



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, colors, 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

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COMMERCIAL

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

[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



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

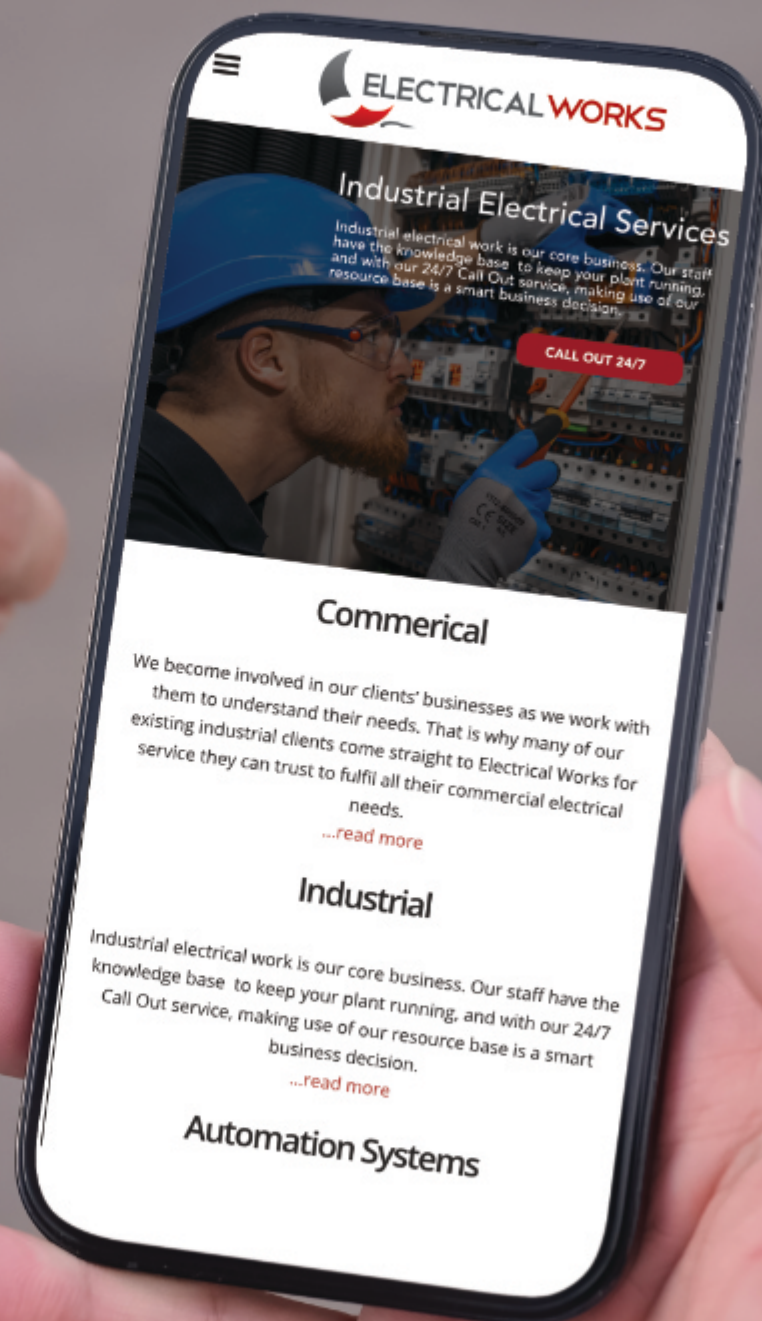
We get involved and become part of your team.

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.



ELECTRICAL WORKS

Industrial Electrical Services

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 service, making use of our resource base is a smart business decision.

CALL OUT 24/7

Commerical

We become involved in our clients' businesses as we work with them to understand their needs. That is why many of our existing industrial clients come straight to Electrical Works for service they can trust to fulfil all their commercial electrical needs.

[...read more](#)

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 service, making use of our resource base is a smart business decision.

[...read more](#)

Automation Systems

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.





