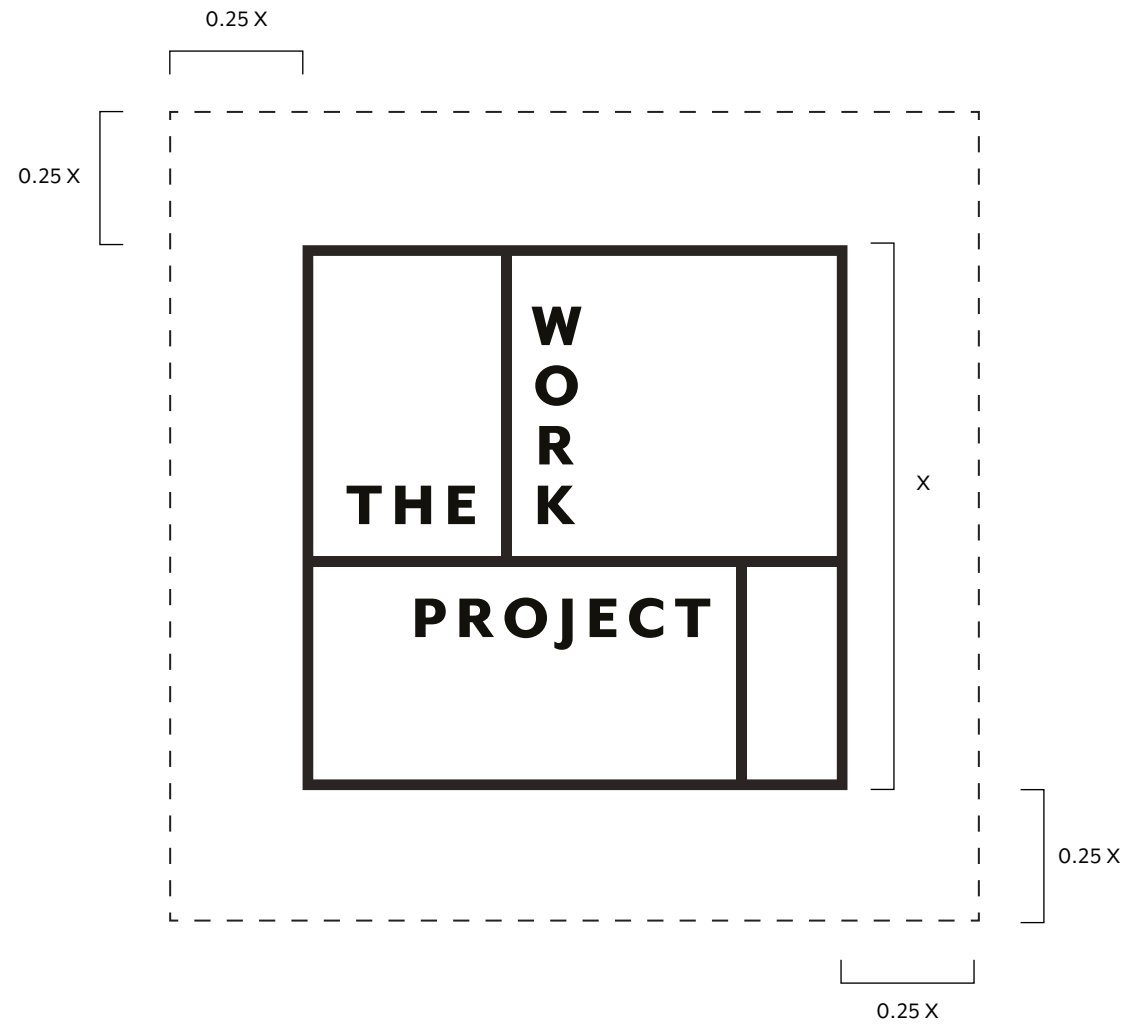
All spatial relationships in the logo are calculated based upon the unit of "X", which equals to the width / height of the square frame.



MINIMUM CLEAR SPACE

To ensure that the logo is always read accurately, minimum space requirement should be followed strictly in all situation when the logo is used.

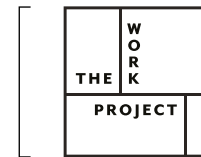
A space of 0.25X must be allowed on all sides of the logo as indicated. "X" equals to the width / height of the frame.



