



Style Guide v1.0

DIGITAL I FRONT
NEW ZEALAND

Our Guidelines

The Electrical Works brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the Electrical Works brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need—logos, typefaces, colours, and more—to create a consistent tone, look, and feel for Electrical Works’s communication materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Consistency is one of the most powerful usability principles: when things always behave the same, users don’t have to worry about what will happen. Instead, they know what will happen based on earlier experience.

— JAKOB NIELSEN

Table of Contents

2	Our Guidelines
6	Our Brand Purpose
9	Master Logo
23	Colour
30	Typography
37	Print
42	Photography Style
51	Social
59	Conclusion



COMMERCIAL

INDUSTRIAL

AUTOMATION SYSTEMS

WELDER REPAIRS

INDUSTRIAL ELECTRICAL SERVICES

Industrial electrical work is our core business. Our Tauranga based staff have the knowledge base to keep your plant running, and with our 24/7 Call Out service, making use of our resource base is a smart business decision.

CALL OUT 24/7

INVOLVED • INNOVATIVE • INCLUSIVE



COMMERCIAL

We become involved in our clients' businesses as we work with them to understand their



INDUSTRIAL

Industrial electrical work is our core business. Our staff have the knowledge base to keep your plant running, and with our 24/7 Call Out



AUTOMATION SYSTEMS

Our innovative designs in industrial automation systems have clients seeking us out from as far as the South Island.



WELDER REPAIRS

We service and repair all brands of welding equipment.

Our Brand Purpose

At the heart of our brand purpose are the values embedded in our corporate culture and the unique benefit our business brings to the world. Our purpose is a North Star for our company, our people, and our brand.

INVOLVED

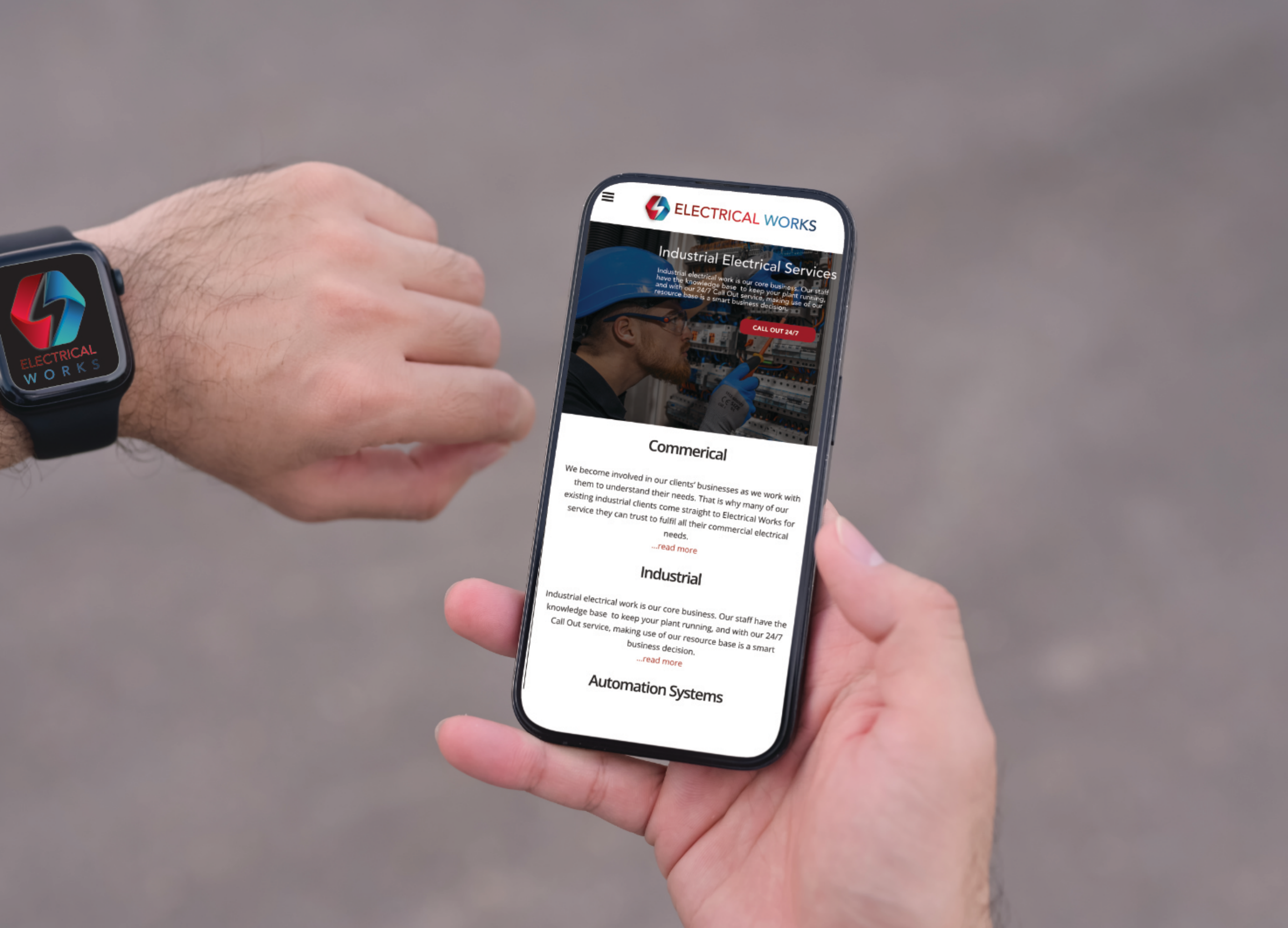
We get involved and become part of your team.

