

Brand Guidelines

Westford[®]
Mill



Where style
meets sustainability.

We've created these guidelines to showcase the essence of the Westford Mill brand and its optimal functionality. These rules and insights are designed to maintain the consistency of our brand. We encourage you to apply them thoughtfully and strategically.

Our brand	04
Logo	13
Colour	25
Typography	30
Layout	37
Art direction	42
Motion	49
Video	53

01

Our brand

Who we are

Westford Mill is dedicated to ethically-made and sustainable bags and accessories. We offer a wide range of styles, from classic totes to trendy gym bags, all designed with eco conscious materials and production methods at the forefront. Our focus on quality and re-usability aligns perfectly with our commitment to the our planet and those who we share it with.

How we do it

Why we exist

To give the world a more sustainable way to carry.

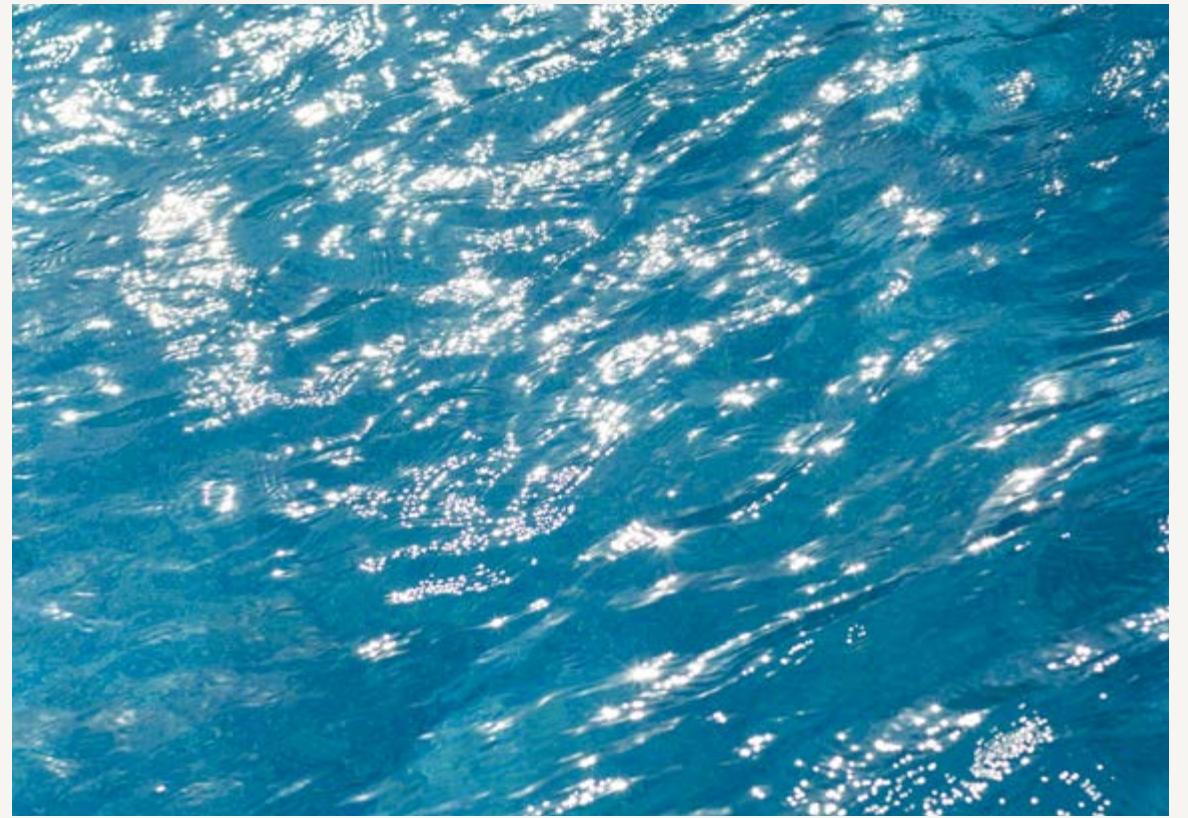
User need

“There’s no supplier's that give me ethical and sustainable product choices to align with my brand's values”.