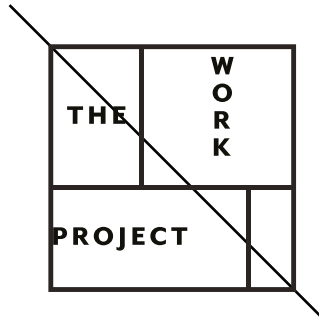
MINIMUM SIZE RECOMMENDATION

The minimum size of the logotype is 20 mm height. It cannot be used in any smaller size for readability issues.

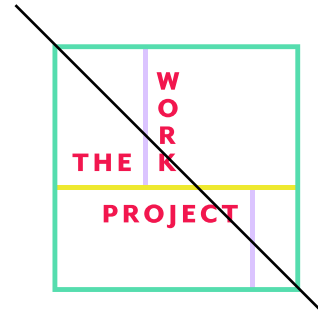
Minimum size:
20 mm



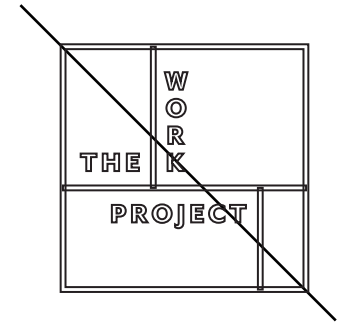
**INCORRECT
LOGOTYPE
USAGE**



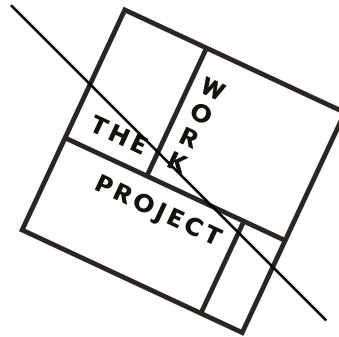
No misallocation
of the type



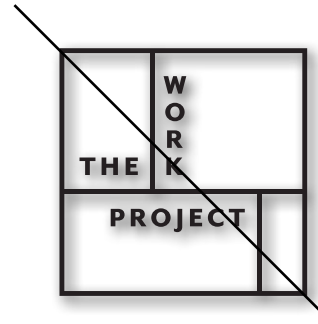
No change of colour



Don't outline the logo



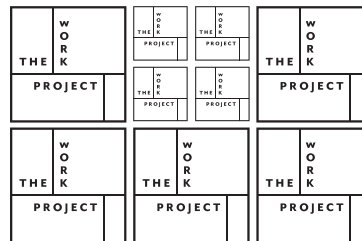
Don't rotate/ flip
the logo



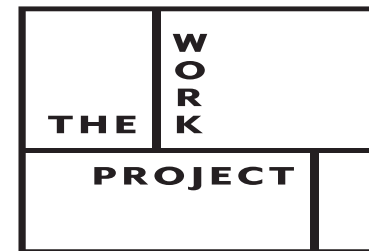
No drop shadow



Don't go off the
grid system



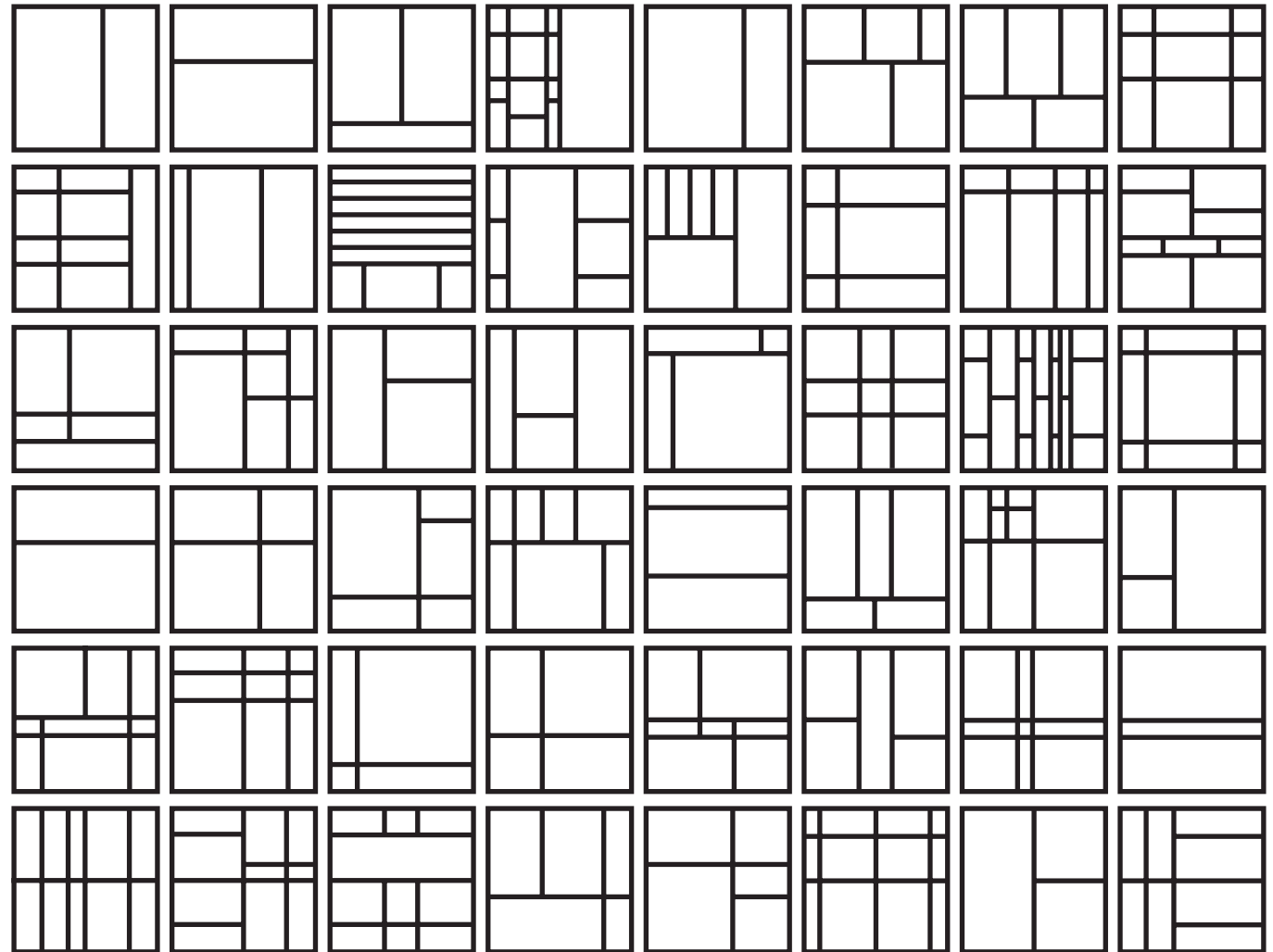
