

LOGOS



LOGO COLORS:

- 7409C | #FCB221
- 0, 0, 0, 0 | #FFF
- 74, 66, 64, 74 | #171a19

ALTERNATE LOGOS



Vertical stacked logo for vertical spaces.

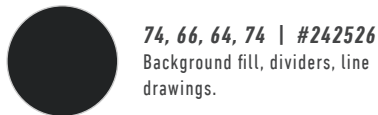


"W" logo for ornamentation or 1:1 tight spaces.

COLOR



7409C | #FCB221
Primary brand color



74, 66, 64, 74 | #242526
Background fill, dividers, line drawings.



0, 0, 0, 90 | #444444
Text fill - dark



0, 0, 0, 10 | #CCCCCC
Dividers and framing.



0, 0, 0, 3 | #F9F9F9
Alt background fill.



0, 0, 0, 0 | #FFFFFF
Text fill - light. background fill.

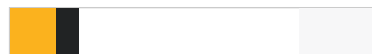
COLOR SCHEMES

Work Sharp Outdoor



Primary background is black with white text. Use amber for small section backgrounds or design elements / subheaders to add color pop.

Work Sharp Kitchen



Primary background is white with black text. Use amber for small section backgrounds or design elements / subheaders to add color pop.

LOGO USAGE

Default to the primary logo unless canvas or content constraints dictate otherwise.

Logos without taglines are available in logo kit. Use only for company markings, not branding.

SCALING



Minimum print width: 1"
Minimum web width: 150px (72dpi)

DO NOT:

- × Stretch / warp
- × Alter colors
- × Change tagline
- × Cover with other elements

TYPOGRAPHY

Aa

HEADLINE STYLE

Industry Black Italics
Leading: 100%
Tracking: -25
Casae: All Caps

Aa

SUBHEAD STYLE

DIN LT Next Pro Bold Cond Italics
Leading: 120%
Tracking: 50 or 150
Casae: All Caps

Aa

Paragraph Style

DIN LT Next Pro Cond
Leading: 120%
Tracking: 50
Casae: Sentence