



# PRO FINISH

JOINERY

BRAND GUIDELINE

2025

# CONTENTS

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## **Imagery** 5

Moodboard & Keywords

## **Logo** 7

Primary Logo

Brandmark

Logo Principles

## **Colour** 11

Colour Palette & References

## **Typography** 13

Typefaces

Hierarchy

## **Elements** 16

Graphic Device

Iconography

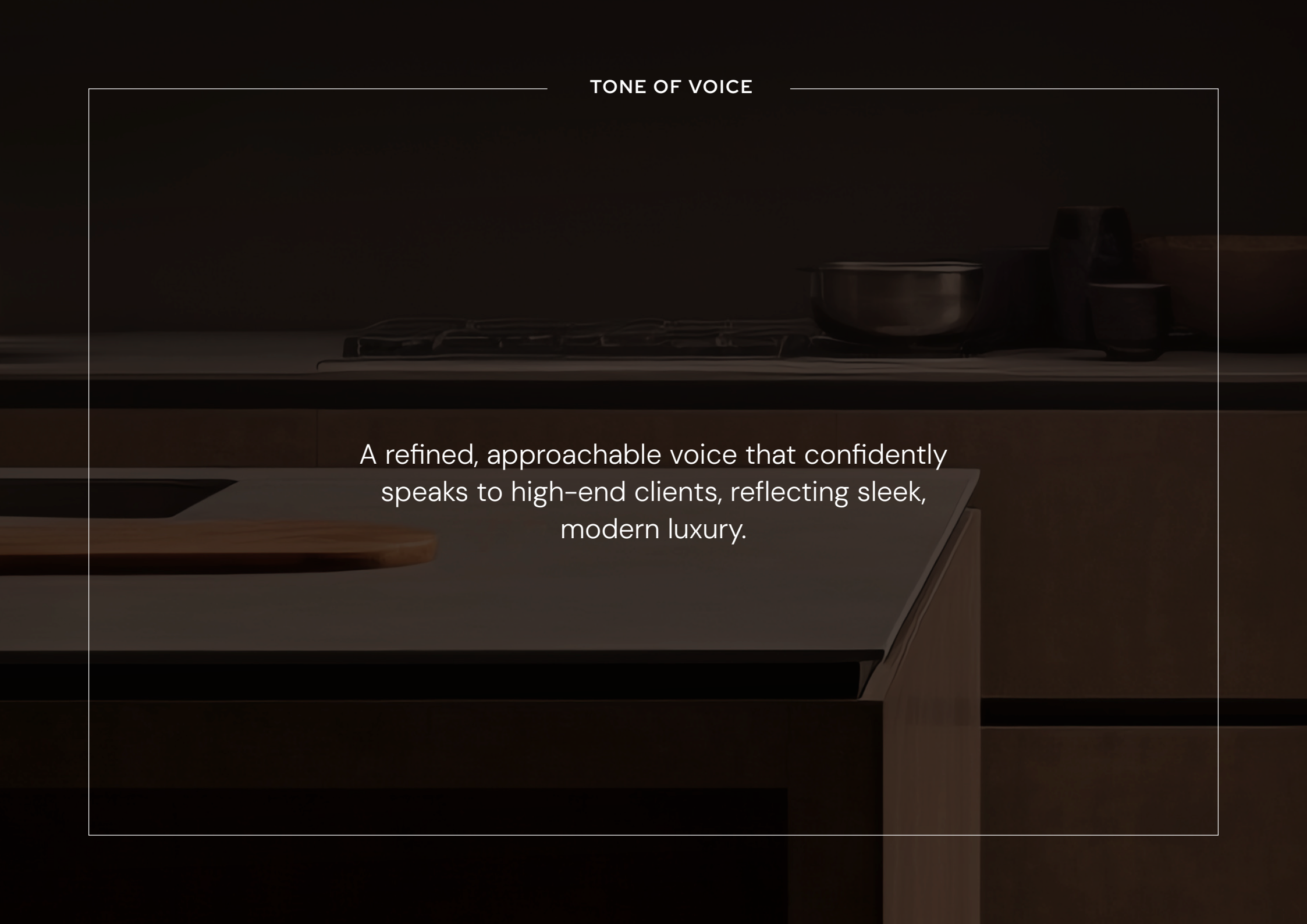
## **Brand Application** 19

## INTRODUCTION

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The following document serves as a guideline for Pro Finish's visual and brand identity. It is essential that all individuals involved in representing the brand adhere strictly to these standards to ensure a consistent and professional image across all platforms. The Pro Finish logo must not be redrawn, altered, or typeset in any way, whether manually or digitally. The proportion, spacing, and relationship between logo elements must remain intact at all times.

