Brand Guidelines
Colours
The brand colors are Emerald, Green, Light Green and Orange.

Along with these, we also use Black and White.

Emerald is the main brand colour.

Orange is an accent colour and should be used sparingly.
1.2 COLOR USAGE

Only use flat colours for backgrounds.

Only use emerald, green, light green and black and white as background colours.

Gradients can be used but only for elements.

Orange should only be used sparingly as an accent colour and should not be too dominant on the canvas.

Designs must always include a shade of green (emerald, green or light green) on the canvas.
We have 2 primary logo variations:
A horizontal logo and a circular logo.
We have 3 logo variations which can be used to give greater visibility or flexibility.

The primary logo should always be in emerald.

The outlined logo must always be in white.

The reversed logo must only use emerald for the logotype.

When using the horizontal logo, the logotype should only be black or white.
The only colours that should be used are emerald, white or black.

All proportions should be maintained and not rotated.

Logo elements should not be separated.
Typography

03
The typeface we use is Hando in a variation of weights.

The primary heading typeface is Hando Bold.

The primary subheading typeface is Hando Medium.

The primary body-text typeface is Hando Regular.
Headings should be sentence case as default, however, all-caps can be used on creative designs, such as on social media and other marketing materials.
3.3 TRACKING

Give text room to breathe by keeping the tracking at zero, not too loose or too tight.

- This is uncomfortable
- This is comfortable
- This is too comfortable
We primarily align our text to the left and or right.

We avoid center alignment or justifying our text.
3.5 TYPOGRAPHY USAGE

Try not to avoid centering text. Text can be staggered to give flexible layouts.

Ensure that all important text is legible by choosing a suitable text colour and proportions.
Some colour combinations can be difficult to read. Ensure that proportions are suitable depending on medium or document size.
4.1 CIRCLE CONCEPT

Circles are basis of the WIN brand elements.

These can be used flexibility in many different style, as long as they are recognisable as a circular shape.

Whenever possible, you should always try to use graphics, frames and illustrations in a circular shape.
4.2 ELEMENT STYLE

Elements must be circular.

Always try to use circular text layouts over other shapes where possible.

Photo frames should remain circular, however this can change depending on the specific post type, like Partner and event posts (see Instagram section).

Try to include depth in elements and graphics, rather than flat design.
Try to keep the page layout harmonious by choosing appropriate proportions for shapes.

When overlapping and using multiple shapes, ensure they are balanced on the page.

For creative designs, ensure that there is at least one circular element on the page at all times.
Our iconography is simple and should be placed in circular frames with appropriate contrast.
5.1 PHOTOGRAPHIC TREATMENT

We can apply a duotone effect and a halftone pattern to photography to improve low-quality photographs and keeping them on-brand.
A. Find photo
B. Open WIN Photo-treatment.psd and on the layer '01. PEOPLE' double-click on the smart object named 'INSERT IMAGE HERE'
C. This will open another tab. Place image in the group 'PLACE IMAGE HERE'
D. Press Save and return to WIN Photo-treatment.psd. You can duplicate the layer and rename it.
E. Go to layer '02. EDIT CONTRAST' and double-click to open the settings.
F. Change settings to aid contrast.
G. Turn on layer '03. HALFTONE' to apply a halftone effect.
H. Go to layer '04. CHANGE COLOUR' and choose colour filter. Ensure others are unticked. Adjust Contrast until desired effect.
I. SAVE image.
Instagram

06
Set canvas at 1080px x 1080px

Set the margin at 80px, so the live area is 920px x 920px

The logo height should be fixed at 150px and should only be placed in the corners of the canvas, not centred.
WIN Partner posts are fixed in the top right corner of the canvas with a frame of 800px x 800px.

Only the circle logo can be used and must be fixed in the bottom left.

The heading or post title is fixed in the bottom right and should text size should remain consistent.

We place 2 circle elements in the background of these posts, behind the frame, and should be styled differently in each post to give some variance.
Here are some examples of a Partner post.
6.2 EVENT POSTS

Event posts involved photography of events, which should be fixed in the bottom left corner of the canvas with a frame of 800px x 800px.

Only the circle logo can be used and must be fixed in the top right.

The heading or post title is fixed in the top left and should text size should remain consistent.

We place 2 circle elements in the background of these posts, behind the frame, and should be styled differently in each post to give some variance.
Here are some examples of an event post.
6.2 POST TYPE CONSISTENCY

We maintain consistency between certain post types by keeping the headings either the same size, orientation or case.

✅ Making these posts all-caps maintains consistency

✅ These post types share the same layout

❌ These post headings lack consistency

❌ Text orientation and layout are not similar enough
The independent sector's place in the industry gets stronger and stronger, and while business models change, taking the independent route is seen increasingly as the best way to leverage the opportunities of today's industry, especially online.