MASTER LAYOUTS

There are 2 main layouts for Electrical Works Logo:

1. Rectangular Masthead
2. Rectangular Stacked
3. Square Stacked.

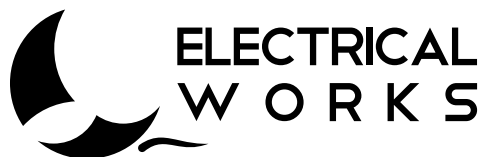
The original Master uses the Gradient Version of the Electrical Works Logo as shown below





LOGOTYPE VARIATIONS

The allowed variations of the Electrical Works Logo is based on their colour reference. The Solid Logo version uses the two primary colours of the logo which is EW Burgundy and EW Grey.



LOGOTYPE VARIATIONS REVERSE

The use of the reverse Electrical Works logo is to suffice for mediums that print in black and white only, or for campaigns that require a reverse copy of the logo.

LOGOTYPE GRADIENT

Electrical Works logotype and logomark have a gradient overlay on the logomark only. The colour reference for this is defined in the Colour Section of this Style Guide.



CLEAR SPACE

The clear space is equal to half the height of the Logotype







ELECTRICAL WORKS

Do not tighten
tracking of our



ELECTRICAL WORKS

Do not change the angle of the
baseline when presenting



ELECTRICAL
WORKS

Do not center align
the

THE MARK

Describe the reason for the design concept of the logo mark giving origin and reason for the shape, style and colour choices and what they represent



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

- PAUL RAND

ANATOMY OF THE MARK

The Symbol

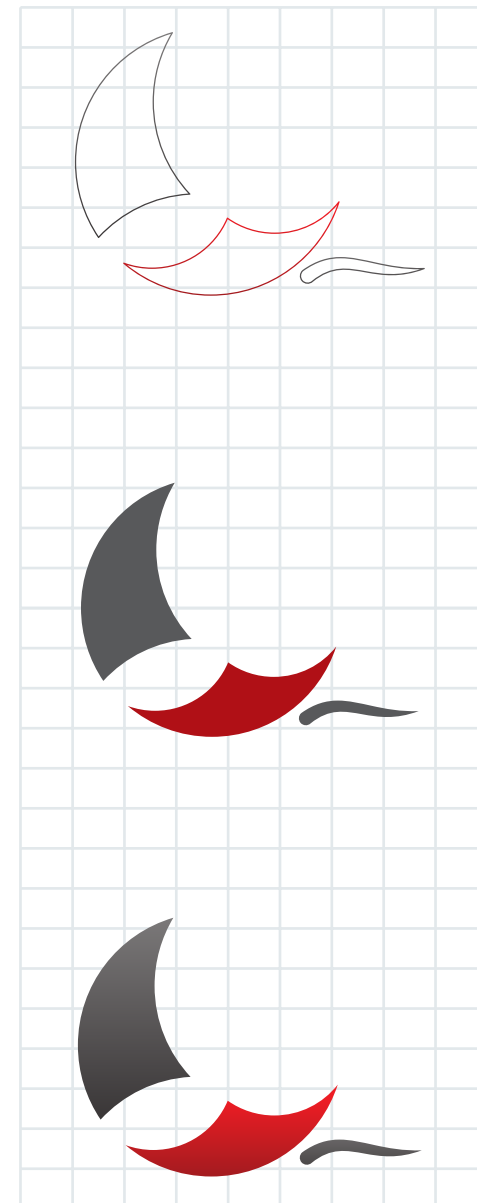
Describe the origins of the original logomark design

Solid Logomark

Describe the origins of the colour selection for the logomark

Gradient Logomark

Describe the reason and origins of the Gradient Overlay on the logomark



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.

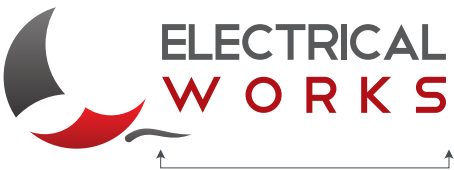


STACKED MASTER LOGO

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

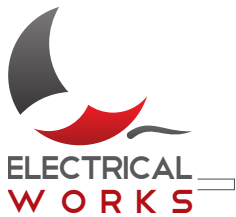
Stacking elements works well for smaller-width use cases and serves as an alternative to the horizontal main logo lockup. This is the only time the tracking varies. Tracking on the “WORKS” is used to fit the width of the word “ELECTRICAL” in order to balance the logo stack.



