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# Brand Guidelines 2024

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Where  
Inspiration  
Meets  
Creation

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## Mission Statement

To deliver an exceptional customer experience that empowers makers of all skill levels through high-quality woodworking tools, interactive shopping, and a sense of community.

## Vision

To make woodworking accessible, rewarding, and enjoyable for everyone, bridging the gap between inspiration and creation.

## Brand Values

- **Craftsmanship:** We celebrate the art of woodworking and the dedication it requires.
- **Community:** Fostering connections among makers, from novices to seasoned professionals.
- **Expertise:** Delivering trusted guidance, knowledge, and product excellence.
- **Innovation:** Offering interactive displays and hands-on experiences for informed choices.
- **Accessibility:** Encouraging participation in woodworking through curated tools and resources for all skill levels.



## Target Audience

- **Primary:** Hobbyists, DIY enthusiasts, and beginner woodworkers seeking guidance and inspiration.
- **Secondary:** Professional woodworkers, artisans, and craftsmen requiring specialized tools.
- **Tertiary:** Educators and community groups interested in woodworking as a skill-building activity.

## Brand Personality

### Tone of Voice:

- Friendly yet professional
- Knowledgeable yet approachable
- Encouraging and supportive

### Personality Traits:

- Creative
- Trustworthy
- Collaborative

## Logo

Minimalist  
with  
a  
boutique  
and  
crafted  
feel.



## LOGO Uses: For Print/Web

White Background:



Green Background:



## LOGO Icon: For Social Media



Do



Don't



## Color Palette

Logo Green

CYMK: 80/55/75/80  
RGB: 10/33/16  
Hex: #0A2110

Logo Gold

CYMK: 0/20/40/40  
RGB: 161/141/114  
Hex: #A18D72

Black

CYMK: 0/0/0/100  
RGB: 0/0/0  
Hex: #000000

Gray

CYMK: 0/0/0/60  
RGB: 132/133/135  
Hex: #848587

## Used fonts

Primary Font: Lobster for a timeless, elegant feel.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

Secondary Font: OpenSans-Medium for modern touches.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



# *Harrison's* H A R D W A R E

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