



CONTENTS

Tone of Voice	4	Typography	
		Brand Fonts	12
Logo		Font Hierarchy	13
Primary Logo	6		
Logo Applications	7	Elements	
Logo Principles	8	Brand Elements	15
Colours		Brand Application	
Colour Palette & References	10	Marketing Collateral	17

INTRODUCTION

The following document has been designed as a guideline for Current Kings Electrical's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Current Kings Electrical logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

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



At Current Kings Electrical, trust is our foundation. With uncompromising craftsmanship and attentive service, we provide dependable residential electrical solutions designed to keep your home safe, efficient, and built for the future.

tone of voice

Tone of voice is how a brand expresses its personality through words. It's not just what we say, but how we say it, shaping the way people feel when they read or hear our messages. A consistent tone of voice helps build trust, reflect our values, and ensure that every piece of communication sounds recognisably Current Kings.

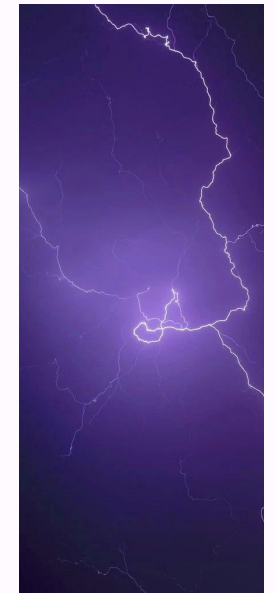
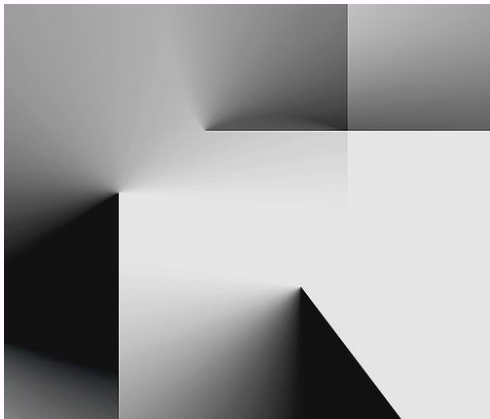
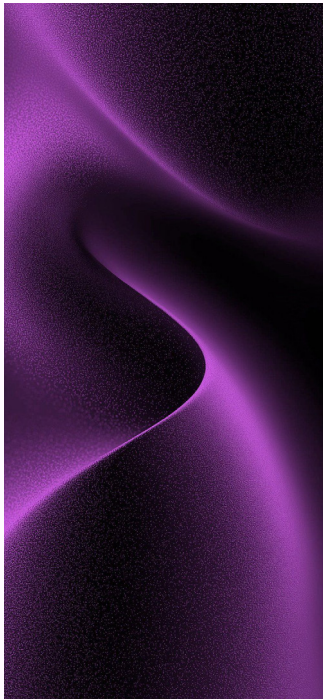
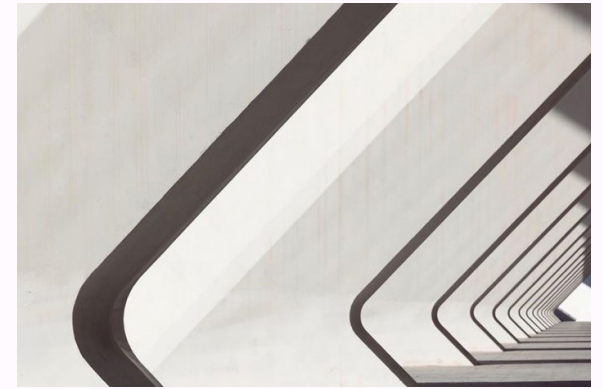
WARM

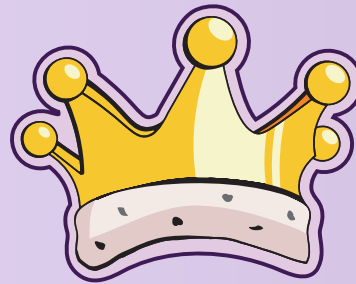
TRUSTED

WELCOMING

MOODBOARD

EXPERTISE | RESPONSIVE | SAFETY | RELIABLE | TRUSTWORTHY | INTEGRITY | PRECISION | AUTHENTIC | DEDICATED





LOGOS

An outline for your logo to inform your audience
on how to use your logo correctly and why.