Brand position

We design & distribute bags that are both stylish and sustainable. By putting our ethical values at the forefront of our brand, we pave the way for others to do the same.

Our values



Planet conscious

Our business is useless without sharing our resources responsibly. We're always striving to improve the way we source, manufacture and distribute our goods.



Ethics first

Our business is useless without sharing our resources responsibly. We're always striving to improve the way we source, manufacture and distribute our goods.



Style savvy

Our business is useless without sharing our resources responsibly. We're always striving to improve the way we source, manufacture and distribute our goods.



Tend the garden

Our business is useless without sharing our resources responsibly. We're always striving to improve the way we source, manufacture and distribute our goods.

Brand idea



Styled with sensibility.

Tone of voice

Light & meaningful

Light means:

We are:

Inclusive, positive, elegant

We are not:

Heavy, complex, negative

Meaningful means:

We are:

Purposeful, strategic, clear

We are not:

Jovial, irrational, pointless

Language

Be kind

Our brand is sensitive and pragmatic, we don't dwell in negativity.

Focus on the feeling

Choosing ethically sourced product's is a good thing.
We want people to feel good about making a positive change.

Take a stand

Don't be afraid to talk openly about the practices and lengths we go to ensure our products are responsible.

Headlines

Headlines give us opportunity to drive a latest idea or trend, giving the brand room to pivot when necessary. Give the audience a good sense of what's to come and it's intended user or purpose.

Examples

Effortlessly organic

In pursuit of a better future

Navigating a changing landscape

Sustainable from the top down

For the conscious

Our ranges



Organic

Ullendae prepuditis dipiducipsam valor ati bearcia etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo repratquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



EarthAware®

Ullendae prepuditis dipiducipsam valor ati bearcia etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo repratquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



Jute

Ullendae prepuditis dipiducipsam valor ati bearcia etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo repratquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.



Home

Ullendae prepuditis dipiducipsam valor ati bearcia etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? OccaeAliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo repratquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.

Logo Introduction

Our logo is one of our most iconic possessions. Be careful in its application at all times, using these guidelines to steer your decisions. We have two logos to choose from depending on the needs to the communication.

1. Standard logo

This should be used in the majority of situations.

2. Landscape logo

The landscape logo can be used in situations where the tilt and stacked version feels clunky or becomes hard to work with. This could be when paired with text, on smaller digital banners or when sitting at the bottom of a document.

1.



2.



 Download logo files

Logo Portrait Rules

Our logo should always have a clear amount of white space around it and be large enough to remain legible.

1. Clearspace rules

Use an o from our wordmark around the outside to give you a guide to the minimum space, remembering to both rotate the o on the top and bottom, using two os on the left and right whilst excluding the registered mark.

2. Minimum size

This is the minimum viable size our logo should appear before it's rendered illegible. Please stick to it.

1.



2.



 Download logo files

Logo Landscape Rules

Our logo should always have a clear amount of white space around it and be large enough to remain legible.

1. Clearspace rules

Use an o from our word mark around the outside to give you a guide to the minimum space, remembering to both rotate the o on the top and bottom, using two o's on the left and right whilst excluding the registered mark.

2. Minimum size

This is the minimum viable size our logo should appear before it's rendered illegible. Please stick to it.

1.



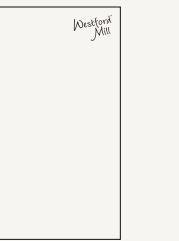
2.

Westford Mill^{*}
↔
25mm / 80px

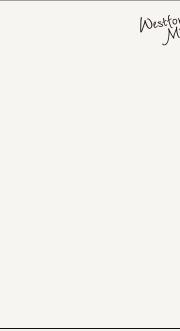
 Download logo files

Logo Recommended Sizes

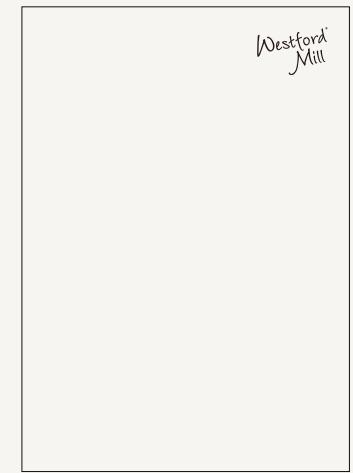
Use these sizes as a guide when setting up artwork for print. Try and scale the logo appropriately using the nearest size.