Never use the logo
as a pattern



No distortion

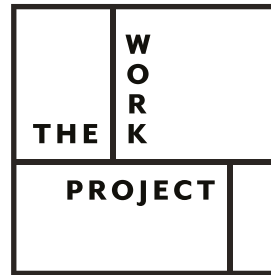
VISUAL IDENTITY SYSTEM CONCEPT

The visual identity system takes reference from Le Corbusier's Modulor System, with its perfect proportions to achieve harmonious visual impacts.

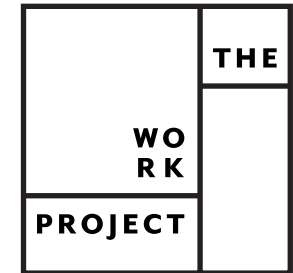
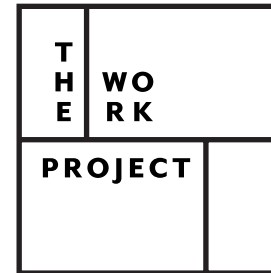
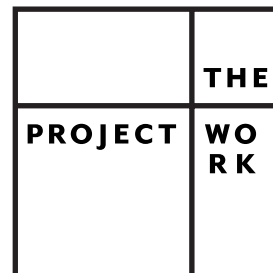
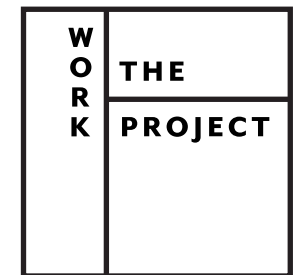
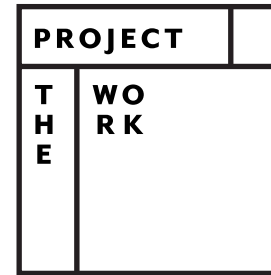


LOGOTYPE VARIATIONS WITH GRID

From the Modulor System, 6 types of grids are chosen and modified to provide logotype variations used in different situations, allowing flexibility of dynamic logotypes.