PRIMARY LOGO

The Current Kings Electrical logo pairs bold purple typography with a charming king mascot to create a friendly yet confident brand identity. The playful illustration and strong typework work together to communicate expertise, reliability, and approachability.



SECONDARY LOGO

The secondary logo features the initials “CK” in bold purple lettering topped with a golden crown, reinforcing the brand’s playful royal theme. This mark offers a compact, highly recognisable option ideal for small-scale applications where the full logo may not be practical.



X NO



X NO



X NO



X NO



X NO



X NO



LOGO MISUSE

It is important that the appearance of the logo remains consistent. the logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. It's orientation, colour and composition should remain as indicated in this document.

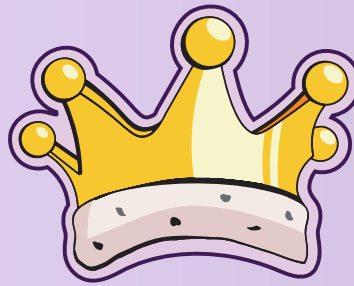
LOGO PRINCIPLES

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

X		X
		
X		X



COLOURS

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

WISTERIA

RGB 255 204 255

CMYK 4 22 0 0

#D2D3D4

ROYAL PURPLE

RGB 102 51 102

CMYK 65 91 31 18

#663366

WHITE

RGB 255 255 255

CMYK 0 0 0 0

#FFFFFF

GREY

RGB 230 230 230

CMYK 0 0 0 10

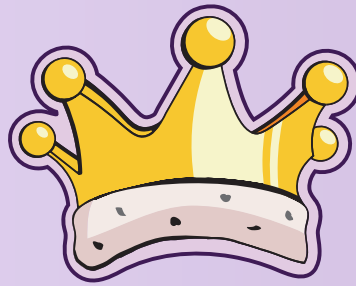
#E6E7E8

BLACK

RGB 0 0 0

CMYK 0 0 0 100

#000000



TYPOGRAPHY

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

BRAND FONTS

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

The typography chosen for Current Kings Electrical uses two sans serif font families. Avenir was chosen as it's a super legible and simple font that also reflected the brand's overall quality and image, while Montserrat was chosen to reflect the friendly nature of the brand identity.

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

Aa

AVENIR

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Aa

Montserrat

Regular

abcdefghijklmnopqrstuvwxyz

1234567890

Headings

Avenir Heavy

Upper Case

Tracking: Metrics 0

Body Copy

Montserrat Regular

Sentence Case

Tracking: Metrics 0

Subheadings

Avenir Heavy

Upper Case

Tracking: Metrics 0

Call to Action

Montserrat Regular

Sentence Case

Tracking: Metrics 0

Headings

CURRENT KINGS ELECTRICAL

POWER YOU CAN COUNT ON

Body Copy

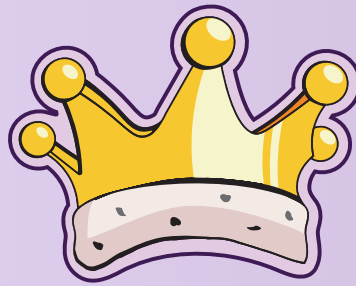
Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheadings

CONTACT US

CTA

currentkingselectrical.com.au



BRAND ELEMENTS

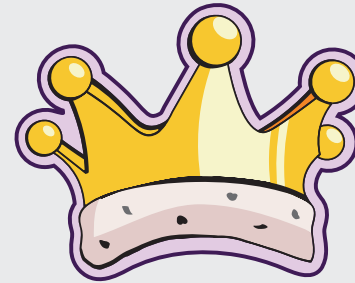
Secondary design elements that are used to help make up and strengthen a brand's identity.

GRAPHIC DEVICE

The graphic device is the crown from the logo, it had been designed to complement the brand and further extend it's visual language. This element is to be used sparingly to not overwhelm the overall branding.

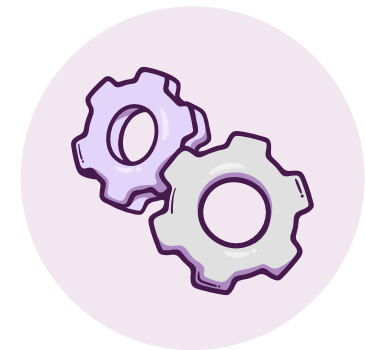
The lightning bolt from the wordmark has been introduced as another graphic device.