A4: 48mm



A3: 66mm



A2: 84mm

Westford[®]
Mill

Logo Partnerships

Use a minimum of four 'o' from our word marque when creating any new partnership lockups.

Westford Mill®oooo

Partner logo

Logo URL

A secondary asset to help bring consistency is the URL logo lockup. This downloadable asset can be directly applied to communications and has been created for customers or staff without access to the Adobe suite.

Note:

More URL options are shown in the typography section.



 Download logo files



Logo Placement (portrait)

Our logo may not always be able to sit in one singular place, so any of the placements shown opposite is acceptable.



Logo Placement (landscape)

Our logo may not always be able to sit in one singular place, so any of the placements shown opposite is acceptable.



Logo Placement (right-side ads)

Our logo may not always be able to sit in one singular place, so any of the placements shown opposite is acceptable.



Logo Placement (digital)

Our logo may not always be able to sit in one singular place, so any of the placements shown opposite is acceptable.

1. Landscape banners

The logo may sit in any of the four corners, centrally or sit centrally in any of the thirds.

2. Social

Try and keep the logo in either the top left or bottom right corners, or to the centre or centre bottom.

3. Portrait banners / stories

For portrait banners try and keep the logo in one of the corners, or centrally. Social stories can also place the logo centrally to the bottom.

1.



2.



3.



Logo Colour

Be mindful of how our logo is placed. It needs to remain legible over communications and easily identifiable.

1. Black on white

Save this for stationary or any designs that need to be in a single colour print.

2. White on warm black

This can be used for presentation covers or on social.
A white logo on black background gives a more technical and premium feel.

3. On colour

Our logo can be used on any of our brand colours, however, make sure it remains legible. Use an online tool to check its accessibility rating.