INNOVATIVE

We look for innovative solutions to your requirements, that will assist your company.

INCLUSIVE

We include your staff in any design process and know communication is vital for great outcomes.



Master Logo

This section covers the usage of the master logo, its construction, and the variety of layouts available to you. If you need something further defined please contact Electrical Works.

MASTER LAYOUTS

CLEAR SPACE

MINIMUM SIZING

LIMITATIONS

Logotype

Electrical Works logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.



Logotype

Electrical Works logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.

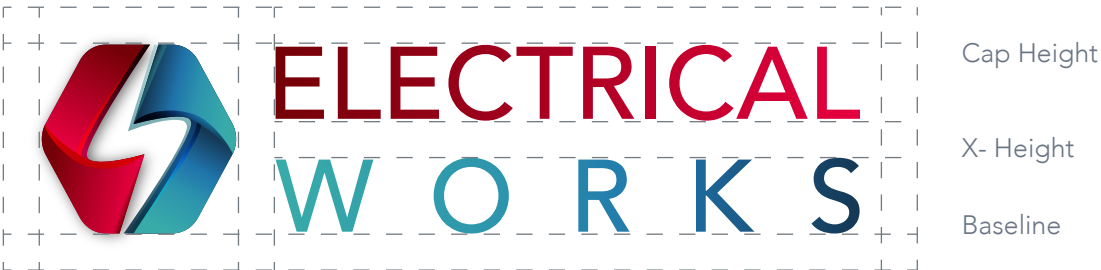
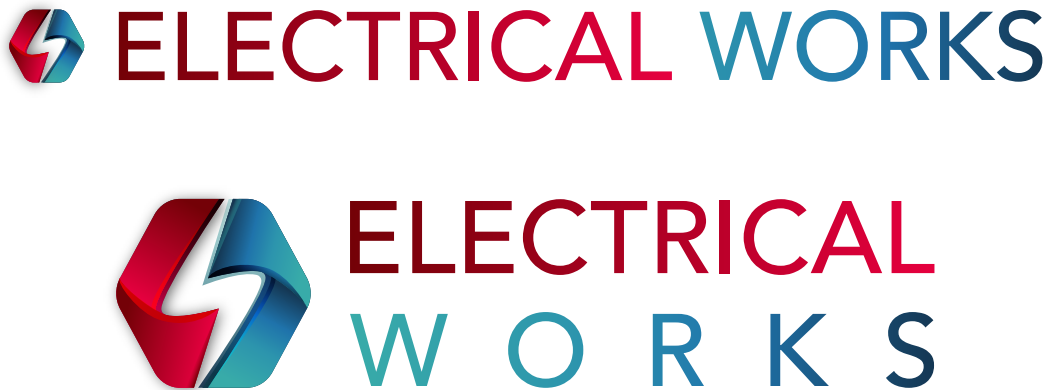


Logotype

Electrical Works logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.

Logotype

Electrical Works logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.





✓  ELECTRICAL WORKS

 ELECTRICAL
WORKS

✗
ELECTRICALWORKS

Do not tighten tracking
of our logotype.

✗
ELECTRICAL WORKS

Do not change the angle of the
baseline when presenting logotype.

✗
ELECTRICAL
WORKS

Do not center align the
logotype.

The Mark

Electrical Works Logomark is a recognisable icon that makes a memorable impression on its audience. The demographic of Electrical Works is broad and general, so the Logomark should also have a broad appeal and meaning when first recognised.

We created the Logomark to be branded across every media opportunity for Electrical Works and that the space it absorbs is organic and fluid with instant recognition and retention.