Main logotype



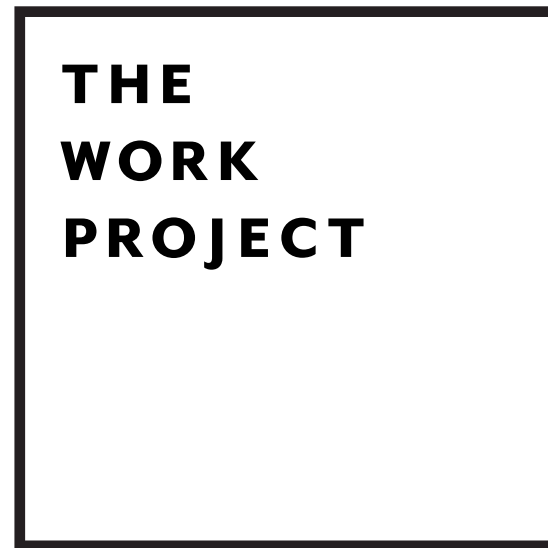
SIMPLIFIED LOGOTYPE COMPONENTS

The 6 types of grid logotypes as mentioned above are not recommended to be used together in a single application (e.g. front and back of a collateral).

To achieve the best visual balance, the simplified version of the logo is created, for the usage accompanied with one of the grid logotype.

It is composed by a simplified grid and a customised English signature. The different elements cannot be used separately.

