a guide to the worktown brand

WORKTOWN
love your office.

who we are

worktown is the industry's friendliest, hardest-working, and most customer-focused office supplies company.
We pride ourselves on being the best we can be: experts in our field that are always approachable and always have a smile on our faces.

At its core, worktown is divided into two key parts: supplying good quality stationery to our clients and designing and refurbishing inspiring office environments for corporates. There is a distinct difference to the look-and-feel of these two areas, which is explored in depth in this document.

The worktown brand is integral to our success. Understanding it and using it consistently and well, will ensure that our unique ethos and personality comes across in all our communications. This includes brochures and our website, to talking to our customers on the phone or face-to-face.

We've worked hard to create a brand that's inspiring, attractive, positive and approachable. The following guidelines are designed to help you along the way to creating an effective piece of worktown communication.

our positioning

By analysing our key competitors, we have created a positioning for worktown, both in the market we trade in and as a brand.

Our market positioning is:

- we are a family business

- competitively priced

- tailored office solutions

- good quality, honest customer service

- encourage long-lasting relationships with our clients.

Our brand positioning is:

- making the buying of office supplies enjoyable

- putting our customers' needs at the centre of what we do

- making the smallest thing count, from notepads to teabags

- making working environments across the country better places to be.

Use the market positioning to understand what worktown is, and the brand positioning to reflect how the company is portrayed to others.

our values

We have a number of values that make us stand out from the rest of the crowd and define us as worktown. These values are at the heart of our brand, and help to explain the way we behave.

Our values are:

Being helpful
We don't just sell office supplies to our customers. We will go the extra mile to help our customers find the things that make their own working environment better. You won't get the hard sell from us, just a group of people waiting to help you out.

Honesty and integrity
We won't try and pull the wool over anyone's eyes. What you see is what you get. We're the antithesis of those large suppliers that only care about getting customers' money. We genuinely have their best interests at heart.

We love offices
We don't consider offices to be boring places. Many of us spend the majority of our working week in them. That's why we do our very best to do whatever we can to make being at work that bit better. Our aim is to make our customers' worktown as happy as our worktown.

Smallness
We're a family business and that means we're open, approachable and friendly. As we have grown, we pride ourselves on keeping the sense of 'smallness' that has given us a reputation in the industry - one that is based on quality, being responsive, flexible, reliable, efficient and ethical.
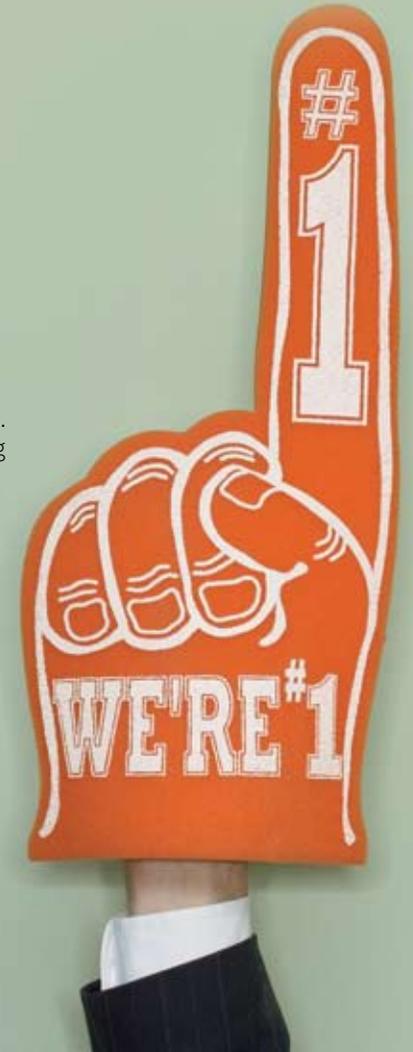
our tone of voice

The right tone of voice is a vital part of the worktown brand and ensures that we come across as the friendly, approachable and professional organisation that we are. As with other aspects of the brand, if our tone of voice is used consistently, it will reinforce our message. Eventually, once these messages are heard repeatedly, we will have a tone of voice that is recognisable as our own.

worktown's tone of voice is friendly, straightforward, informative and positive.