Anatomy of the Mark

The Symbol

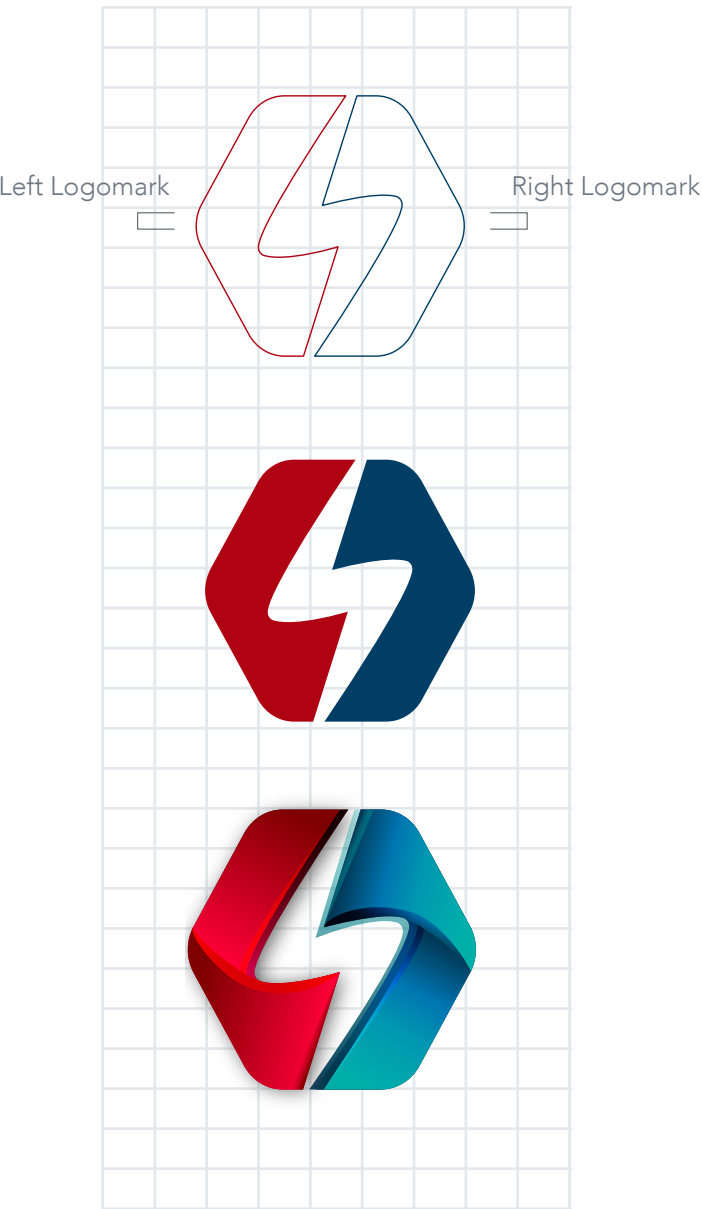
Left Logomark is a legacy representation of the original founders forming the letters of their first names; C, D and S in the lightening bolt blank space. The right side represents the number 7 which is the hand over total of owners as at 2025. Placement of the two symbols forms a Lightening Bolt blank space often is a universal symbol for Electricity and Energy.

Solid Logomark

Red and Grey Blue are a carryover of the original logo colours, and making the lightening bolt more prominent.

Gradient Logomark

The introduction of the Gradient on both sides of the logomark brings the symbol to life, giving the departing of the original founders by using a drop shadow on the red symbol and a sharp edge on the blue symbol representing the new partners, the sharp edge is intentional as it reflects the evolving professionalism and precision of Electrical Works.



DESIGN IS SO SIMPLE, THAT'S WHY IT IS SO COMPLICATED.

- PAUL RAND

Horizontal Master Logo

Electrical Works has a variety of orientations to account for specific use cases.

A. Horizontal Form

A side-by-side layout works well for larger-width use cases and serves as main logo lockup.



B. Horizontal Explanation

The horizontal version allows for easy use in web headers and in other size-similar use cases.



Width based on the baseline & x-height of logotype.



Stacked Master Logo

Electrical Works has 2 stacked variety orientations to account for specific use cases. This is the only occasion that the tracking on the word "WORKS" changes in both instances.

A. Vertical Form

Stacking elements works well for smaller-width use cases and serves as an alternative to the horizontal main logo lockup. This is the only time the tracking varies. Tracking on the "WORKS" is used to fit the width of the word "ELECTRICAL" in order to balance the logo stack.



