



**Hanson's**  
**Woodworking**

**Branding Guideline**

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# Executive Summary



HANSON'S WOODWORKING is a small business owned by Darren Hanson in Gig Harbor, Washington. The main product Hanson's Woodworking sells is custom furniture. The different types of furniture vary from custom made cabinets, bookcases, mantels, tables of all sorts, and entertainment centers.

The purpose of this plan is to give Hanson's Woodworking a professional and quality appeal to its current and prospective customers.

Customers that purchase from Hanson's Woodworking will receive quality customer service and products. The image Hanson's Woodworking needs to reflect that.

#### Contact Information

Darren Hanson  
Phone: 253-884-5116

#### Address

Hanson's Woodworking  
14020 133rd St KPN  
Gig Harbor, WA, 98329

# The Logo



This is the primary logo for Hanson's Woodworking. The main purpose of this logo is show that Hanson's Woodworking is professional and provides great quality products and services. The font of this logo is Wide Latin, and should never be changed or altered from that. The four colors used in the windows next to the company name are Ash Red, Royal Purple, Wood Tan and white.

There are reasons for choosing these colors. Ash Red was picked because red is a sign of passion, which Hanson's Woodworking has a passion for creating products out of wood. Royal Purple was picked because its a sign of royalty and Hanson's Woodworking wants to give an impression to its customers that they are buy royalty quality furniture. Tan was picked because its a color of wood.

Wide Latin was picked as the primary font because it looks bold and strong and Hanson's Woodworking does not want to give an impression of weakness to its customers.

This logo should remain like this, and no alterations of the color, placement, or order of the letters and picture should be moved

# Color Pallet



Royal Violet

Spot Color  
Pantone 2756 C

Process Color  
C99 M100 Y24 K18

RGB Value  
R43 G39 B105

HEX  
2B2769



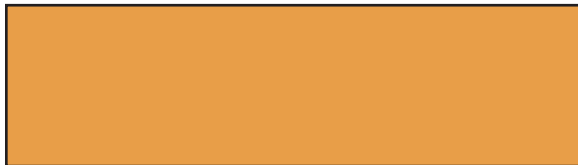
Ash Red

Spot Color  
Pantone 704 C

Process Color  
C25 M96 Y90 K21

RGB Value  
R159 G39 B22

HEX  
9F2716



Wood Tan

Spot Color  
Pantone 157 C

Process Color  
C7 M42 Y82 K0

RGB Value  
R232 G158 B72

HEX  
E89E48



White

Spot Color  
Pantone White C

Process Color  
Co Mo Yo Ko

RGB Value  
R255 G255 B255

HEX  
FFFFFF

# Misuses



Do not distort the logo



Do not rotate the logo in any way



Do not fade the logo in any way



Do not change any colors of any part of the logo, and do not change the font of the logo, it must remain the original colors and Wide Latin font

# Typography



Hanson's Woodworking's primary typeface for internal use is Wide Latin. This should be used for all titles and headings. Wide latin was picked because its bold yet professional looking.

Wide Latin Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*(),./?;:'"[]{}**

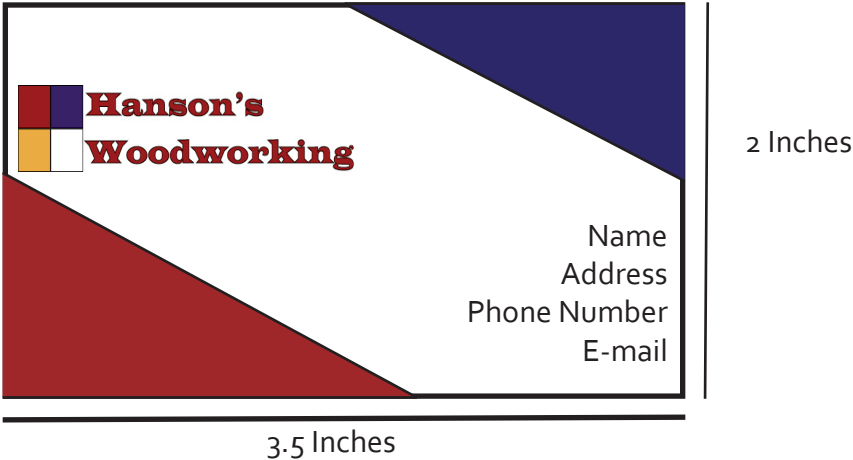
Hanson's Woodworking's secondary typeface is Corbel. Corbel should be used whenever possible in Microsoft Office applications. Corbel was picked because its simple and easy to read.

Corbel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(),./?;:'"[]{}

# Internal Collateral

## Business Card





# Letterhead



**Hanson's  
Woodworking**

14020 133rd ST KPN  
Gig Harbor, WA, 98329

Phone: 253-884-5116

E-mail: [hanswoodworker@netzero.com](mailto:hanswoodworker@netzero.com)

Dear Customer,

Introduction Paragraph

Body Paragraphy

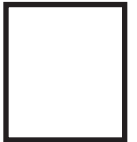
Ending Paragraph

Signature

# #10 Envelope

 **Hanson's**  
**Woodworking**

14020 133rd ST KPN  
Gig Harbor, WA, 98329



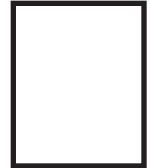
Name  
Address  
City, State, Zip

# 9" x 12" Envelope



**Hanson's**  
**Woodworking**

14020 133rd ST KPN  
Gig Harbor, WA, 98329



Name  
Street Address  
City, State, Zip Code

# Brochure Template



**Hanson's  
Woodworking**

**Product Information**

Bookcases

Desks

Tables

Mantels

Cabinets

# Newsletter Template



Date

Issue



Text filler. There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always

free from repetition, injected humour, or non-characteristic words etc.

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## White Space



There needs to be a certain amount of white space surrounding the logo. At least 1/8 of an inch needs to be left content free. This will leave this logo clear and visible for everyone to see.

## Background Color

The colors behind the logo must remain either black or white. This will keep the logo visible and not blend in to the background to be uneasy on the customers eyes.



## **Professional Contact**



If any questions arise contact Hanson's Woodworking by calling or sending an E-mail.

Ask for Darren Hanson

Phone: 253-884-5116

E-mail: [hanswoodworker@netzero.net](mailto:hanswoodworker@netzero.net)