Responsible Wood

Brand Manual

VERSION 3 // SEPTEMBER 2022

1.1
About Brand Identity

What is Brand Identity?

Brand identity is the physical representation of the brand. It is tangible and appeals to the senses. You can touch it, see it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems.

Why is it important?

A brand, or a company's reputation is considered to be one of the most valuable company assets. In a branded world, future success is dependent on building awareness, preserving reputation and upholding value. A strong brand identity helps build equity through increased recognition, awareness and customer loyalty.

Compelling brand identity presents any company, anywhere with an immediately recognisable, distinctive, professional image that helps position it for success. It manages perception and fuels differentiation. A smart identity system conveys respect for the customer and makes it easy to understand features and benefits.

1.2
Brand Mark

Responsible Wood's brand mark communicates authority and believability in a durable, timeless and proud form.

Repetition and symmetry makes it memorable and its bold simplicity means the symbol is suited to print and screen mediums, both positive and reversed and at all sizes.

Brand mark

1.3
Logotype

The logotype is unique and has been customised specifically for Responsible Wood. It is only to be used in conjunction with the brand mark, as outlined in the following sections.

The logotype is not a typeface, and as such should never be replaced with a typeface. It is fixed, and should never be altered in any way that deforms it.

Responsible Wood

Logotype

1.4
Positioning Statement

Responsible Wood's positioning statement, Enabling Sustainability, speaks to the core values of the company. Because of it's importance, it is imperative that it remains consistent. For this reason, only the pre-set type may be used, as seen to the right.

The positioning statement should never be altered to deform its current proportions.

Enabling Sustainability

Essence statement

1.5
Trademark

The trademark combines the brand mark and logotype with fixed positioning.

The trademark has multiple variants, but the preferred format is the two line left-aligned, shown on the right. This should be used whenever possible, however if more suitable the right-aligned format is acceptable.

Two line left-aligned

Two line right-aligned

1.6
Trademark Variants

The trademark may also be displayed in stacked forms. These variations should be used when the main trademark formats cannot be used.

Depending on space available, the two line stacked or one line stacked variant may be more appropriate.

Two line stacked

One line stacked

1.6
Trademark Variants (cont.)

If room is sparse, compact trademark variations may be used.

These variants should only be used as a last resort.
If possible, use the aformentioned formats.

Compact stacked

Compact horizontal one line

1.7
Coloured Trademark

The trademark has been designed for maximum visual strength and transparency of character. Its coloured version can be reproduced in Eucalyptus, the specifications for which can be found in the Colour section of this manual (Section 1.13).

Coloured trademark

1.8
Black Trademark

The Responsible Wood trademark may be produced in black for instances without colour printing.

Monotone trademark

1.9
Reversed Logo

This version of the trademark should be used when it is necessary to present against dark backgrounds. While these instances should be avoided, the reverse presentation can be used when needed. When reversing the trademark, busy or complicated backgrounds should be avoided.

Reversed trademark

1.10

Clear Space and Minimum Size

Clear space

The clear space for the trademark as set out, should at all times be observed and maintained.

The clear space margin for all trademark variants is based on the height of the trademark, which can be seen on the right.

Minumum Size

The trademark should always be created from original, digital artwork and must not be recreated or redrawn. It must not be reproduced at a height any smaller than 10mm.

All elements within the trademark must remain at their fixed proportions and should not be scaled, re-positioned, or altered in any way.

Clear space

Minimum size

1.11
Incorrect Usage

It is imperative that Responsible Wood's trademark is reproduced consistently and correctly to ensure consistency in the brand.

Do not ever:

– Recolour elements of the trademark
– Disproportionally scale the trademark
– Rotate the trademark
– Remove elements of the trademark
– Alter elements of the trademark
– Reposition elements of the trademark

Incorrect usage examples

1.12
Supporting Statement

Responsible Wood's supporting statement, Sustainably Grown, Australian Made, is designed to be used as a support to the core value of the company. It has been created in two variants; a graphic stamp or pre-set type. It is imperitive that they are used with the primary trademark and one trademark variant, as seen to the right.

Where space is limited, the two line stacked logo variant with supporting stamp graphic may be more appropriate.

1.12
Supporting Statement (cont.)

Responsible Wood's supporting statement, Sustainably Grown, Australian Made, is designed to be used as a support to the core value of the company. It has been created in two variants; a graphic stamp or pre-set type. It is imperitive that they are used with the primary trademark and one trademark variant, as seen to the right.

Where space is limited, the one line stacked logo variant with supporting pre-set type may be more appropriate.