Tracking is set to the distance of the beginning and end in the word "Electrical"



Spacing based on the cap height of the logotype.

Logo White Space

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

A. Spacing for Logo

The minimum allowance for the master logo is equal to ½ x the mark in the lockup. Using the letter “C” as being the tallest font in the logo type, we halve this and use it as our white spacing guide. This holds true regardless of scale.



B. Spacing for Mark

For the mark, the minimum clear space allowance should be equal to half of the logotype itself. Repeat the scale of the mark around it, regardless of the scale per circumstance.



Minimum Size

For readability, scale needs close attention.

A. Master Logo

The the logo should never be reduced below 90 pixels wide.



90px

B. Mark

The mark can be reduced down to favicon size (16px by 16px). In print and other use cases it's recommended not to be reduced below 1/2".



16px

C. Badge

This lockup should never be reduced below 40 pixels wide.



40px

Monochrome Logo

Having a black and white (monochrome) logo version is crucial for versatility, cost-effectiveness, and ensuring legibility across various applications and mediums.

Solid Black Logo

All effects are removed from the logomark and the logotype leaving a solid monochrome version for situations that do not allow for colour to be used.



Solid White Logo

A "knockout" version, is important for versatility, adaptability, and brand recognition across various backgrounds and applications, ensuring consistent branding even in situations where colour printing is not an option.

White (Knockout) Logo

All effects are removed from the logomark and the logotype leaving a solid knockout version that allows for use on any solid colour background.



Inappropriate Usage

It is important to maintain the visual brand at all times, and not to distort the intended visual impact of the logotype and logomark in any way other than what is outlined in this Brand Guide for Electrical Works To maintain integrity of the logo, don't do the following;

THE ENEMY OF ART IS THE ABSENCE OF LIMITATIONS.

- ORSON WELLES

A. Change the orientation of the mark



B. Stretch forms to fill space



C. Rotate the mark



D. Change the colour of the mark



E. Put “fun” layer effects on any visual brand materials



F. Outline the logotype





Colour

This section covers the usage of our colour system, the print and web specifications, and some simple visual guides. If you need something further defined please contact Electrical Works.

COLOUR PALETTE

FOUR MAIN COLOURS | THREE COMPLIMENTARY

CORE PALETTE

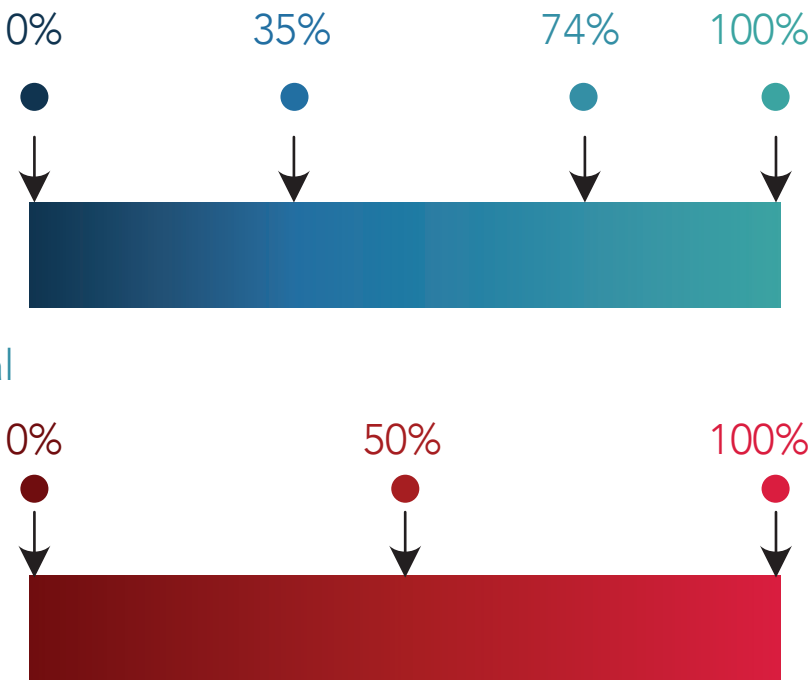
Colour Palette

Electrical Works has a simple, trustworthy colour palette. Leading with a deep burgundy followed by slate blues and complimentary grays, the core palette is limited and focuses on conveying confidence and clarity.



COLOUR SYSTEM

- 25% EW Kaimai Navy
- 25% EW BOP Sky Blue
- 25% EW Tauranga Moana Teal
- 25% EW Manuganui Green
- 50% EW Thermal Burgundy
- 30% EW Live Wire Red
- 20% EW Hibiscus Mauve



Colours, like features, follow the changes of the emotions.