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

B. Vertical Explanation

The vertical version allows for easy use in applications that limit available width for display of the logo.



Spacing based on the cap height of the

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.

spacing



MINIMUM SIZE

A. Master Logo

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



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 $\frac{1}{2}$ ".



C. Badge

This lockup should never be reduced below 40 pixels wide.



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 color 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

ELECTRICAL
WORKS

B. Stretch forms to fill space

ELECTRICAL WORKS

C. Rotate the mark

ELECTRICAL WORKS

D. Change the color of the

ELECTRICAL WORKS

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

ELECTRICAL WORKS

F. Outline the logotype

ELECTRICAL WORKS



COLOR

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

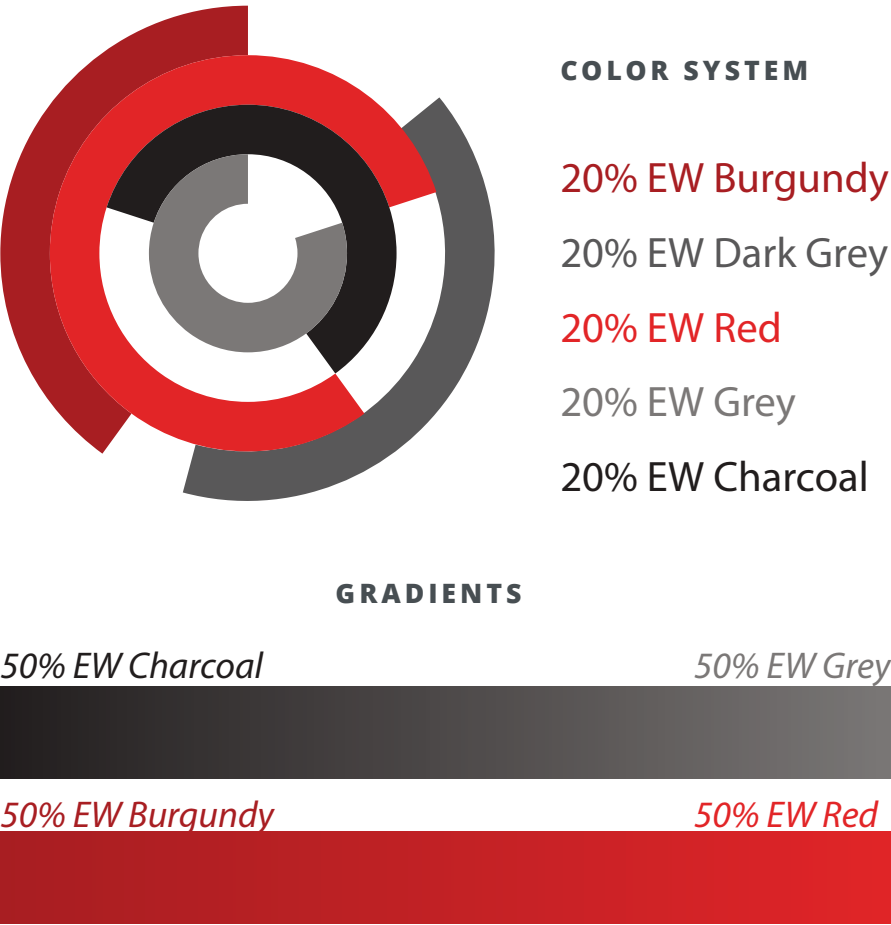
COLOR PALETTE

THREE MAIN COLORS

CORE PALETTE

COLOR PALETTE

Electrical Works has a simple, trustworthy color 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.



*Colors, like features, follow the changes
of the emotions.*

- PABLO

FIVE MAIN COLORS

These five values capture the majority of the color needs in our brand.

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

The Charcoal is used sparingly to add interest to specific areas and bring impact.

The Burgundy is used to support all of this and create an additional value for contrast and tertiary needs. It is most commonly used within the typography instead of black.