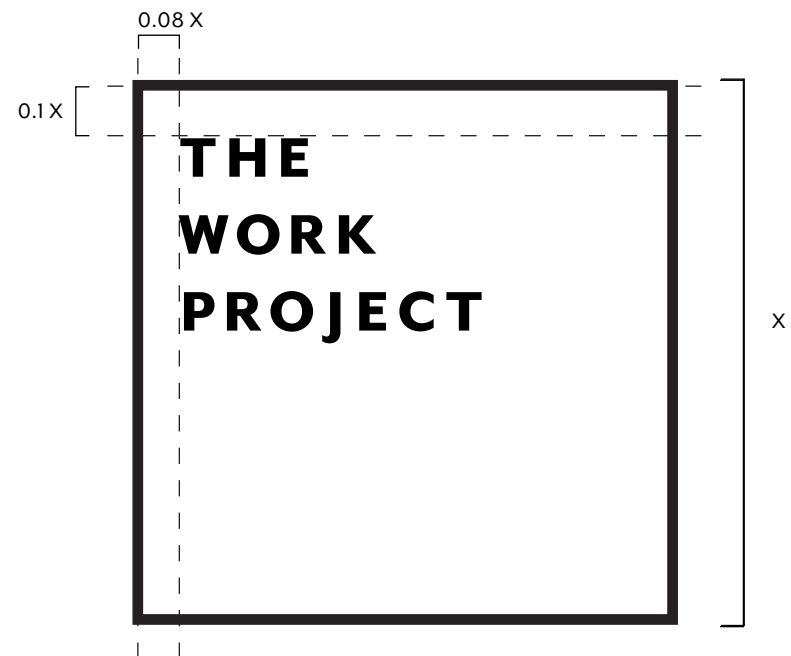
Customised
Signature



Simplified
Grid

**COMPONENTS
SPATIAL
RELATIONSHIP**

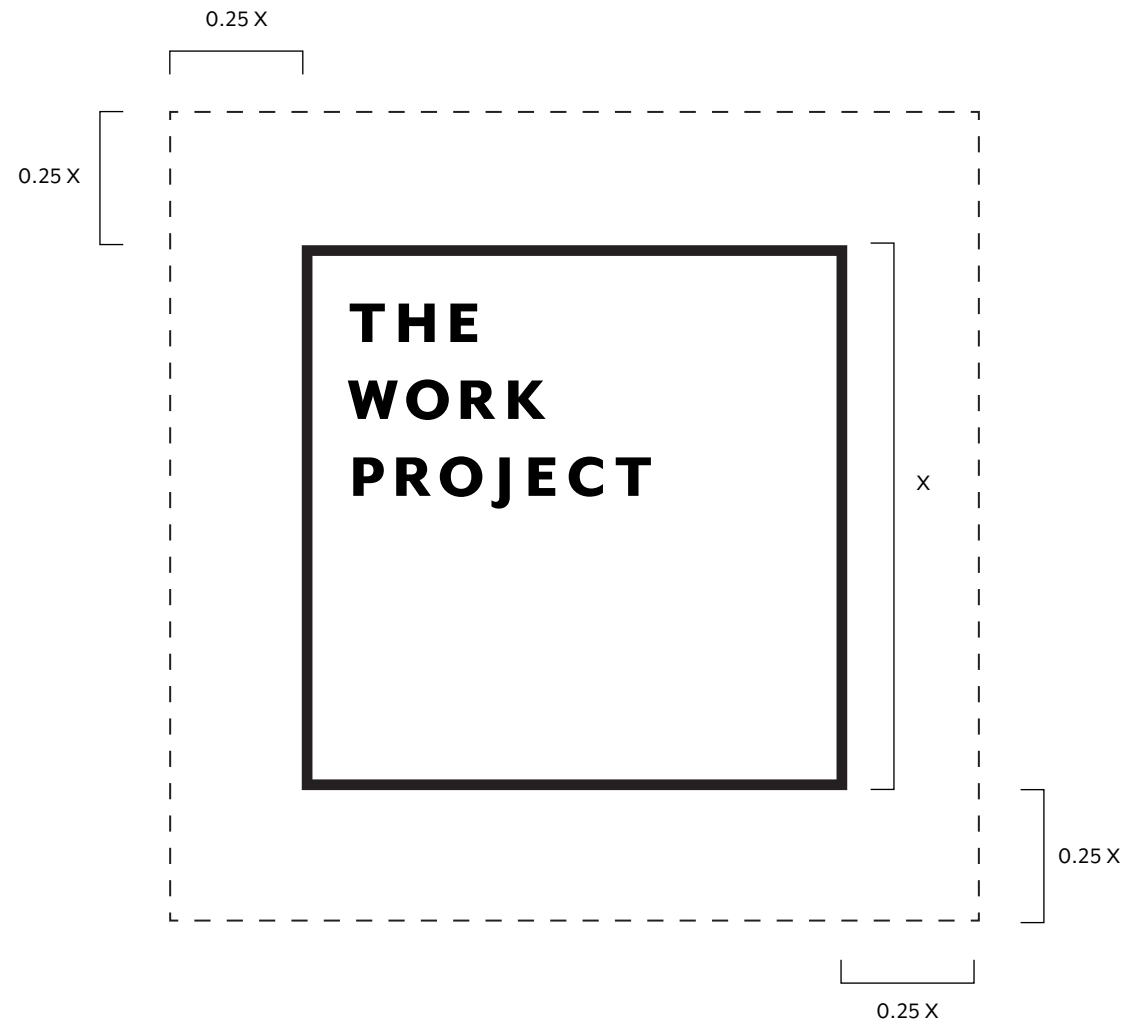
All spatial relationships in the logo are calculated based upon the unit of "X", which equals to the width / height of the square frame.



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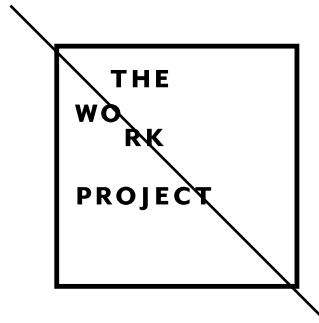
MINIMUM SIZE RECOMMENDATION

The minimum size of the logotype is 20 mm height. It cannot be used in any smaller size for readability issues.