1.13
Corporate Colour

Responsible Wood's corporate colour is Eucalypt. As the brand's main colour, it should always feature prominently in comparison to primary and secondary colour palettes. For one colour applications, only Eucalypt should be used.

Eucalypt

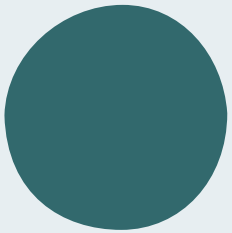
CMYK	62 0 24 73
RGB	14 81 84
PMS	3302 C
HEX	#0E5154

1.14
Primary Colour Palette

Colour is an integral part of Responsible Wood's brand identity, and as such great care should be taken to ensure its usage remains consistent.

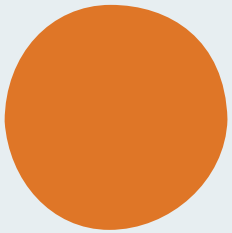
The primary colour palette consists of five colours that may be used in conjunction with the corporate colour, Eucalypt.

Note:
As always, best judgement should be used. If you're unsure of the best approach for a given situation, check with the Marketing Team.



Blue Gum

CMYK	53 0 20 60
RGB	50 105 110
PMS	7475 C
HEX	#33696D

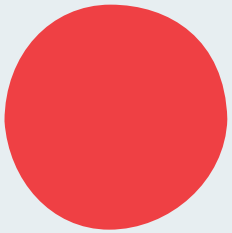


Ochre Earth

CMYK	10 65 100 0
RGB	223 118 39
PMS	1585 C
HEX	#DF7627

Tasmin Blue

CMYK	70 0 30 0
RGB	39 189 190
PMS	319 C
HEX	#27BDBE



Resin

CMYK	0 90 75 0
RGB	239 64 68
PMS	Warm Red C
HEX	# EF4044

New Growth

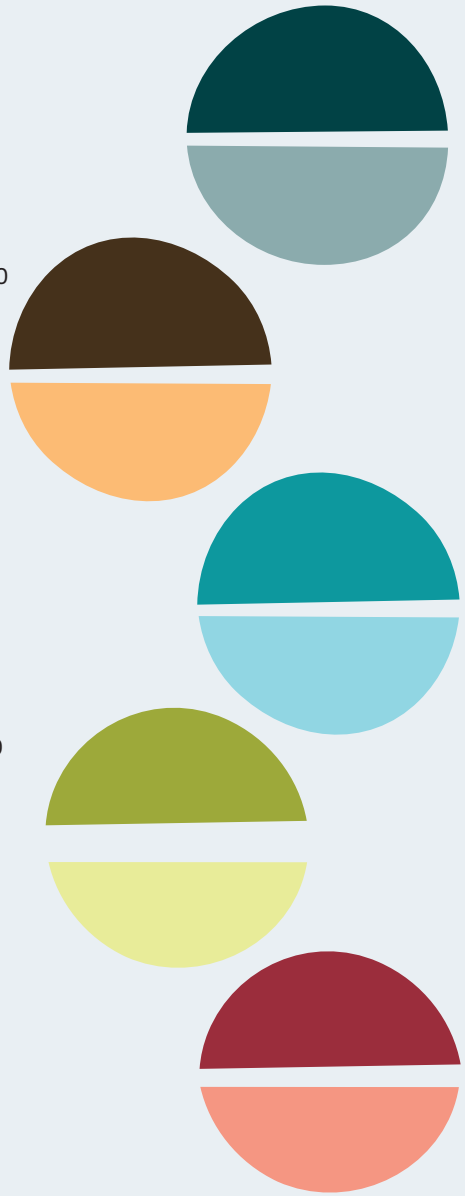
CMYK	20 0 90 0
RGB	214 224 64
PMS	379 C
HEX	#D6E040

1.15
Secondary Colour Palette

Responsible Wood's secondary colour palette consists of ten tones and tints that compliment the primary palette.

These colours are secondary, and as such should not be used to the same extent as the primary palette.

Note:
As always, best judgement should be used. If you're unsure of the best approach for a given situation, check with the Marketing Team.