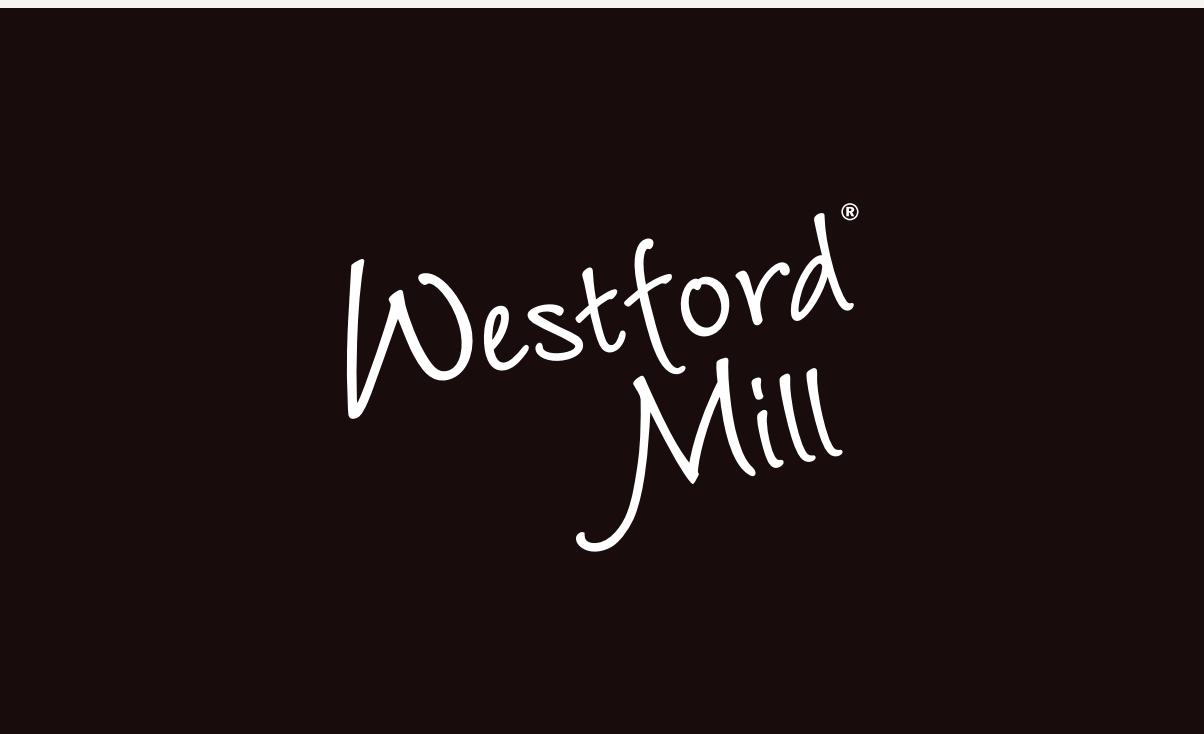
4. Over imagery

Always make sure our logo is legible, and doesn't clash with the image behind it.

1.



2.



3.



4.



03

Colour

Colour Palette

We have a simple and functional palette that reflects our eco focus nature. These calm, earthy tones should be used when introducing the brand.

Warm Black

C65 M70 Y65 K85
R24 G12 B12
#180c0c

Warm White

C4 M4 Y5 K0
R247 G245 B242
#f7f5f2

Taupe

C40 M33 Y36 K14
R153 G148 B 143
#99948f

Grey

C27 M20 Y31 K3
R194 G191 B176
#c2bfb0



Download swatch files

Colour Tints

Tints of these colours are available to add utility to our colour palette or for campaign purposes. Always make sure this is legible and passes accessibility tests.

