



Brand Guidelines.

Full colour logos.

Our full-colour logo is always first choice for adding our brand mark. For white / light backgrounds use the dark-text version and for placing on black / dark backgrounds, the white text version is required.



Full colour - dark text



Full colour - white text

Monotone logos.

We have two monotoned logo options when colour isn't an option, or clashes with backgrounds.

Our greyscale logo is only for use with black and white printing.

Our all-white logo is suitable for use over photos (with darker colours) or when the background colour doesn't provide enough contrast to the ring.



Greyscale logo



All-white logo

Sizes.

Because the logo contains text, it's essential it remains readable. The minimum size is 25mm, and beyond that you must use the emblem (below).

For consistency across documents, logos should be 40mm for A4 covers and 50mm for A3 covers.

Minimum size



← 25mm →

A4



← 40mm →

A3



← 50mm →

Emblem use.

The text-free emblem logo is for use when smaller than 25mm. It can be used as a watermark on image or repeated footer.

If space doesn't allow for our circular logo, you can use the emblem alongside text.



Full colour



White



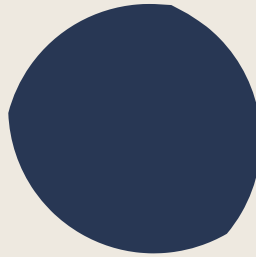
Layer.studio

Horizontal logo

Colours.

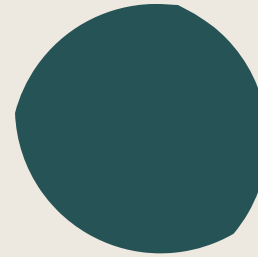
Primary colours.

A key part of Layer's brand identity is our vibrant colours. The colour palette is elegant, yet bold and modern, taking inspiration from our landscape projects and reflecting our character.



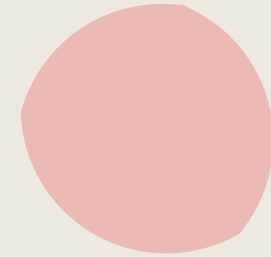
Navy

CMYK. 92 | 76 | 41 | 35
RGB. 40 | 55 | 84
Hex. 283754



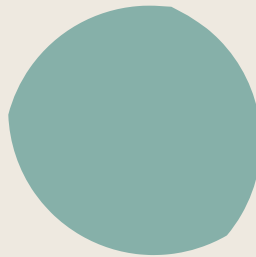
Dark green

CMYK. 83 | 45 | 52 | 40
RGB. 38 | 84 | 86
Hex. 265456



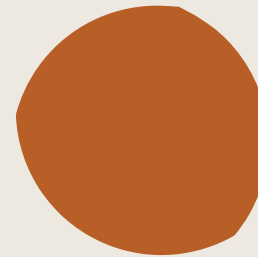
Dusty pink

CMYK. 7 | 34 | 24 | 0
RGB. 235 | 186 | 181
Hex. EBBAB5



Mint

CMYK. 52 | 16 | 35 | 3
RGB. 134 | 176 | 169
Hex. 86B0A9



Rust

CMYK. 22 | 68 | 91 | 12
RGB. 184 | 94 | 39
Hex. B85E27



Stone

CMYK. 8 | 8 | 13 | 0
RGB. 238 | 233 | 224
Hex. EEE9E0

Secondary colours.

These additional colours complement the primary palette, but their use is for more practical purposes. When diagrams require more choices / contrast, these three can be used.

We also have a specific, more muted text colour which we use instead of pure black.

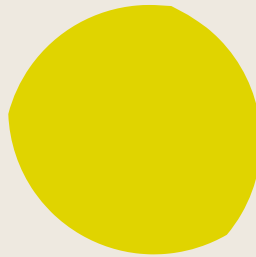


Diagram yellow

CMYK. 10 | 0 | 94 | 10
RGB. 224 | 213 | 0
Hex. E0D500

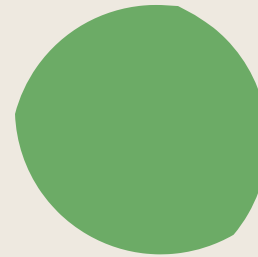


Diagram green

CMYK. 63 | 11 | 73 | 0
RGB. 108 | 171 | 102
Hex. 6CAB66

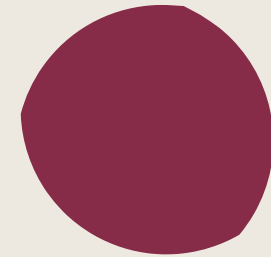
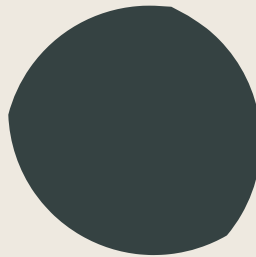