- PABLO

Four Main Colours | 3 Complimentary Colours

These four values capture the majority of the colour needs in our brand.

White is used as the brand canvas. It captures the majority of all visuals.

Blue is used sparingly to add interest to specific areas and bring impact. It is most commonly used within the typography instead of black.

Red is used to support all of this and create an additional value for contrast and tertiary needs.

EW
Kaimai Navy
#133551

EW
BOP Sky Blue
#236FA3

EW
Tauranga Moana
Teal
#318FA6

EW
Maunganui Green
#3CA4A2

EW
Thermal Burgundy
#700E10

EW
Live Wire Red
#A71E22

EW
Hibiscus Mauve
#DA1E40

*Don't go crazy with colour.
Use it sparingly and with purpose.*

— DIGITAL FRONT NZ

Core Palette

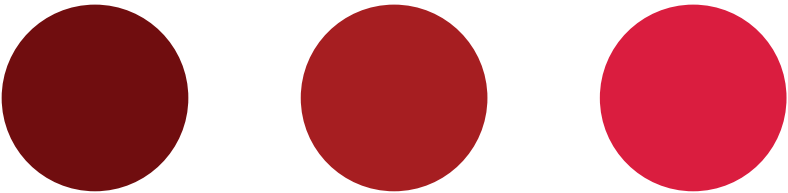
The core palette will cover the majority of your needs. It's intentionally small in variety as to not dilute the brand visuals, adding confusion.

PANTONE
CMYK
RGB
HEX



534 C	7691 C	7459 C	7472 C
31, 100, 100, 45	13, 100, 81, 3	85, 72, 53, 58	62, 48, 36, 8
13, 35, 51	23, 6F, A3	31, 8F, A6	3C, A4, A2
#133551	#236FA3	#318FA6	#3CA4A2

PANTONE
CMYK
RGB



188 C	1805 C	199 C
31, 100, 100, 45	13, 100, 81, 3	85, 72, 53, 58
70, 0E, 10	CA7 1E, 22	DA, 1E, 40
#700E10	#A71E22	#DA1E40

Typography

This section covers the usage of our typography system. Because of the simplicity in our brand, type plays an important part. If you need something further defined please contact Electrical Works.

AVENIR



Avenir

Avenir, a geometric sans-serif typeface designed by Adrian Frutiger, a Swiss typeface designer, designed Avenir in 1988, drawing inspiration from early geometric sans-serif typefaces like Erbar and Futura, was released by Linotype GmbH and is known for its blend of geometric precision and humanistic warmth, aiming to be a modern and versatile typeface.

Avenir is the leading typeface in our system and is used throughout our Brand as the only typeface required.

Weights

The full set contains 10 weights, which adds great range for all of our needs. Light, Medium, Heavy, and Black are the 4 main weights used within the Electrical Works Brand Profile.

Aa

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

0123456789!@#%^&*

Type Usage

Brand Voice.

The way our text is presented, including font choices, size, spacing, and style, conveys our brand's tone and personality, it is professional and restrained, but visually impacting without being overbearing.

Consistency.

Our Typography is cohesive forming a visual identity that reinforces brand recognition.

Legibility.

Being able to read our content is an obvious statement, but we refrained from fancy glyphs and cursive ligatures in order to remain clear and precise; much like our approach to our work.

The breakdown

HEADING

Avenir Medium 42pt

SUB-HEADING

Avenir Heavy 16pt

BODY

Avenir Light 10pt

FOOTER

Avenir Black All Caps 14pt

Get A Quote Now

ELECTRICAL WORKS

Geometric Roots: Avenir retains the geometric construction of its predecessors, but with softened edges and details.
Humanized Elements: It incorporates details like the two-story "a," the curved tail on the "t," and the slightly imperfect circle of the "o" to add a touch of warmth and readability.
Legibility: Short ascenders and a small x-height contribute to its excellent legibility, making it suitable for extended text.
Versatility: Avenir is versatile enough to be used for both headlines and body text.

MAKE A BOLD STATEMENT



Print

We have specific print use cases; this section will define that further for you. Simplicity is key in all of our print work with both colour and layout. If you need something further defined please contact Electrical Works.

COLLATERAL

BUSINESS CARDS

LETTERHEAD

Collateral

Collateral is chosen with purpose and longevity. It is imperative that we create promotional materials that are just as innovative and conscious of its purpose much like how we run our entire company.

Materials

It's important that the materials also align with our values and vibe of our brand.

We maintain quality over quantity and we do not compromise on this approach..