Blue

C62 M39 Y29 K11
R105 G130 B150
#698296

Bronze

C27 M55 Y70 K20
R168 G112 B74
#a8704a

Green

C60 M34 Y59 K20
R105 G125 B102
#697d66

Teal

C23 M5 Y17 K0
R207 G224 B217
#cfe0d9

Yellow

C0 M13 Y56 K0
R255 G222 B135
#ffde87

Pink

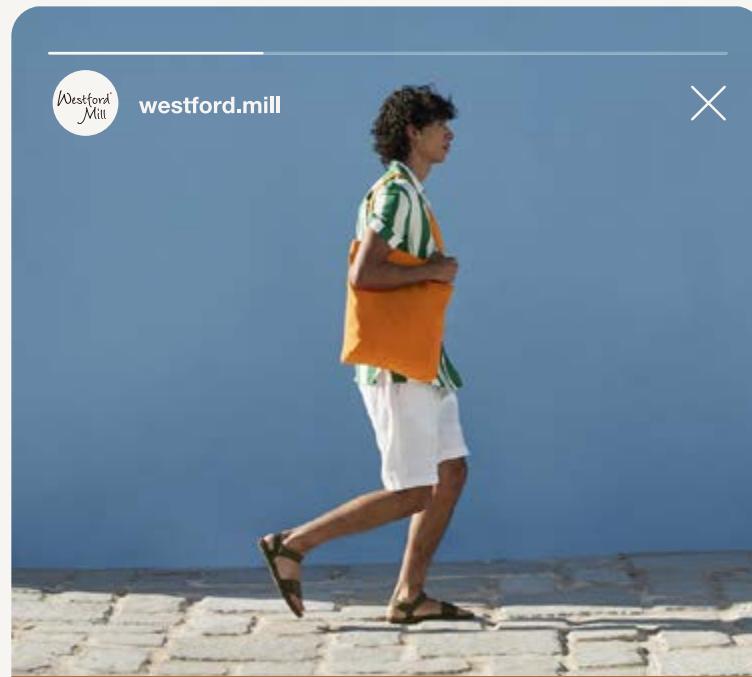
C7 M31 Y10 K0
R235 G194 B207
#ebc2cf



Download swatch files

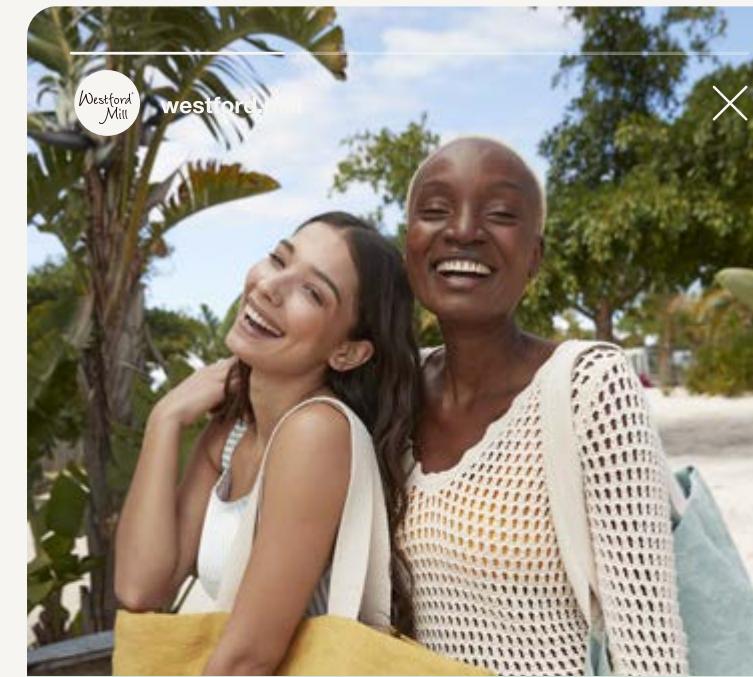
Colour in use

Try and match and compliment our art direction where possible, using either white or black text that is highlighted here.



