

CRAFT  
ARTISAN WOOD FLOORS

BRAND USAGE GUIDELINES

CRAFT



VERSION 1.2

## LOGOTYPE DESIGN

The Craft logo is the most immediate representation of the Craft organization, people and brand.

The logo is a valuable asset that should be used consistently in the spirit of this guide.

CRAFT logo is designed using the typeface Panton. Its default colour is a medium grey: #777777.

### LOGOMARK

# CRAFT



RGB 0 218 195  
HEX #777777  
PMS 326



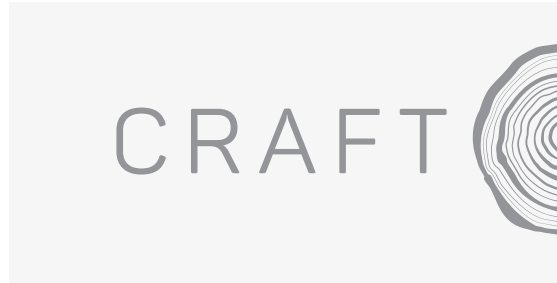


## LOGOTYPE USAGE

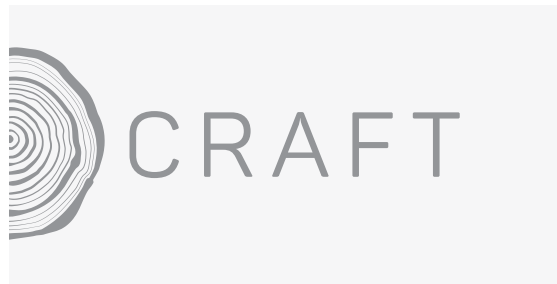
Because of the design of the logo - specifically the midpoint cut of the rings - care must be taken in its use. Where possible, allow the cut of the rings to align tightly against the right margin.

It is acceptable to reverse the ring design for left-handed use; the distance between the wordmark and the icon must stay the same.

The size of the ring icon is variable - you may increase its size relative to the wordmark if necessary, so that the rings abjoin to an edge. Wherever possible, do not allow the logomark to float in space.



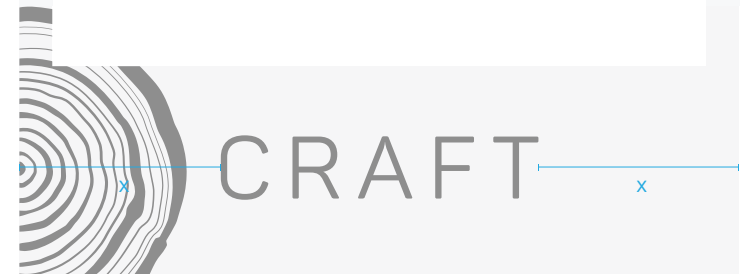
■ STANDARD VERSION



■ LEFT-HANDED VERSION

Hand-worked VintageCRAFT artisanal texturing creates aesthetic of a genuine timeworn floor. Small bevels with hand chiseling. Low-gloss matte hand applied air-dried polyurethane DuRa-Finish. DACS II engineered construction.

**Explore at [craftfloor.com](https://craftfloor.com)**



■ EXPANDED RING SIZE  
ALLOWS THE WORDMARK TO STAY CENTRED



■ AVOID 'FLOATING'



■ REVERSED TREATMENT AVOIDS 'FLOATING'

## LOGOTYPE STRUCTURE

The CRAFT logomark is designed according to a predetermined set of proportions. The letter C of CRAFT, when sliced in half, functions as an appropriate measuring device.

The letter C also offers a guideline for clear space. To protect the integrity and look of the logomark, don't let any other visual elements inside the clear space zone.

At sizes 40mm and below, the nuances of the rings can get lost. A simplified version exists for these use cases.



■ SMALL SIZE

## LOGOTYPE TAGLINE + COMPANY DESCRIPTOR

The CRAFT tagline is

**CRAFT, It's our nature**

The tagline can also be expressed as

**It's our nature**

The tagline can be used in conjunction with the CRAFT logo, as specified here.

The tagline must remain legible, so omit it when using the logo at small sizes.



The CRAFT company descriptor is

**ARTISAN WOOD FLOORS**

The company descriptor can also be used in place of the tagline in conjunction with the CRAFT logo, as specified here.



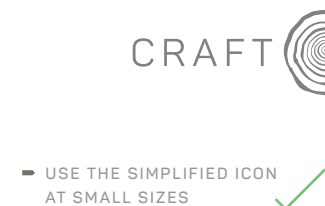
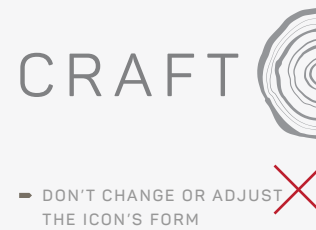
■ NO TAGLINE AT SMALL SIZES



## LOGOTYPE RULES

The CRAFT logo is the most immediate representation of the Craft organization, people and brand.

The logo is a valuable asset whose integrity should be fiercely protected. Follow these guidelines to stay on the right side of the law.



## COLOUR SPECS

The CRAFT colour palette is based on neutral and earth tones, designed to pair well with the colours of natural wood. Additional nuance is possible through careful use of greys.

A purposefully vibrant "highlight" colour is provided - this will prove useful as a visual counterpoint to provide emphasis and draw attention in visual communications.



RBG 120 111 101  
HEX #786F65  
PMS WARM GREY 8



BLACK/WHITE



RBG 41 45 60  
HEX #292D3C  
PMS 533



RBG 105 122 138  
HEX #697A8A  
PMS 5415



RBG 110 170 174  
CMYK 58 19 30 0  
HEX #697A8A



RBG 85 85 85  
HEX #555555



RBG 119 119 119  
HEX #777777



RBG 153 153 153  
HEX #999999



RBG 187 187 187  
HEX #BBBBBB



RBG 238 238 238  
HEX #EEEEEE



RBG 247 148 29  
HEX #F7941D  
PMS 136



RBG 182 223 212  
CMYK 28 0 19 0  
HEX #B6DFD4



RBG 42 122 100  
CMYK 82 31 67 14  
HEX #2A7A64



RBG 19 78 63  
CMYK 87 44 73 43  
HEX #134E3F

## TYPOGRAPHY SPECS

CRAFT logo is designed using the typeface Panton. Semi-bold is most commonly used, but Panton comes in many weights, all of which can be part of your design toolkit.

Panton is used for headings in all-caps, with letter-spacing to allow the forms to breathe.

# PANTON

■ PANTON SEMI-BOLD LETTER-SPACING: 75

## ARTISAN WOOD FLOORS

■ SEMI-BOLD LETTER-SPACING: 100

COLLECTIBLES DESIGNER TOYS GEEK CHIC APPAREL & ACCESSORIES  
BOOKS ART PRINTS CARDS & E-GIFT CARDS

■ SEMI-BOLD LETTER-SPACING: 100

ABCDE FGHIJ KLMNO **PQRST UVWXY Z**

■ GENERAL USE