Business Cards

Business cards should speak for themselves. They should represent the quality and value of the brand. It's important to Electrical Works, that we use sustainable, quality materials when printing business cards. Pressed foil for the logomark and UV Raised is recommended for the text for a high-end feel. Maintaining absolute simplicity in the content of our cards is just as important and not to clutter the limited real estate that Business Cards contain; rather, communicate the most important aspects that represent the company on small, leave behind mediums.



Letterhead

Electrical Works letterhead will be used for all external communications in order to create a sense of value. It's important to utilize high quality paper for all correspondence printed on letterhead. An outline version of the Logomark to be used in the footer of the letterhead with an opacity of 20%.



Photography Style

There are two parts to photography styles: messaging, and style. To accurately convey our brand, photography must include the summation of both aspects.

PRIMARY

SECONDARY

HEADSHOT



Primary Style

Heavy Detail

When it comes to showcasing Electrical Works in the work place or client situation, it is considered that all facets of the project be showcased and be information density rich - the photo clearly illustrating what the subject matter is doing. Ensuring all where possible, the Electrical Works Branding is on show.

Subject Direction

For the most part, all of the “in situ” photography is shot head on. Where necessary, wide angle shots may be required to show space and depth of dimensional space of a subject. Side angle shots - often shot from the left perspective of the subject and gaussian blurring the background subject matter may be used to maintain service or product focus.

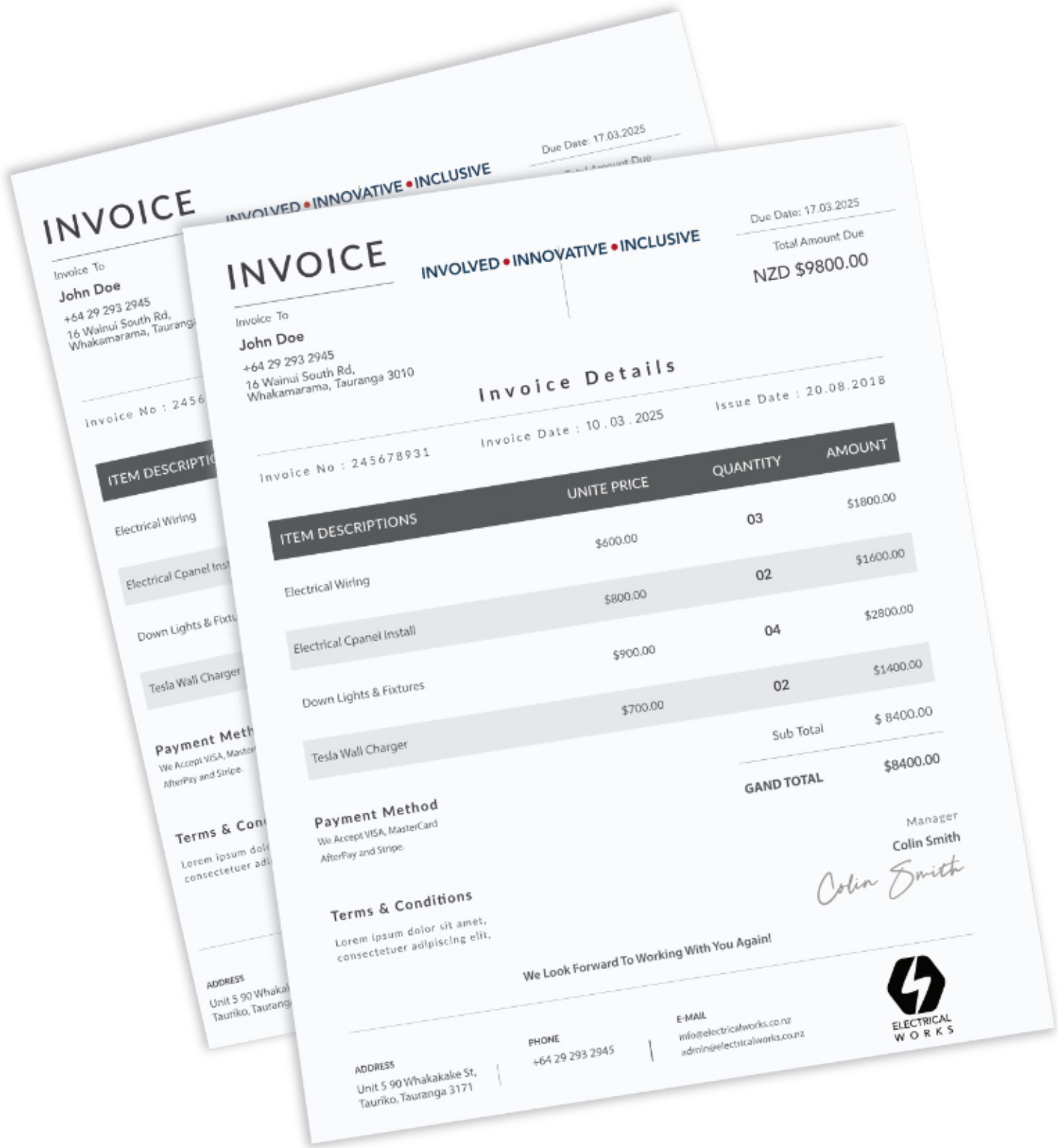
Drone footage may also be required when shooting aerals for various projects in order to get a complete idea of the scale of the project.