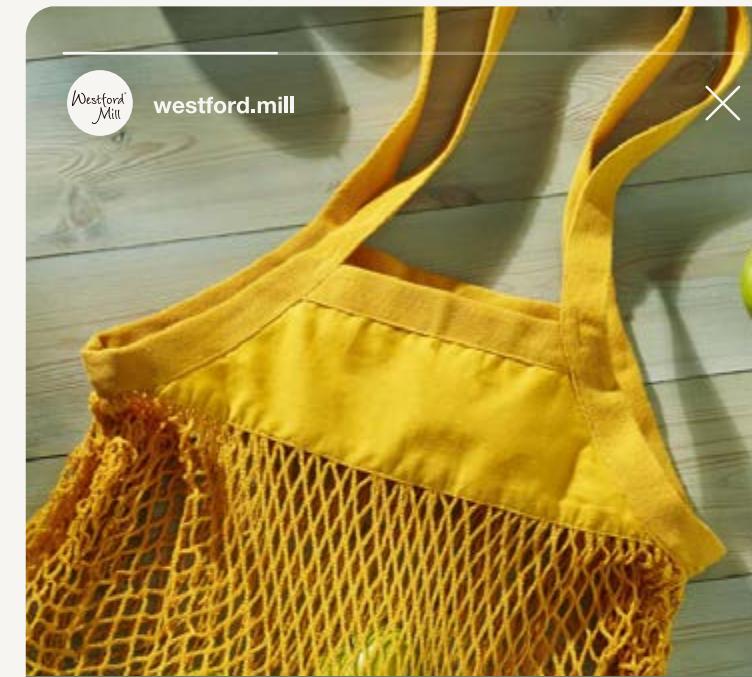
No nasty
chemicals

westfordmill.com



Totally
summer
ready

westfordmill.com



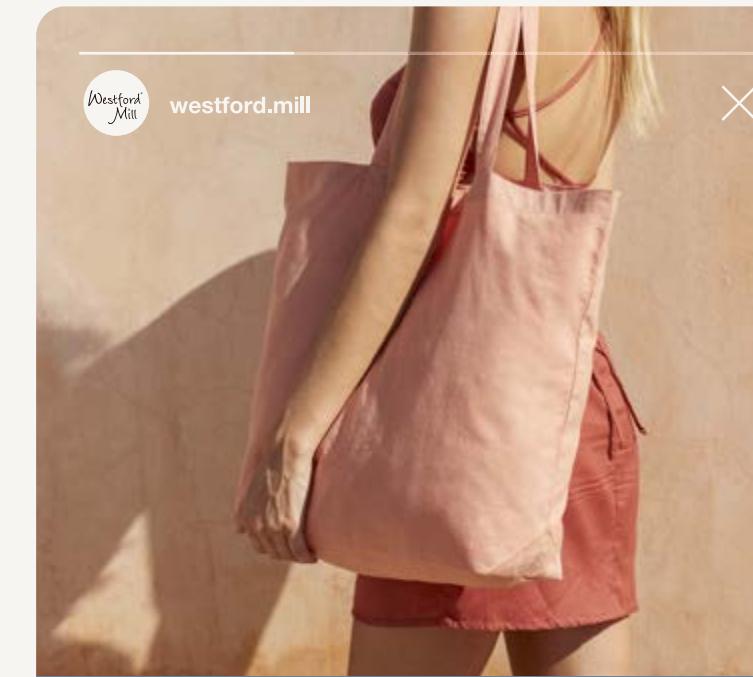
Carrying
sustainably

westfordmill.com



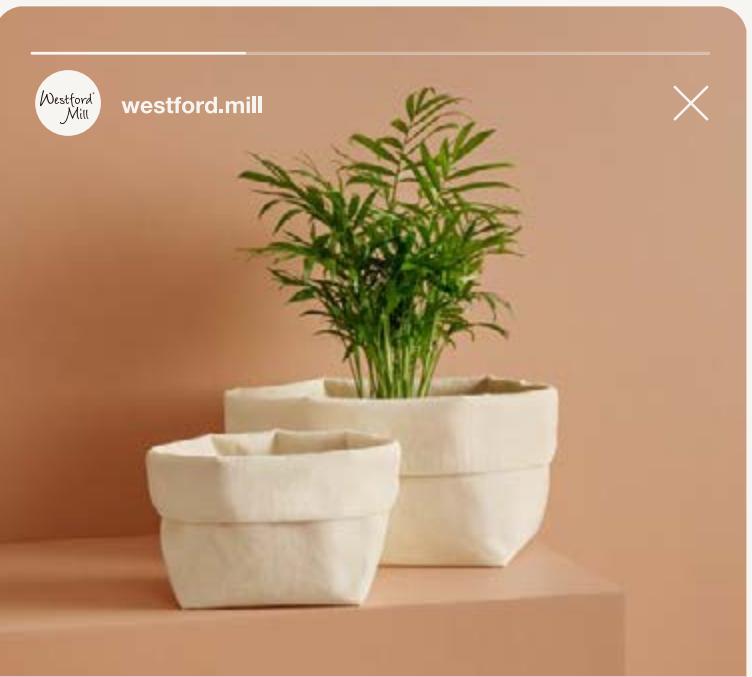
Comfortably
green

westfordmill.com



Totally
summer
ready

westfordmill.com



Carrying
sustainably

westfordmill.com

Colour Combinations

The following combinations are also acceptable for special case use. If there needs to be a particularly premium approach to suit the occasion.



04

Typography

Typography

Introduction

We have two typefaces available for our brand. Our primary typeface is Baskerville Regular, and secondary is Helvetica Neue LT Pro. The following pages give some insight on how they should be used.

1. Headline
Baskerville Regular

2. Body copy
Helvetica Neue LT Pro - 55 Roman

Primary

A b c 1 2 3

Secondary

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur.
Uscillanis et omni simusdaectem velectatesti unt acimust ibusam,
simus maxim doluptati aut odi ommolorum eost eum simporae
rectatur serepudae.

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur.
Uscillanis et omni simusdaectem velectatesti unt acimust ibusam,
simus maxim doluptati aut odi ommolorum eost eum simporae
rectatur serepudae.

 Download font files

Typography Headlines

We use Baskerville Regular in all our headings and introduction paragraphs. As our brand leans heavily on its typographic execution we have some guides to make sure it's looking good.

1. Headline

Use a leading rule of 100% of the font size (for example this type is set at 130pt with 130pt leading) and +10pt tracking. Make sure the kerning is set to optical.

2. Long headlines

Use a leading rule of 110% of the font size (for example this type is set at 40pt with 44pt leading) and +10pt tracking.

