IRONWOOD
ELECTRICAL & CONTRACTING

Brand Guide

211 Feeners Corner Rd, West Northfield, NS B4V 5E4 · 902-523-1551 · ironwoodelectricalcontracting.com

THE LOGO







An orange house with a lightning bolt cut through it, beside the name. Use the dark version on charcoal or black, and the light version on warm paper or white. The house on its own works for small spots such as a profile picture or a sticker.

COLOUR

Charcoal	Black	Orange	Amber	Warm paper	White
#12100e	#0c0b0a	#f2651c	#ffc24f	#f5ecdf	#ffffff

THE NAME

IRONWOOD

ELECTRICAL & CONTRACTING

Archivo Black, set wide, for the name only. Instrument Sans Semibold, spaced out, for the line under it.

EVERYTHING ELSE

Electrical work done properly.

Instrument Sans for headings and text. Bold for headings in mixed case, regular for reading. Phone numbers use even-width figures: 902-523-1551.

SHORT RULES

- **Give it room.** Keep clear space around the logo equal to the height of the house roof.
- **Keep it whole.** Do not stretch, tilt, recolour or redraw the house or the name.
- **Mind the size.** Full logo at 1¼ in (120 px) wide or more. Below that, use the house alone.
- **Orange is the accent.** One orange thing per view: the mark, a button or a rule.
- **Straight lines.** Square corners with one cut corner, echoing the roof.
- **Plain words.** Say what was done and where. No hype.

FILES

The logo files in this pack are PNG images made from the approved artwork. They suit screens and office printing. Before signs, vehicle wraps or large print runs, have the logo drawn as a vector file and ask for a trademark search.