Secondary Style

Subject Direction

Our secondary style delves more into elemental propositions to a project or client subject. Elements that go into the overall structure of the project, before and after's; imagery that act as an important B Roll to the visual story.



Headshot Style



Branding Detail

Should always present the Logo Mark at every opportunity when it suits the profile or subject matter.



Subject Direction

Always front on, and not at obtuse angles. Again, simplicity and clear communication is key as this is considered a benchmark in our industry in order to be completely clear as to what we are either showcasing, or trying to communicate.



Neutral Background

In the case of Staff Headshots, a blank background with ample defused lighting should be adhered to all all times.



Expression

Expressions should show effortless engagement, confidence and over all approachability.



Social

This section covers the execution of our social avatars. If you need something further defined please contact Electrical Works.

AVATARS

SOCIAL CONTEXT

SOCIAL CONTENT

Avatars

Our social avatars are driven by our mark. Since the titles of the pages will have our company name and information there is no need to add any of that to the avatar.

A. Square

Ensuring our spacing is in accordance with our Brand Guide and Logomark requirements.



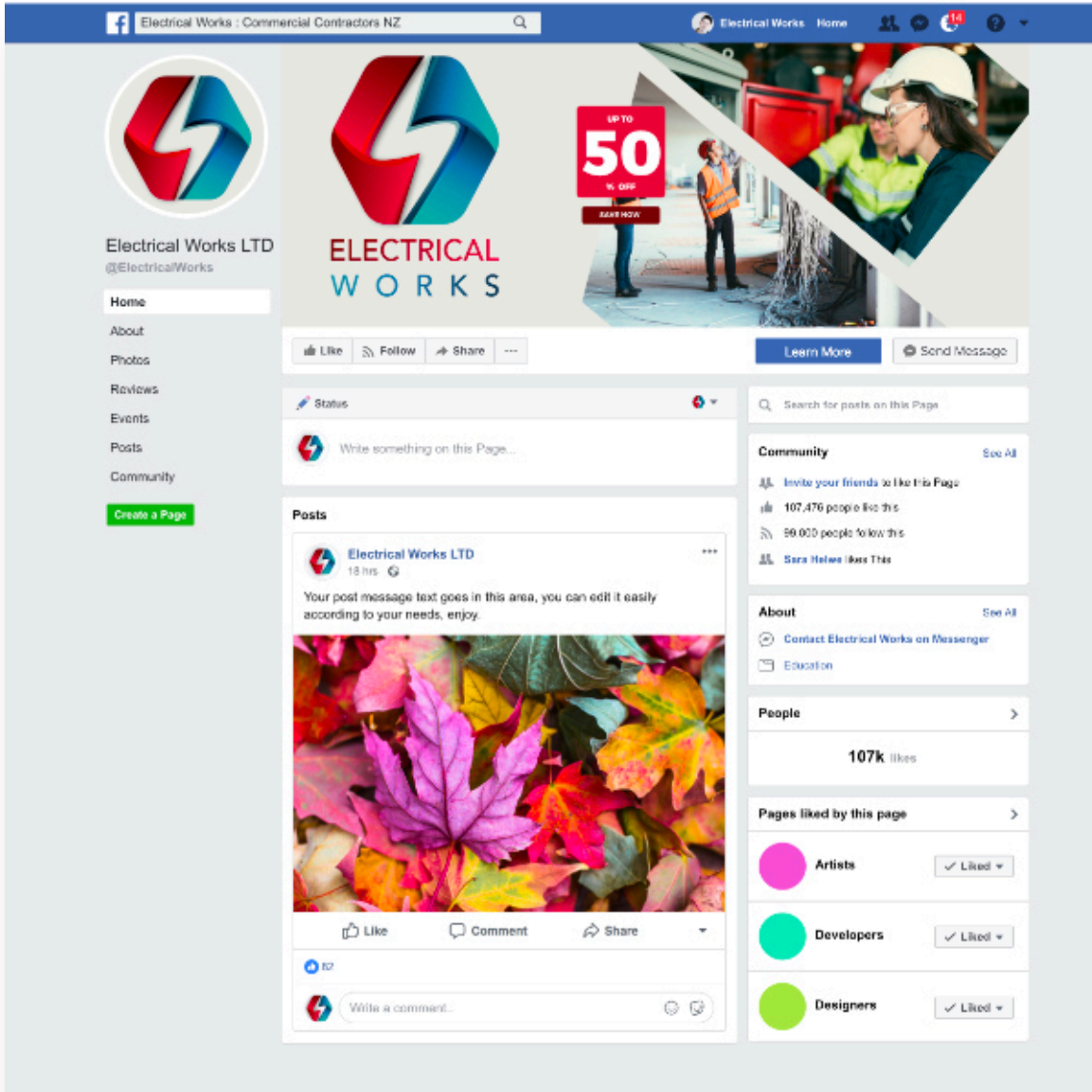
B. Circle

No different for the shape of the frame, we should always ensure our spacing is in accordance with our Brand Guide and Logomark requirements.



Social Context

Full colour Logomark and Logotype where possible on All formats of digital and social media, unless dictated to by the platform.




Social Content

It's important to maintain the correct voice and tone of our brand throughout all different types of mediums. Social networks are no exception. We follow these rules and examples to ensure the correct voice for the Electrical Works brand.

X (formerly Twitter)

The TX platform is focused on small digestible chunks of information. Special considerations should be made when posting content to the platform.




Electrical Works

@electricalworks · 1d

Check out our most recent video work, revealing an inside look into who we are and what we are passionate... <http://youtu.be/Tal0aqiBzO8?a>

- Notes:
- Use of @mention to alert other accounts that we’re mentioning them
 - Use of trackable short-link
 - Use of relevant and active hashtag



Electrical Works

@electricalworks · 1d

Think safety first this [#Halloween](#). Take this quiz to test knowledge about common hazards: <http://a.ll.st/S700OI>

- Notes:
- Use of Electrical Works @mention to maintain visibility throughout curation stages
 - @mention of influencer



Electrical Works

@electricalworks · 1d