Blue Gum Tone
CMYK 67 0 27 80
RGB 0 67 70
HEX #004346

Blue Gum Tint
CMYK 25 0 10 30
RGB 141 171 174
HEX # 8DABAE

Ochre Earth Tone
CMYK 20 40 60 80
RGB 69 50 30
HEX #45321E

Ochre Earth Tint
CMYK 0 30 60 0
RGB 252 187 118
HEX #FCBB76

Tasmin Blue Tone
CMYK 85 20 40 0
RGB 0 153 158
HEX #00999E

Tasmin Blue Tint
CMYK 40 0 10 0
RGB 146 214 227
HEX #92D6E3

New Growth Tone
CMYK 42 22 100 0
RGB 163 171 58
HEX #A3AB3A

New Growth Tint
CMYK 10 0 50 0
RGB 233 237 154
HEX #E9ED9A

Resin Tone
CMYK 47 100 88 0
RGB 155 45 61
HEX #9B2D3D

Resin Tint
CMYK 0 50 44 0
RGB 246 151 130
HEX #F69782

1.16
PEFC Relationship

As PEFC's National Governing Body for Australia, Responsible Wood and PEFC's trademarks often appear together.

In order to comply with PEFC's Corporate Identity Manual, the size of the Responsible Wood logo is to be equal in proportion to the PEFC trademark.

For more infomation on the correct reporduction of the PEFC trademark refer to the PEFC Brand Manual.

1.18
Primary Typefaces

Charlie and Echo are the primary typefaces to be used in Responsible Wood collateral. Sufficient choice is available in the weights of these typefaces for everyday needs. Echo Regular should be used for all correspondence and longer passages of type.

Charlie

An affable slab serif – clear and direct, yet warm and polite, with a high x-height and sharp finishing.

Echo

A sans serif counterpart to Charlie, developed simultaneously, with each informing the other's design.

1.19
Secondary Typeface

The supporting typeface is Corbel and should only be used for online applications such as email and html where typeface embedding is not possible.

Corbel

Corbel is used as the secondary typeface as it is clean, simple and can be used for email and html.

1.20
Typeface weight matching

As a rule of thumb, weights two steps from each other should be matched together to ensure good contrast when bolding text in longer sections of copy. The diagram to the right illustrates this principle.

1.21
Type Usage

The following guidelines are set out for the process of selecting and specifying type:

Size

Select a point size which suits the width of the column. To aid legibility it is best not to exceed 65 characters on each line. For longer line lengths extra leading (the space between lines) will greatly assist legibility.

Kerning

Good typography is assisted considerably by the spacing of letters and words. Always check type for even tone and adjust kerning where necessary. Type using larger point sizes such as headline applications require less letter spacing while smaller point sizes will benefit from a small increase between characters.

Setting

When setting type by computer, test settings, check spelling and adjust the look. The standard setting for all correspondence and publications is upper and lower-case, left justified. All capitals and small capitals will be reserved for special use applications. Extended tracts of italic text should be avoided. Hyphenation should not be used except in extreme circumstances and then only with care.

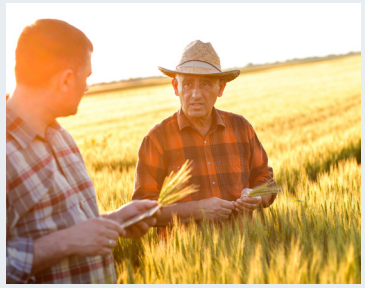
1.22
Photography

The Responsible Wood photographic style should reflect the following guidelines in order for it to best represent the Responsible Wood brand.

Images should be impressive, bold, and with a warm tone. Images of people should show them at work or in their work environment, and be natural shots.

See right for examples.

Note:
If you are unsure about photography use, check with the Marketing Team.



1.23
Illustrations

Responsible Wood's illustration style reflects the brand's fun atmosphere. The illustrations should be used in customer-focused collateral as it creates more of a connection to the brand.

1.24
Grid Use

The foremost purpose of a grid is to establish a set of guidelines for how elements should be positioned within a layout.

Not only does an effective grid provide the rhythm for a design but it also defines the meter. The rhythm and meter of a layout is an important part of making the content accessible, helping the viewer to understand where to find the next piece of information within the layout.