Diagram magenta

CMYK. 58 | 99 | 66 | 0
RGB. 134 | 43 | 72
Hex. 862B48



Text colour

CMYK. 30 | 0 | 12 | 85
RGB. 53 | 66 | 66
Hex. 354242



White

CMYK. 0 | 0 | 0 | 0
RGB. 255 | 255 | 255
Hex. FFFFFFFF

Typography.

Professional font: Sofia

Where possible, use Sofia for professional printing.

Pack my box with five dozen liquor jugs.

Bold

Pack my box with five dozen liquor jugs.

Semi Bold

Pack my box with five dozen liquor jugs.

Medium

Pack my box with five dozen liquor jugs.

Regular

Pack my box with five dozen liquor jugs.

Light

Pack my box with five dozen liquor jugs.

Extra Light

Free font: Poppins

Poppins is a Google font and suitable for web and documents where Sofia isn't available.

Pack my box with five dozen liquor jugs.

Bold

Pack my box with five dozen liquor jugs.

SemiBold

Pack my box with five dozen liquor jugs.

Medium

Pack my box with five dozen liquor jugs.

Regular

Pack my box with five dozen liquor jugs.

Light

Pack my box with five dozen liquor jugs.

ExtraLight

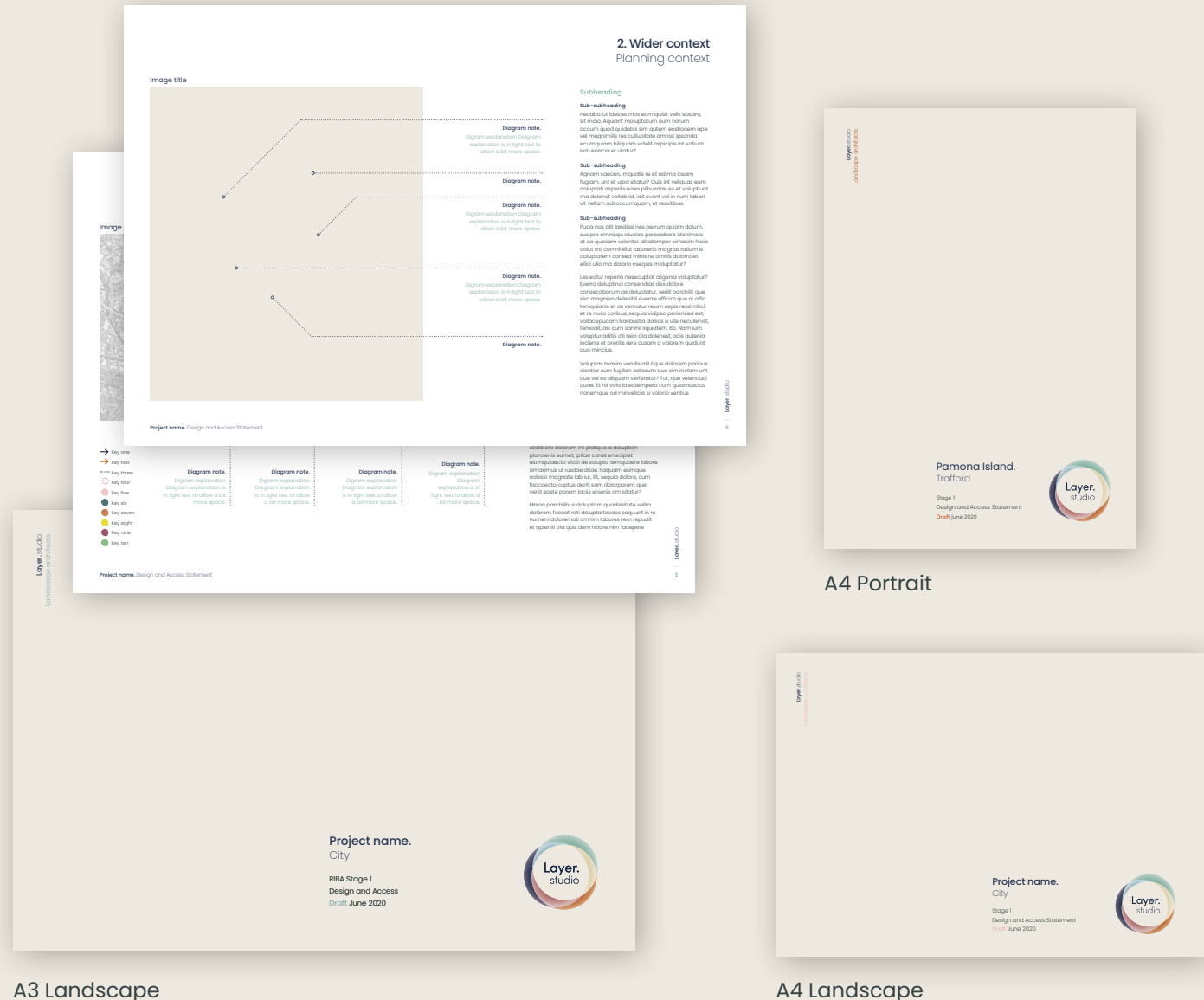
Documents.