If you need any advice or help to clarify the branding guidelines, please contact  
White Key Marketing at 1300 577 419.



## TONE OF VOICE

A refined, approachable voice that confidently speaks to high-end clients, reflecting sleek, modern luxury.

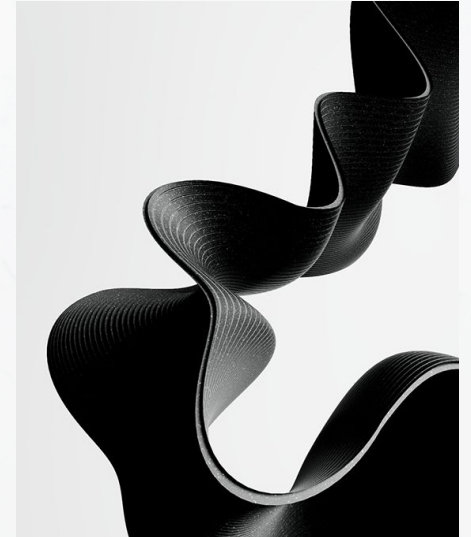
## IMAGERY

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The following mood board and list of key descriptors have been developed to ensure all design elements remain cohesive and reflective of the brand's personality.

## MOODBOARD

Mellow - Timeless - Refined - Inviting - Sleek - Luxury - Clean - Elevated - Modern



## LOGO

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The following section outlines the correct usage of the logo to ensure clarity, consistency, and brand recognition.

# PRO FINISH

## — JOINERY —

### PRIMARY LOGO

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The Pro Finish Joinery logo embodies precision and professionalism. With a careful balance of modernism and minimalism, the design conveys confidence and clarity and aligns with the brand's commitment to excellence in joinery.



## BRAND MARK

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The Pro Finish Joinery brand mark features a structured form that reflects craftsmanship, precision, and strength. The minimalist style ensures the mark is versatile and instantly recognizable across digital and physical applications.

LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum  
Space

Print: 6 mm W  
Digital: 17 px W

Print: 33 mm W  
Digital: 92 px W

## COLOURS

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An outline for your colour palette, specifically designed to reflect your brand's personality and identity.

It is highly recommended to get a print sample to preview colours as they may appear different once printed.  
Printed colour discrepancies do not fall under the responsibility of White Key Marketing.

### **White**

HEX: #ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

### **Black**

HEX: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

### **Taupe**

HEX: #a2958d

RGB: 162, 149, 141

CMYK: 0, 8, 13, 36

### **Cacao**

HEX: #4e413a

RGB: 78, 65, 58

CMYK: 0, 17, 26, 69

## TYPOGRAPHY

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An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.

Aa

**BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

## TYPEFACES

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Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

Red Hat Display, with its geometric structure and bold, modern character, brings energy and clarity to headings. In contrast, DM Sans offers a clean, minimal sans-serif design that ensures excellent legibility for body copy.

It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Aa

Light, Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## HIERARCHY

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### Headlines

Red Hat Display

Bold

Upper Case

Tracking: 80

### Subheading

Red Hat Display

SemiBold

Upper Case

Tracking: 80

### Body Copy

DM Sands

Light

Sentence Case

# HEADLINE

## SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.

## BRAND ELEMENTS

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Secondary design elements that are used to help make up and strengthen a brand's identity.



## GRAPHIC DEVICE

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The graphic device has been designed to compliment the brand and further extend it's visual language.

Using the landmark in this manner helps break up negative space and keep the company branding in the forefront of the consumer's mind.



## ICONOGRAPHY

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The icon style used captures the essence of contemporary craftsmanship and functionality. The recommended icon style is filled with minimal details.

## BRAND APPLICATION

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A representation of how the brand may look on different mediums of marketing collateral.



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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or [team@whitekeymarketing.com.au](mailto:team@whitekeymarketing.com.au)