EW Burgundy
#A81F23

EW Red #ED1C24

EW Grey #7B7978

EW Dark Grey
#59585A

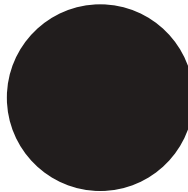
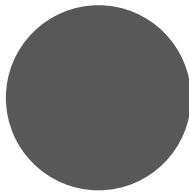
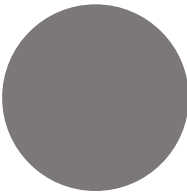
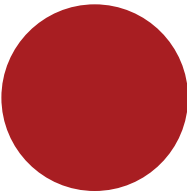
EW Charcoal
#231E1F

*Don't go crazy with color.
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

7621 C
23, 100, 100, 16
AB, 1F, 23
#A81F23

Bright Red C
6, 98, 98, 0
ED, 1C, 24
#ED1C24

444 C
53, 46, 46, 11
7B, 79, 78
#7B7978

7540 C
63, 56, 53, 28
59, 58, 5A
#59585A

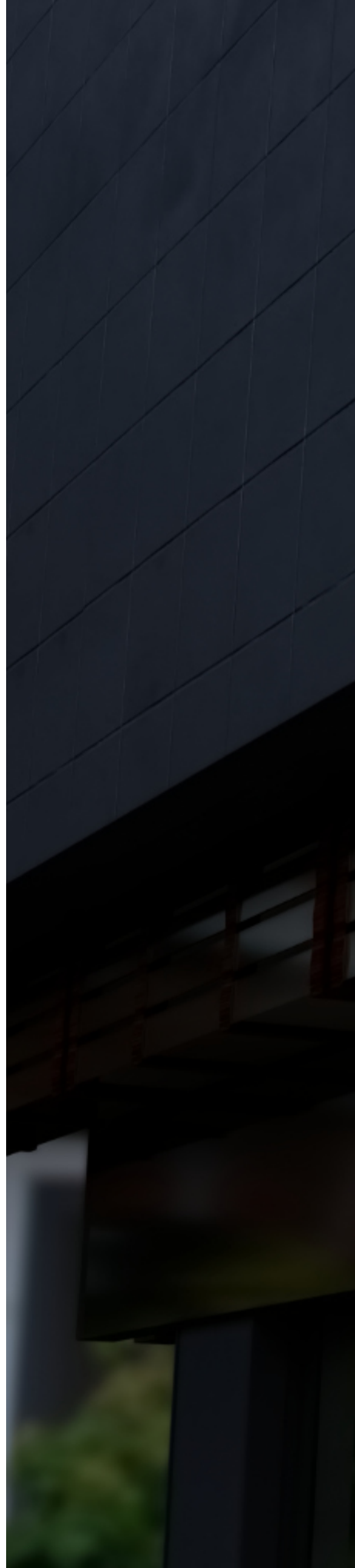
Neutral Black C
69, 69, 64, 74
23, 1E, 1F
#231E1F

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

TELEGRAPHICO

MYRIAD





ELECTRICAL WORKS

TELEGRAPHICO

Telepgrahico is a basic uppercase-only font designed by Salvo Nicolosi (AKA ficod) in 2006, based on architectural lettering from the Italian “Razionalismo” movement. The font was inspired by the fonts used in the Italian Post Store Signage.

Telegrafico is a distinctive font that captures the essence of communication and modern simplicity with its sleek and clean lines. This typeface stands out due to its minimalist design, which pays homage to the telegraphic and early telecommunications era, where clarity and efficiency in message delivery were paramount. The font embodies an industrial chic, reminiscent of the mechanical age, yet it translates perfectly into contemporary design projects, bridging the gap between the past and the present seamlessly.

Telegraphico is the leading typeface in our system and is used to compliment and contrast Myriad Pro font. Its main use cases are Titles

A A

Weights

The full set contains 1 weight, which limits the range for all of our needs. The Regular CAPS version is the only font used within the Electrical Works Brand Profile.

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z

Supplimentary Fonts

Myriad Pro is the complimentary font used to make up the entire character range that Telegraphico does not support. Its main use cases are body, block

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
. > ; " 1 2 3 4 5 6 7 8 9 ! @ # \$ % & *

TYPE USAGE

Telegraphico is used only for the logo type and the sub headings due to its limited glyph library. Myriad Pro is used to compliment and maintain the alternative ligatures where Telegraphico lacks.

