

Brand guidelines

Atelier North

Made slowly. Kept for years.



A fictional small-batch furniture and joinery identity. A complete example of how strategy, visual rules and useful applications belong together.

THE BRAND PLATFORM

Objects for *considered living.*

Purpose

Make lasting objects for people who want fewer, better things in their everyday spaces.

Audience

Thoughtful homeowners and interior specifiers who value honest materials, precise workmanship and a direct relationship with the maker.

Position

A small-batch studio where material, method and everyday usefulness receive equal care.

Personality

Exact, unhurried and workshop-plain. Confident about the details without dressing them up.

Work honestly. Explain simply. Make the details useful. Leave room for the material to speak.

LOGO SYSTEM

A mark with
a place to belong.



Atelier North

OBJECTS FOR CONSIDERED LIVING

Use the right version

Horizontal for documents and headers; stacked for square formats; the mark for avatars and favicon sizes; wordmark when the symbol is already present.

Leave it room

Clear space: at least one quarter of the mark height on every side. Minimum horizontal width: 160 px or 45 mm. Minimum mark width: 24 px or 8 mm.

Use color on paper, reverse white on a solid dark surface, or the mono version. Keep proportions intact. Do not stretch, rotate, outline, shadow or place it on a busy image.

COLOR SYSTEM

Grounded.

With one bright detail.

**Forest**

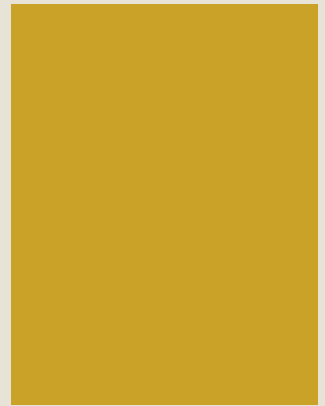
#3D5A45

Birch

#E7E3D6

**Soot**

#0E1114

**Brass**

#C9A227

Start with balance

Paper 60%, forest 25%, ink 10%, brass 5%. Use the accent for a small rule or useful detail, not a dominant page background.

Keep it readable

Use dark ink on paper or paper on forest. Avoid brass for body copy. Check contrast whenever the colors change.

RGB values are supplied for screens. Confirm CMYK conversion, paper stock and a physical proof with the printer before production.

TYPOGRAPHY

Type that leaves
room to think.

Aa. A quieter everyday.

Georgia / Display

Regular serif for short headings, quotations and considered statements. Let scale and spacing do the work.

Arial / Body

A practical sans-serif for documents, labels and readable paragraphs. Use short blocks and generous line spacing.

HEADING

BODY

LABEL

BASE SPACE

40 / 44

16 / 26

11 / 16

4 px

Editable SVGs use system-font stacks. The original strategy templates also list Newsreader and IBM Plex as optional licensed alternatives. Font files are not included. Record licenses and fallback choices when adapting the kit.

MESSAGING

Say what matters.
Leave the rest.

Exact. Unhurried. Human.

Say

Solid oak. Cut, joined and finished in small batches. Tell us about the room it will live in. Made slowly. Kept for years.

Avoid

The ultimate luxury lifestyle solution. Vague superlatives, invented heritage, or urgency without a real reason.

Core message

Good objects earn their place through material honesty, everyday usefulness and careful construction. Show the detail that makes the promise believable.

IMAGERY & LAYOUT

Let the material *tell its story.*



Photographic direction

Natural light. Honest texture. Quiet architectural space. Show joints, grain and edges. Leave space for the type.

Layout direction

Simple grids, generous margins and a small number of elements. Consistent logo position, restrained rules and clear hierarchy.

The supplied workshop image was created with OpenAI image generation for this fictional identity. Replace it with approved client imagery for a real job.

USE IT WELL

A useful system. *Ready for real work.*

For the client

Approved logo exports, brand guidelines, agreed application designs, an email signature and a file guide. Keep one master set.

For the developer

Use tokens.css and design-tokens.json as a shared source for colors, typography and spacing. Update them with the identity.

Before printing

Confirm stock, trim, bleed, color conversion and final proof. The sample stationery PDF is a design proof, not a certified PDF/X file.

Before publishing

Replace example contacts, dates, prices and placeholder copy. Check permissions, font licensing, readability and every link.

Alex Morgan / Founder / Maker

hello@ateliernorth.example

ateliernorth.example