How many drivers are distracted? Our survey and infographic may surprise you. <http://al.st/1NmcYDg>

- Notes:
- Use of trending, time-specific hashtag
 - Use of trackable short-link
 - Use of multiple @mentions gathered around a specific topic

Social Content

It's important to maintain the correct voice and tone of our brand throughout all different types of mediums. Social networks are no exception. Follow these rules and examples to ensure the correct voice for the Electrical Works brand.

Facebook

The Facebook platform is geared more towards personality and special considerations should be made when posting content to the platform.

Additional Notes:

- Promoting/distributing original content
- Focus on student success
- Use of keywords/phrases (online learning, software developer)
- Aspirational



Electrical Works
Yesterday at 10:03am ·

Wonderful article about our new insurance program, built in partnership with Google!

Google Introduces Program

Ever wonder how to build an app? The product team at Google seeks to put an end to such a debate by...

searchenginejournal.com

Notes:

- Using 3rd party content to tell our story
- Use of affirmative, positive language
- Reference to influencer (Google), functioning as 3rd party validation



Electrical Works
Yesterday at 10:03am ·

How does a computer translate a picture that you and I see, into a mess of 1s and 0s? Let's see how computers bridge that gap!

How to save images?

Maecenas sed diam eget risus varius blandit sit amet non magna. Curabitur blandit tempus porElectrical Workstor.

www.youtube.com

Notes:

- Repurposed content (culture video becomes social asset)
- Clear statement of value (this will show you how to ____)

ELECTRICAL WORKS

Thank you for your business.
We look forward to working with you.

Conclusion

Since we know that we cannot cover every need we leave this as a living document. If you need something further defined please contact Electrical Works.

SUMMARY

INFORMATION

Summary

In summary, this style guide names the exclusive colour system, visual language, typography, and emotional weight that the brand is to carry. It is prohibited to explore outside the distinctions made within this document while designing under the name of Electrical Works. Always maintain the gestalt — the essence or shape of the entity's complete form — of the brand name. See that the design of any extending collateral adheres exclusively in full to what is included in this guide.

Information

This document serves as a foundational guide to using this brand identity. It covers all the rules regarding colour, alignment, artistic direction, and more. These guidelines are for the use of the Electrical Works team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us at admin@digitalfront.co.nz

THANK YOU