Here are some tips when talking about worktown:

- Don't use three words when one will do
- Use clear and simple language, nothing too flowery
- Talk as though you're having a conversation with a friend
- Don't use over-complicated words when you don't need to
- Conversely, don't over-simplify, either, this can be patronising.

our strapline

"Love your office"

Use the strapline with the worktown logo wherever possible, unless the logo will reproduce too small with it incorporated.

what we look like

Our two specialist areas

We have two key areas of business that we specialise in: office supplies and office design. Each area has a different look and feel, so that our customers can distinguish our offerings. However, although there are differences, the brand has been designed so that both areas of the business look like they belong to the same company. Over the next few pages, both elements of the worktown brand will be explored and explained.

office supplies

Bold, fresh and bright, adding a little bit of fun back into working life.

office design

Modern, clean and simple, injecting some style into working surroundings.

our logotype for office supplies

We supply everything from staples to storage, highlighters to hole punches, to offices across the UK and even Europe. Use the following logos for **office supplies** communications. There's a choice of three logos, each of which can be used to suit your needs.

Logo Colour – Pantone 3125C
Although our communications can use many colours, if one definitive one is needed, your first choice for the colour of the worktown logo should be **Pantone 3125C**.

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love your office ™

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Base logo
This is the base worktown logo. Use this when incorporating the strapline or roundel is not possible.

Logo with strapline
It's preferable to incorporate this version of the logo where possible, as it reinforces our strapline message.

Logo with roundel
The roundel needs to appear on every worktown office supplies communication. If there's nowhere suitable on the page to place this roundel, it can be used as part of the logo (please see overleaf for more detail on the worktown roundel).

the worktown roundel

The worktown roundel is the key differentiator between our **office supplies** and **office design** functions. It's a friendly stamp of authority to let our customers know that the products they buy from us have the worktown seal of approval.

The roundel must be used on every office supplies communication. It can be used in two ways: either as a large stamp over part of an image, or incorporated within the worktown logo, as per overleaf. The roundel can be any colour, but should be one that's taken from a main element of the image it's being used on. It can be at any height on the page, but needs to line up with the worktown logo at the bottom left of the page.

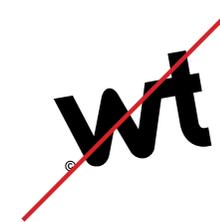Please bear the following in mind when using the worktown roundel:
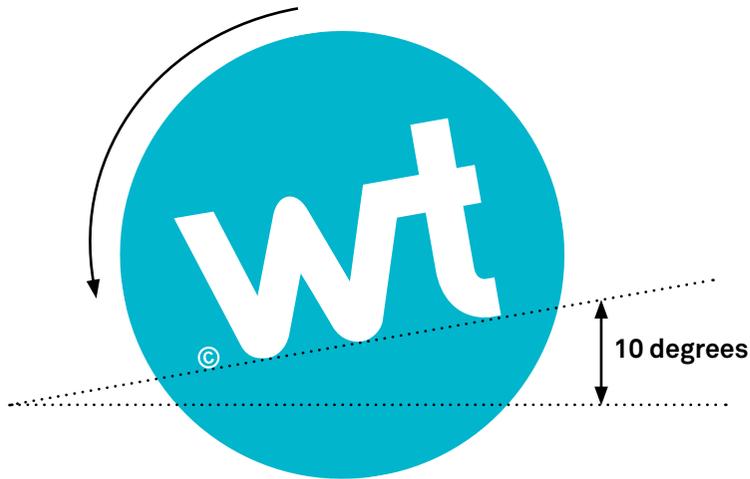
10 degrees