Document templates.

The Layer document templates allow us to showcase our Landscape projects whilst maintaining our strong brand identity.

Our documents may be the first piece of work consultants, contractors or councils see from us, so we strive to keep them consistent and professional.

Alongside these brand guidelines is a set of document guidelines for more details and best practice.



A3 Landscape

A4 Portrait

A4 Landscape

Signatures / Stationary.

Email signatures.

Our signatures are our digital business card! It is a way we can introduce and reinforce our brand, provide contact details, and share our social media platforms.

The signatures are created with HTML for multiple colour options, with an instruction manual for iOS Mail available too.

Kind regards,

Simon Tugby
Landscape Architect & Director



Mobile. 07711 808 474

Studio. 01625 523 157

The Barn, One Hollin Lane, Styal, SK9 4JH



Kind regards,

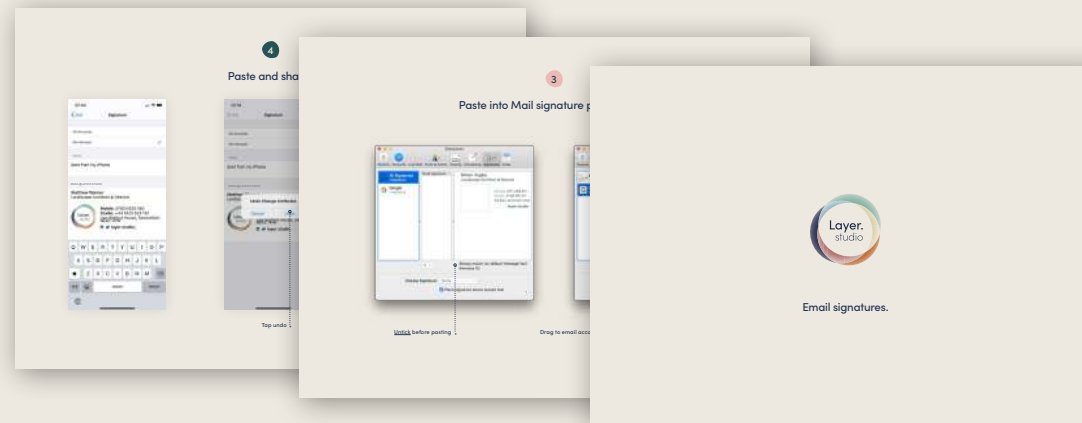
Matthew Warner
Landscape Architect & Director



Mobile. 07824 633 160

Studio. 01625 523 157

Low Shilford House, Stocksfield, NE43 7HW



Instructions

Business cards.

Whilst we don't give out business cards an awful lot these days, we still want them to make a good impression.

Our simple yet bold cards do just that; the different colour backs introduce our brand and add personality.



Logo side



Details side



Details side



Details side



Details side



Details side