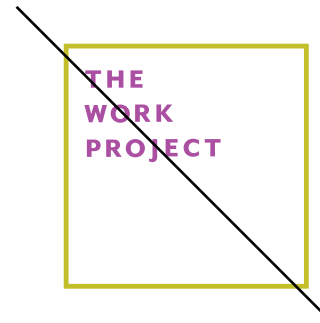
Minimum size:
20 mm



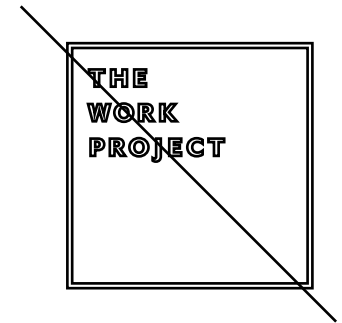
**INCORRECT
LOGOTYPE
USAGE**



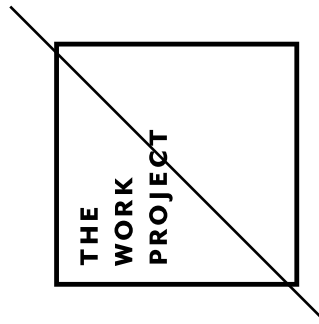
No misallocation
of the type



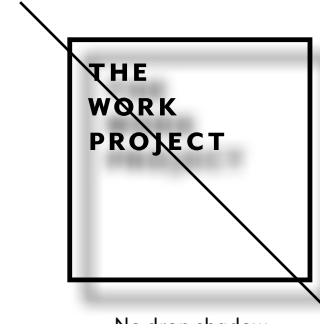
No change of colour



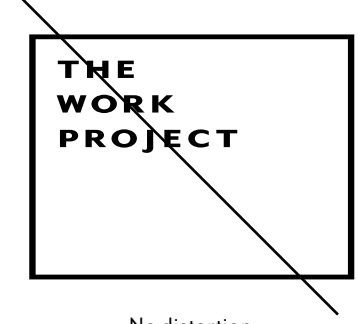
Don't outline the logo



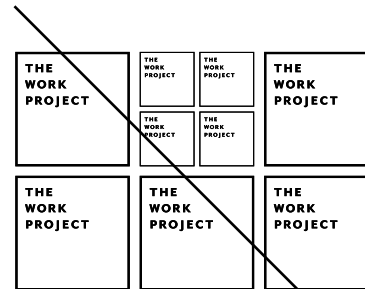
Don't rotate/ flip
the logo



No drop shadow



No distortion



Never use the logo
as a pattern

COLOUR PALETTE

The main brand colour is 100% black, used in the logotype.

Five other colours are used to create variations.

BLACK CMYK 0, 0, 0, 100



PANTONE 623U

CMYK: 33, 6, 24, 2
RGB: 150, 181, 171

PANTONE 563U

CMYK: 48, 0, 26, 0
RGB: 118, 185, 175

PANTONE 7718U

CMYK: 95, 0, 48, 22
RGB: 53, 130, 130

PANTONE 560U

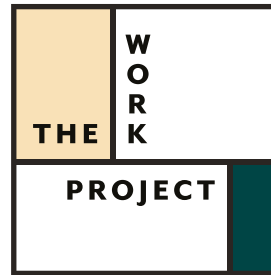
CMYK: 85, 32, 79, 59
RGB: 75, 94, 91

PANTONE 7506U

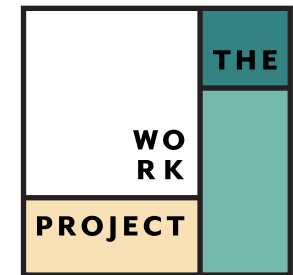
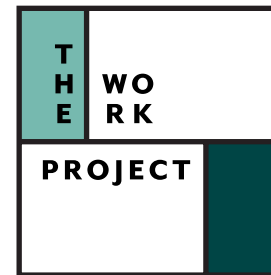
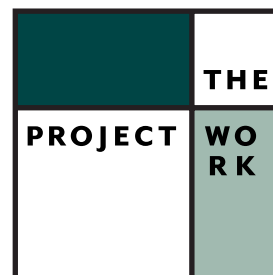
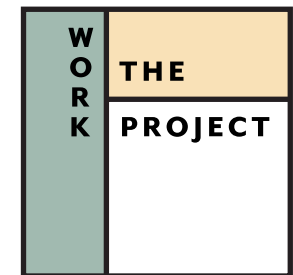
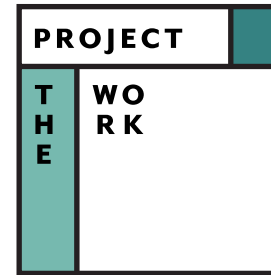
CMYK: 0, 5, 21, 1
RGB: 249, 225, 183