The breakdown

HEADING

Telegraphico 42pt

SUB-HEADING

Telegraphico 16pt

BODY

Myriad 12pt

FOOTER

Telegraphico Black All Caps 14pt

GET A QUOTE NOW

ELECTRICAL WORKS

Geometric Roots: Myriad 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: Myriad is versatile enough to be used for both headlines and body text.

MAKE A BOLD STATEMENT

INVOICE

Invoice To

John Doe

+64 29 293 2945
16 Wainui South Rd,
Whakamarama, Tauranga 3010

Due Date: 17.03.2025

Total Amount Due
NZD \$9800.00

Invoice Details

Invoice No : 245678931

Invoice Date : 10.03.2025

Issue Date : 20.08.2018

| ITEM DESCRIPTIONS | UNITE PRICE | QUANTITY | AMOUNT |
|---------------------------|-------------------|----------|------------------|
| Electrical Wiring | \$600.00 | 03 | \$1800.00 |
| Electrical Cpanel Install | \$800.00 | 02 | \$1600.00 |
| Down Lights & Fixtures | \$900.00 | 04 | \$2800.00 |
| Tesla Wall Charger | \$700.00 | 02 | \$1400.00 |
| | Sub Total | | \$ 8400.00 |
| | GAND TOTAL | | \$8400.00 |

Payment Method

We Accept VISA, MasterCard
AfterPay and Stripe.

Terms & Conditions

Lorem Ipsum dolor sit amet,
consectetur adipiscing elit.

We Look Forward To Working With You Again!

ADDRESS

Unit 5 90 Whakakake St,
Tauriko, Tauranga 3171

PHONE

+64 29 293 2945

E-MAIL

info@electricalworks.co.nz
admin@electricalworks.co.nz



INVOLVED • INNOVATIVE • INCLUSIVE



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 color and layout. If you need something further defined please contact Electrical Works.

COLLATERAL

BUSINESS CARDS

LETTERHEAD

COLLATERAL

Collateral plays a key role in bringing an otherwise completely Electrical Services company into the real, tactile world. The examples shown are just the beginning but special care should be taken in order to maintain visual consistency.

MATERIALS

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

Always push for quality when the option is available.



BUSINESS CARDS

Business cards should speak for themselves. They should represent the quality and value of the brand. It's important to use quality materials when printing business cards. Pressed foil for the logomark and UV Raised is recommended for the text for a high-end feel.



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 your brand, your 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 “insitu” 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 aerials 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.



ELECTRICAL WORKS

HEADSHOT STYLE



DETAIL

Eliminating obtrusive or distracting background information and simply communicating to the viewer the Electric Works Brand and Staff morale.



SUBJECT DIRECTION

Headdshots are taken front on to the subject



NEUTRAL BACKGROUND

No background props or information to be used any any of the Electric Works Headshot and should be shot against a blank canvass well lit from behind and above.



EXPRESSION

Subject should always look relaxed, poised and smiling



Industrial Electrical Services

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 service, making use of our resource base is a smart business decision.

[CALL OUT 24/7](#)

Commercial

We become involved in our clients' businesses as we work with them to understand their needs. That is why many of our existing industrial clients come straight to Electrical Works for service they can trust to fulfil all their commercial electrical needs.

[...read more](#)

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 service, making use of our resource base is a smart business decision.

[...read more](#)



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 the logomark spacing is adhered to, the Square Icon will carry the Electric Works Logo Mark only.