Roundel sits on a 10 degree base
We're not the usual office supplies company, and our branding reflects this. Tilt the roundel to the left at an angle of 10 degrees.
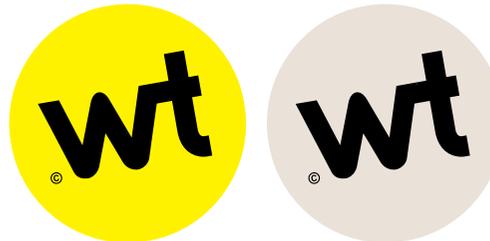

Text within the roundel – white
Ideally, the 'wt' within the roundel should be white. This is best used when the roundel colour is bright and striking.

Text within the roundel – black
When the roundel is produced in a light colour, the 'wt' text should be black instead, to ensure good readability.

Roundel should always be present.

Icon should always sit at 10 degrees (never straight).

The logo should never be abstracted.

The 'wt' section should only ever be black or white.

our logotype for office design

The second key area that we specialise in is office design. We can create beautiful and bespoke office spaces for our customers, whatever their working environment. Like the office supplies logos, there are three different logos to choose from:

Logo Colour - Pantone 877c (metallic)
Although our communications can use many colours, if one definitive one is needed, your first choice for the colour of the worktown logo should be Pantone 877c.

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Base Logo
This is the base worktown logo. Use this when incorporating the strapline or motif (please see below) is not possible.

WORKTOWN
love your office™

Logo with strapline
It's preferable to incorporate this version of the logo where possible, as it reinforces our strapline message.

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Logo with motif
The motif needs to appear on every worktown office design communication piece as a sign-off on the footer. If there's nowhere suitable on the page to place this motif, it can be used as part of the logo (please see overleaf for more detail on the worktown motif).

the worktown motif

The worktown motif is used for office design communications, just as the roundel is used for office supplies.
The motif is a simple 'wt' shape, and must not be enclosed within any shape.

The motif must be used on every office design communication. It can be used in two ways: either as a large stamp over part of an image, or incorporated within the worktown logo, as per overleaf. The motif should be only reproduced in its primary colour, below, or in black.

Please bear the following in mind when using the worktown motif:

The worktown motif
The motif should ideally reproduce in Pantone 877C. If this is not possible, then it should appear in black. The motif should be viewed straight on, not at an angle like the roundel is.

Should never be coloured other than silver, unless whiteout version when silver is illegible.

The logo should never be abstracted.

Unlike the roundel, the 'wt' should never be angled.

logo colourways

Here are the primary and secondary colour ways for the worktown logos for both office supplies and office design.

office supplies

1 Colour – Pantone 3125c

1 Colour – Black

WORKTOWN

1 Colour – Pantone 3125c

WORKTOWN

1 Colour – Black

WORKTOWN

White out

office design

1 Colour – Pantone 877c (metallic)

1 Colour – Black

WORKTOWN

1 Colour – Pantone 877c (metallic)

WORKTOWN

1 Colour – Black

WORKTOWN

White out

our font family

Distilla regular

ABCDEFGHIJKMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Communications Font
Our communications font is Distilla. It should only be used in regular. This should be used for all headlines and subheads, and it should only ever be reproduced in lower case – no initial caps.

Akkurat light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Body Font
Our body text font is Akkurat. It should only be used in light. This should be used for all body text. As a general rule, body text should be a minimum of 8 point.

using font with logotype

large headline copy
always lower-case

y

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Large headline - Logo with strapline
As a rule of thumb, the worktown logo should reproduce at the same height as the headline text does. This is demonstrated by the y axis above. When using large headlines, ensure that the strapline is used as part of the logo.

smaller headline,
use logo without strap

y

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Smaller headline (not as much room on page) - Logo without strapline
When using a smaller headline (due to space restrictions, busy images etc.), the worktown logo still needs to reproduce at the same height as the headline text does, but in this instance the strapline should be sacrificed so that the logo reproduces at a good size and can be easily read.