COLOUR VARIATIONS

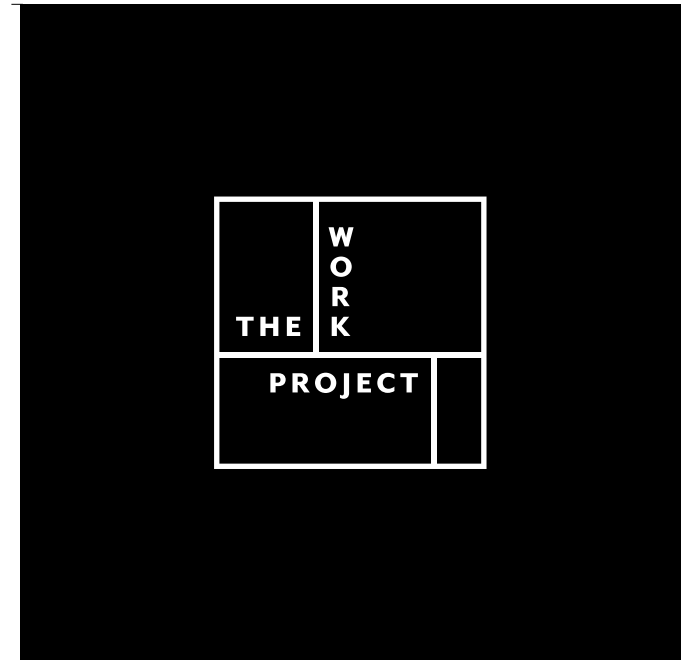
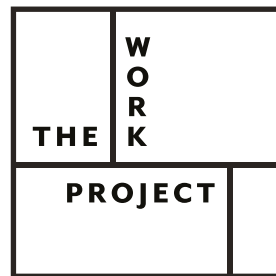
The colour combinations can vary from two to three colours in the logotype grid system. However, the white part should stay dominant.



