

BOWLES CARPENTRY

BRAND GUIDELINES

01 · IDENTITY

The logo

A heavy, square-shouldered wordmark with a hammer nested in the O. Two colors only — ink navy on warm stone. Keep clear space around it; never recolor or stretch it.



PRIMARY — ON LIGHT



REVERSED — ON INK



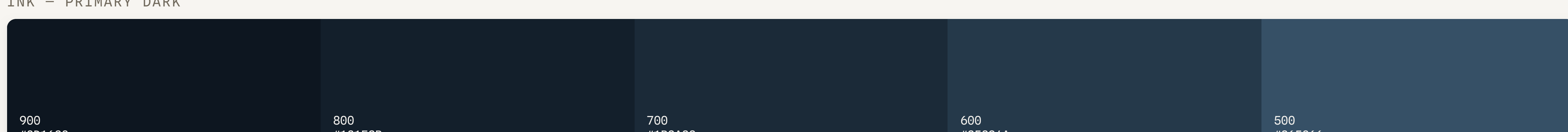
HAMMER MARK

02 · COLOR

Ink & Stone

Sampled straight from the logo. **Ink** is the navy-black wordmark; **Stone** is the warm greige background, built into a full neutral scale. Everything stays warm — never cool grey.

INK — PRIMARY DARK



STONE — WARM NEUTRALS



02 · COLOR

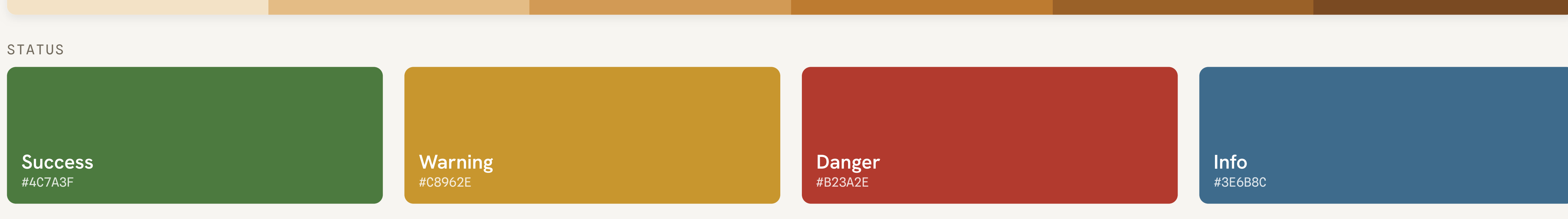
Timber & status

Timber is a warm oak/walnut accent — one highlight for CTAs and emphasis. Use it sparingly. **Status** hues stay earthy and muted, never neon.

TIMBER — ACCENT



STATUS



03 · TYPE

Three faces

Built to last.

ARCHIVO · DISPLAY & HEADLINES · 700-900

Honest joinery for homes across the county — from a single shelf to a full kitchen, measured, made, and fitted by hand.

HANKEN GROTESK · BODY & UI · 400-700

2400 × 600 × 18mm · oak veneer · £1,840

SPLINE SANS MONO · SPECS, DIMENSIONS, QUOTES

04 · VOICE

How we talk

Plain-spoken & honest. A tradesperson talking straight to a homeowner — never corporate, never salesy.

You & we. Address the customer as *you*; the business is *we*.

Sentence case. Uppercase only for short labels and lockups. No emoji.

Concrete. Lead with real detail — dimensions, materials, fixed prices.

"We measure twice so you only pay once."

"Free quote, fixed price, no surprises."

05 · FOUNDATIONS

Shape & space

Square-shouldered and grounded — restrained radii, a 4px spacing grid, and soft warm-tinted shadows. No glow, no bounce.

CORNER RADII



ELEVATION



06 · ICONOGRAPHY

Marks & icons

The **hammer mark** is the only brand icon — use it for avatars, favicons and stamps. For UI icons, use a clean medium-weight line set (**Lucide**) in ink. No emoji, no decorative glyphs.



BOWLES
CARPENTRY

BUILT TO LAST