our imagery

Imagery is an important part of the worktown brand. Appropriate imagery ensures that we come across as professional, relevant and inspiring. The imagery should be slightly different for office supplies and office design, but all worktown imagery should reflect our ethos and positioning.
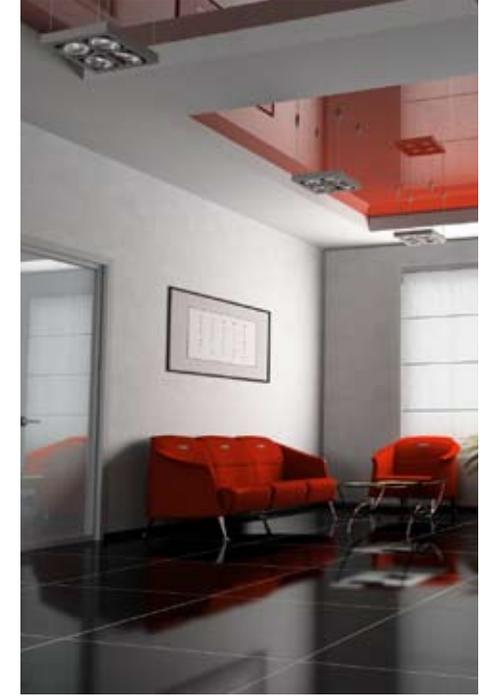
Example imagery for office supplies
Images should feature one key colour which can be picked out and used on the roundel.

Example imagery for office design
Images should be very clean and modern, and provide a good showcase for the silver motif.

the colour band

Sometimes, it will be unavoidable to use a fairly busy image that has no space for a headline. In this case, you can use the colour band and place the headline within it. The colour band should reproduce in Pantone 3125C (blue) for office supplies, and Pantone 877C (silver) for office design.

The colour band can appear in any corner, but must be no more than 10mm from two edges of the page.

x=y

busy image, no room for headline.

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busy image, no room for headline.

WORKTOWN
love your office

WORKTOWN
love your office

the elements together - office supplies

This is an example of what a worktown office **supplies** piece of communication should look like.

- The roundel should be in the key, bright colour of the communication, at a 10 degree angle to the left.

- The roundel can appear at any height on the page, but needs to line up with the logo at the bottom left of the page. NB some situations may not allow for the placement to be so linear, feel free to drop the roundel in an interesting part of the advert.

- The logo should appear, ideally with the strapline, at the bottom left of the page. It should line up with the left edge of the headline text.

- The logo height should be the same height as one line of headline text. If the logo appears too small at this size, use the version without the strapline.

x

example advertising copy in the colour of the roundel's inner 'wt'

y

WORKTOWN
love your office.

y

x

the elements together - office design

This is an example of what a worktown office **design** piece of communication should look like.

- The motif should appear in Pantone 877c (metallic silver). If this is not possible, then it needs to appear in black.

- The motif should be used as a sign off at the bottom right of the page.

- The logo should appear, ideally with the strapline, at the bottom right of the page. It should line up with the right edge of the headline text (or right edge of the colour band if needed - as example).

- The logo height should be the same height as one line of headline text. If the logo appears too small at this size, use the version without the strapline.

y

y

punchy advertising
copy to fill colour band.

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.wt

Brand Checklist

Use the following checklist to help you create your worktown communication:

- Does the copy reflect our market and brand positioning?

- Does it reflect our values of being helpful, honesty and integrity, loving offices and our smallness?

- Is it friendly and easy to read, like having a conversation with a colleague?

- If it's for office supplies: does it feature the roundel?

- If it's for office design: does it feature the motif?

- Does it use our correct fonts – Distilla Regular for headlines, and Akkurat Light for body text?

- Is the imagery reflective of our brand? Is it fresh, modern and clean?

- Does it need to use the colour band?

By following the above, you'll never be too far away from a great piece of worktown guidelines.