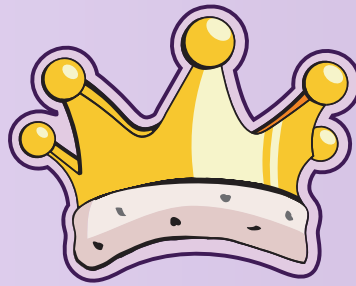
The graphic device is intended to be used for marketing mediums such as; website, business cards, web banners, uniform and any major marketing collateral where required.



ICONOGRAPHY

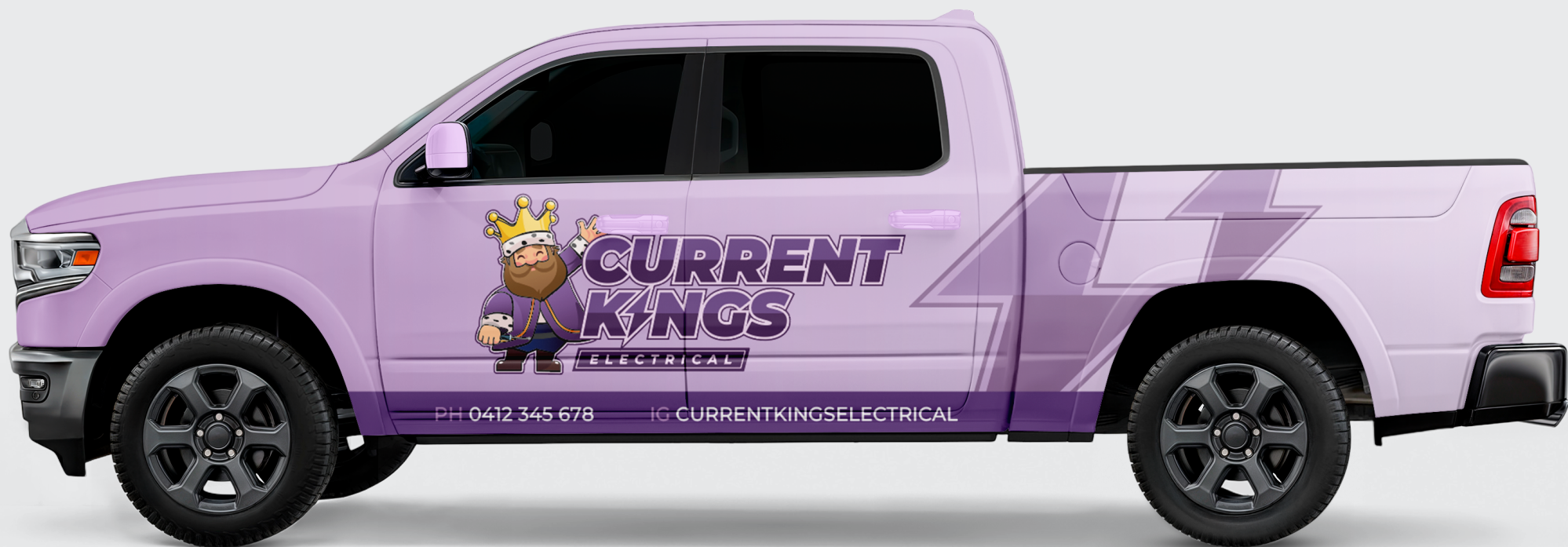
Icons used in Current Kings' branding should be kept playful to reflect the brand's approachable and warm tone. Hand-drawn linework, clear shapes, and balanced spacing help maintain a cohesive look that complements the overall visual identity; approachable, friendly, and easy to recognise.





BRAND APPLICATIONS

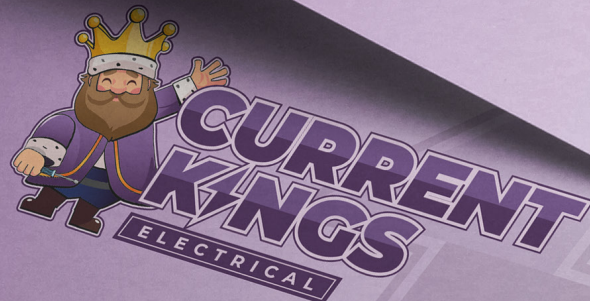
A representation of how the brand may look on different mediums of marketing collateral.





JOHN SMITH
Director

☎ 0412 345 678
✉ john@currentkings.com.au
📱 @currentkingselectrical









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

