

BRAND GUIDE

WoodCraft Designers & Builders | Dover Cabinetry

WOODCRAFT
DESIGNERS & BUILDERS

DOVERCABINETRY

COMPANY VALUES

MISSION

To be the preeminent provider of exceptional architectural millwork for contractors, developers; and interior designers with a focus on impeccable quality craftsmanship.

VISION

To be the authority on commercial architectural millwork as a whole by mastering the craft of woodwork while understanding all the components that go into creating a beautiful and functional space.

LOGOS/ICONS

WOODCRAFT DESIGNERS & BUILDERS PRIMARY LOGO

WOODCRAFT
DESIGNERS & BUILDERS

WOODCRAFT DESIGNERS & BUILDERS ICON

WC

DOVER CABINETRY PRIMARY LOGO

DOVERCABINETRY

DOVER CABINETRY ICON

DC

SECONDARY LOGOS & AFFILIATE LOGOS

WOODCRAFT & DOVER LOGOS TOGETHER (VERTICAL STACK)



WOODCRAFT & DOVER LOGOS TOGETHER (HORIZONTAL)



WOODCRAFT & DOVER ICONS TOGETHER



WOODCRAFT INTERNAL NEWSLETTER LOGO



MEMBERSHIP LOGOS



COLORS

WOODCRAFT DESIGNERS & BUILDERS



ORANGE

PMS: 1365
CMYK: 0,30,70,0
RGB: 253,186, 29

DARK GREY

PMS: 425
CMYK: 0,0,0,80
RGB: 51,51,51

LIGHT GREY

PMS: COOL GREY 7
CMYK: 0,0,0,50
RGB: 128,128,128

DOVER CABINETRY



LIGHT GREY

PMS: COOL GREY 7
CMYK: 0,0,0,50
RGB: 128,128,128

WARM GREY

PMS: 7528
CMYK: 21,24,29,0
RGB: 203, 186, 173

TYPEFACES

OUR TYPOGRAPHY IS CLEAR,
EASY TO READ AND APPROACHABLE

we use only two typefaces for all communications.
These are ITC Avant Garde Gothic and Commuter Sans.

ITC AVANT GARDE GOTHIC
COMMUTERS SANS | Commuter Sans

Where this isn't possible,
we use Arial, eg for viewing on screen

REMEMBER TO KEEP IT SIMPLE

Use as few different font sizes as possible (usually around three)

Use as few colours as possible
(one is usually enough, sometimes you'll need two, three is too much)

Break up layouts with pull quotes and statistics where possible

Don't use a lot of Headline
(it loses its impact and isn't readable at smaller sizes)

ITC AVANT GARDE GOTHIC

WARM AND APPROACHABLE, BUT SPEAKS WITH SINCERITY AND AUTHORITY.

Always used for the single most important message - the headline

Always used sparingly
once or twice only

Almost always used in ALL CAPS

Can use in Demi or Book
depending on the piece

DEMI

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

BOOK

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

COMMUTERS SANS

HONEST AND STRAIGHTFORWARD. GEOMETRIC AND SIMPLE.

Used for all copy that's not in Headline

Extra Bold for subheadings

Semi Bold for short paragraphs
and key information

Regular for longer text

Italics is only used for titles

Italic is used for titles

We don't use light

When reversing out
(eg white copy on a color),
you may need to go up in weight

EXTRA BOLD

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

SEMI BOLD

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

REGULAR

The quick brown fox
jumps over the lazy dog

ITALIC

*The quick brown fox
jumps over the lazy dog*