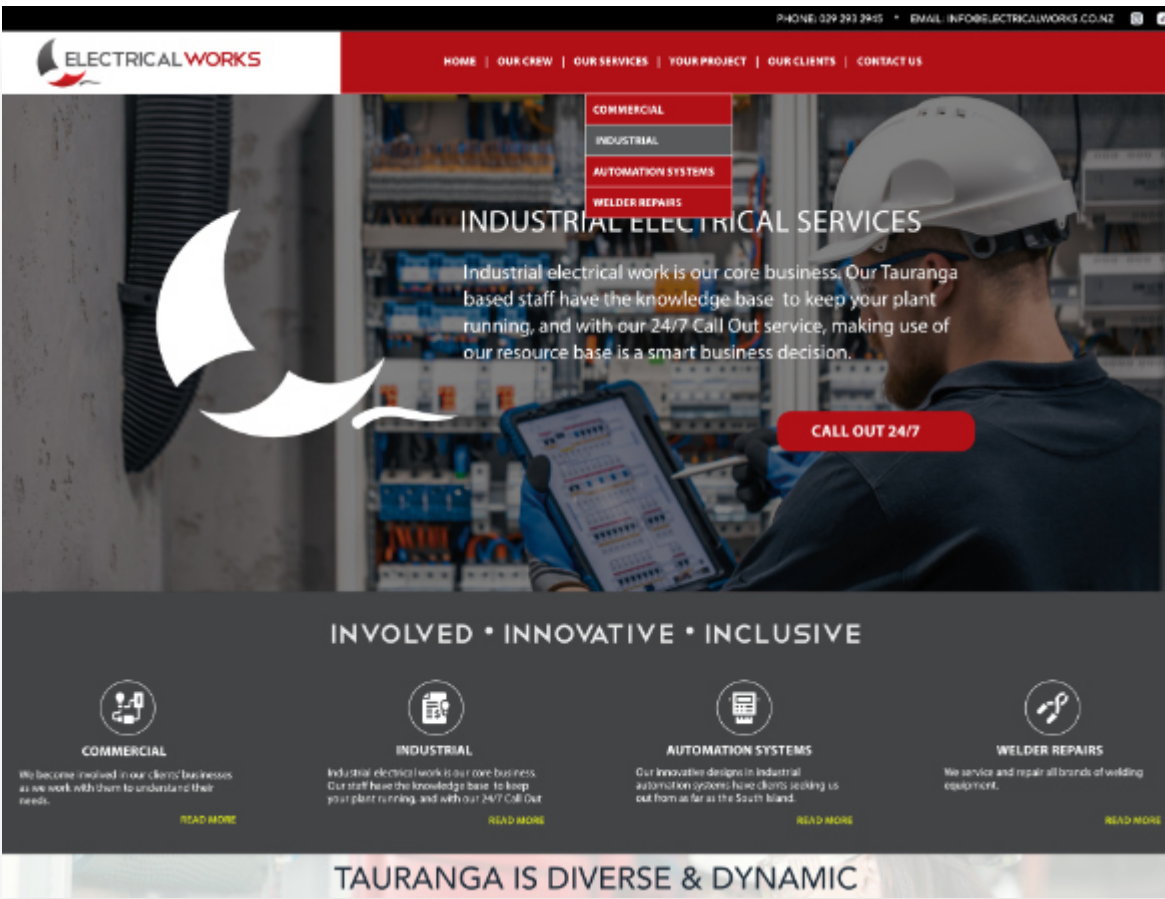
B. Circle

Ensuring the logomark spacing is adhered to, the Square Icon will carry the Electric Works Logo Mark only.



SOCIAL CONTEXT

The use of the Electrical Works Logo in any Social Media environment or platform will maintain the elements of the logomark and logo type as per Style Guide recommendations.



SOCIAL CONTENT

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

TWITTER

The Twitter 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/>

Notes:

- Use of @mention to alert other accounts that we're mentioning them
- Use of trackable shortlink



Electrical Works

@electricalworks · 1d

Think safety first this [#Halloween](#). Take this quiz to test knowledge about common hazards: <http://a.ll.st/S7000I>

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 shortlink
- Use of multiple @mentions gath-

SOCIAL CONTENT CONT.

It's important to maintain the correct voice and tone of your 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.

META (formerly Facebook)

The Facebook platform is geared more towards community and bringing people together. Special considerations should be made when posting content to

Additional Notes:

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



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.](#)

Notes:

- Using 3rd party content to tell our story
- Use of affirmative, positive language



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 porttitor.

[www.youtube.com](#)

Notes:

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



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 color 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 color, 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 hello@madebysidecar.com.

THANK YOU