Using the Grid

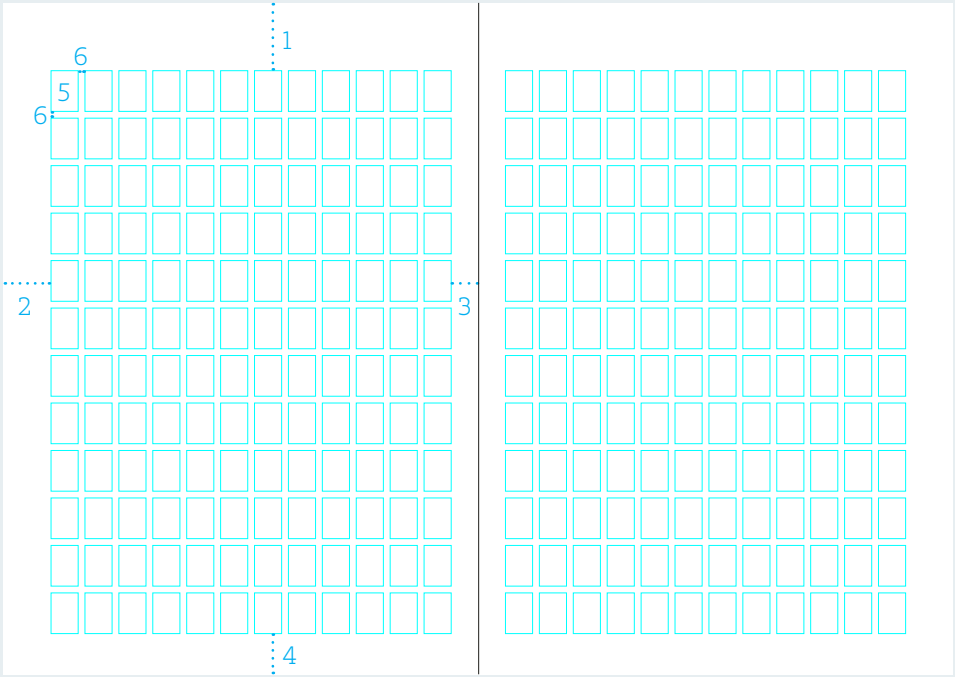
Grids exist primarily to help determine the position and balance for a layout.

This can be used to help ensure that content is presented in an easy-to-understand order, but conversely by providing a firm foundation a grid can also be used to highlight specific areas of content simply by breaking elements outside the grid. The viewer will naturally identify these break-outs and be drawn towards them, giving the designer the opportunity to adjust the hierarchy of a layout and tweak the semantic meaning of a piece of work.

Responsible Wood Grid

A 144 module grid has been created for use in Responsible Wood collateral. Designed for the A series, it can also be adapted for a variety of platforms such as emails and banners.

At A4 size, the modules are 12mm x 18mm, with 3mm gutters and flows. The grid consists of 12 columns and 12 rows, allowing for flexibility and variation in its format.

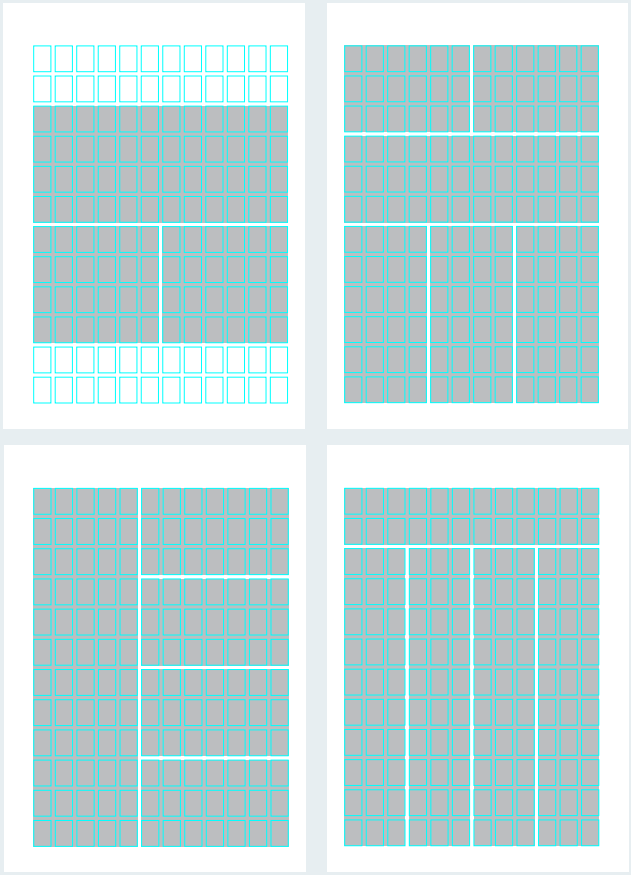


1. Top margin is 30mm
2. Left margin is 21mm
3. Right margin is 12 mm
4. Bottom margin is 18mm
5. Modules are 12mm wide and 18mm high
6. Gutters and flows are 3mm wide

Grid use on A4 page with facing pages

1.25
Grid Use Examples

Due to its flexible format, the modular grid can be used to create a variety of different formats. Shown to the right are some examples of this.



Example layouts using the grid on an A4 page

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