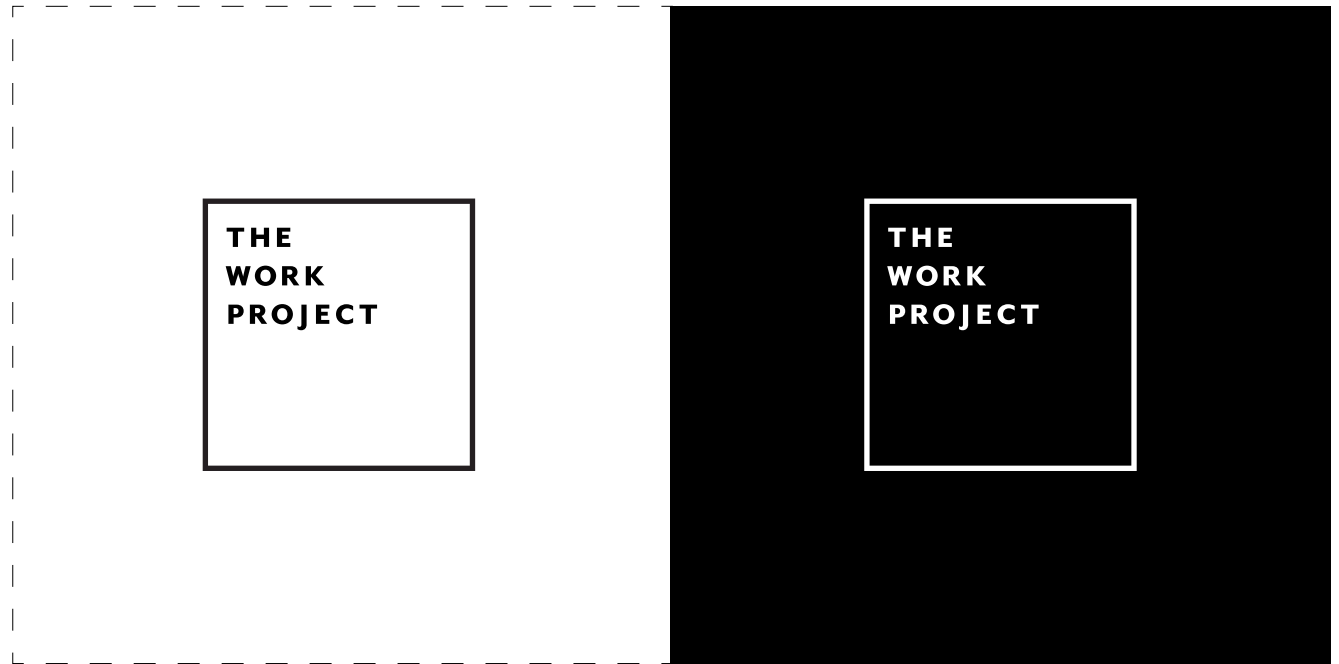
Main logotype



**BLACK & WHITE
VERSION**



**BLACK & WHITE
SIMPLIFIED VERSION**



BLACK & WHITE APPLICATION

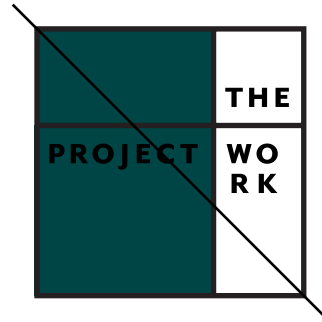
Use the black logotype on light background pictures.

Use the white logotype on dark background pictures.

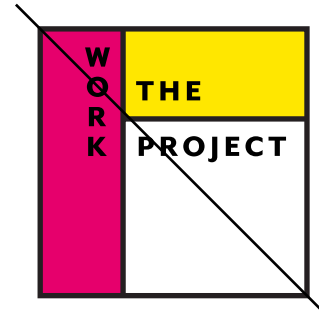
Avoid disturbing visual elements in the picture behind the logotype.



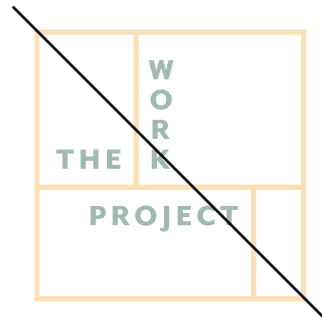
INCORRECT COLOUR USAGE



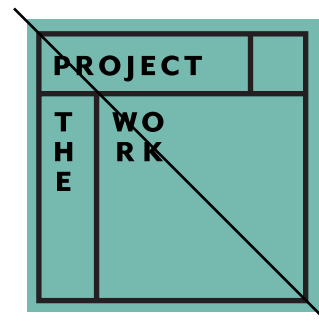
Avoid dark background colour behind the text. Keep a balanced layout of colour combinations.



No vivid colour. Always use the colour palette.



No other colour than black on the logotype and the grid.



Never use only one colour. Don't overfill the frame.



Never use the logotype with colours on a background picture.

SECONDARY TYPEFACE

Titles and sub-titles:

MR Eaves Mod OT, Bold

Body text:

MR Eaves Mod OT, Regular

MR Eaves Mod OT

THE WORK PROJECT
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789, .? : ; ” !

THE MODULOR OF ENTREPRENEURSHIP.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer non neque aliquam, molestie dolor at, sagittis lorem. Vivamus feugiat nunc turpis, vitae tincidunt orci placerat a. Ut bibendum lectus posuere, posuere est nec, facilisis quam.

Nam varius sem at vehicula scelerisque. Vestibulum in rutrum turpis, ut placerat sem. Sed eu scelerisque libero, eget lobortis velit. Interdum et malesuada fames ac ante ipsum primis in faucibus.

SECONDARY TYPEFACE (TRADITIONAL CHINESE)

Titles and sub-titles:
Noto Sans CJK, Bold

Body text:
Noto Sans CJK, DemiLight

Noto Sans CJK

辰宿列張 寒來暑往
秋收冬藏 閏餘成歲
律呂調陽 雲騰致雨
露結為霜

銅鑼灣登龍街1-29號
金朝陽中心2期Midtown15樓

科比意

柯比意經過多年開發研究的模距，就像是音樂的音階能使音樂的曲調有無窮的變化。模距是基於人類身體的尺寸和比例，將它應用於建築的設計中，使得建築空間的比例有無限的可能，且能適用於人類的生活。

II - COLLATERALS

BUSINESS CARDS

BUSINESS CARDS

Design preview.
Dimensions: 85w x 55h mm



**BUSINESS
CARDS**

Design preview.
Blind emboss printing on logotype and grid.

PROJECT

BUSINESS CARDS

Design preview.

Different variations according to the grid system.