1. Large headlines

**Lorem ipsum
 dolor sit alor**

100% of point size

+10pt

+10pt
(set to optical kerning)

2. Long headlines

**Lorem ipsum dolor sit alor
 amet consecetur apidiscing elit
 lorem ipsum dolor sit alor amet
 consecetur apidiscing elit**

110% of point size

Typography

Body Copy

Our body copy should be functional and prioritise a good reading experience. Our body copy should be set in Helvetica Neue LT Pro and follow the guides below.

Body copy settings
+40pt tracking
150% leading

Good example

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.

Not enough words per line

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archieabo. Et la dem. Et quas dolorep elestio.

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio.

Leading too large

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.

Wrong weight and in medium

Ullendae prepuditis dipiducipsam valor ati bearcia veles etur? Uscillanis et omni simusdaectem velectatesti unt acimust ibusam, simus maxim doluptati aut odi ommolorum eost eum simporae rectatur? Aliti beatur anto que archicabo. Et la dem. Et quas dolorep elestio. Occusaeped et qui tempelest eatempo reprotquos aut es quia con nam asperit el ma culluptis que porpore parcium nulleni tet adioria serepudae.

Typography Typesetting fonts

Baskerville and Helvetica Pro LT have a slight difference variation in their x-height. When using them together at the same size it is worth optically adjusting them.



Typography Product info

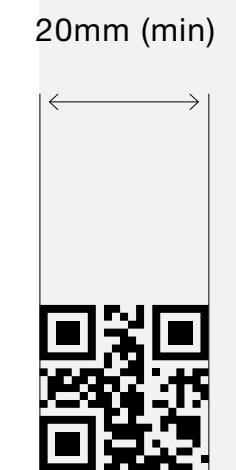
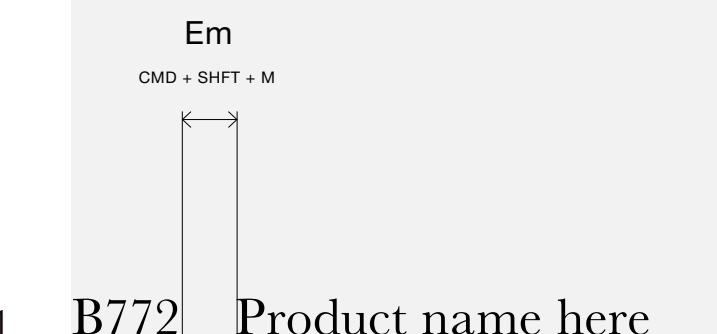
It's important for customers to be able to find our products as reference for communications. Use these suggestions when placing the information with imagery or in a lookbook.

1. Single / multiple products

Single and multiple products can be used with an Em dash to give hierarchy. This can be found by using CMD + SHFT + M in InDesign. This should be used for creative with multiple products.

2. Description

It may be suitable to add in a product description for the example shown. This should only be used for one product. It is also important to optically match the size of the text, often Baskerville needs to be increased in size.



- 2.
- B772 Product name goes here
- Hil mos sitas doluptae ni optatinvero occum et iumque offic test, cullacc aesendi ditatiu ntemque evenditatem.

Typography CTA/URL

We have four options for using call to actions and proving our URL. 1A should be used predominately with the other options used depending on the needs of the communication. These can also be left aligned.

1. Primary URL

This lock-up can be used in any of the corners of the design margins or centred top or bottom.

2. Portrait

For use when more exaggeration is needed to drive traffic to our website or the necessary action.

1. Primary URL

110%

Find out more
westfordmill.com

2. Primary centered URL


westfordmill.com

05

Layout

Typography Application

This editorial style example has more impact and makes use of our typeface to help bring balance to the compositions.

1. Heading
100% line leading
+10pt tracking
Optical kerning

2. Sub Heading
110% line leading
+10pt tracking
Optical kerning

3. Body
150% line leading
+40pt tracking

4. URL
The simple version of the URL works best here as we are using it as a sign off rather than part of the CTA

5. Logo
The EPS version of the logo is used here for print.
Placing the logo top right also works better for legibility.



Download templates



Typography Application

This editorial style example shows how type can work together for functionality and style, the sizes show below are to scale.

1. Page title and number
Helvetica Neue LT Pro 55 Roman
+40pt tracking
8pt (based on A4 scale)

2. Product title
110% line leading
+10pt tracking
Optical kerning

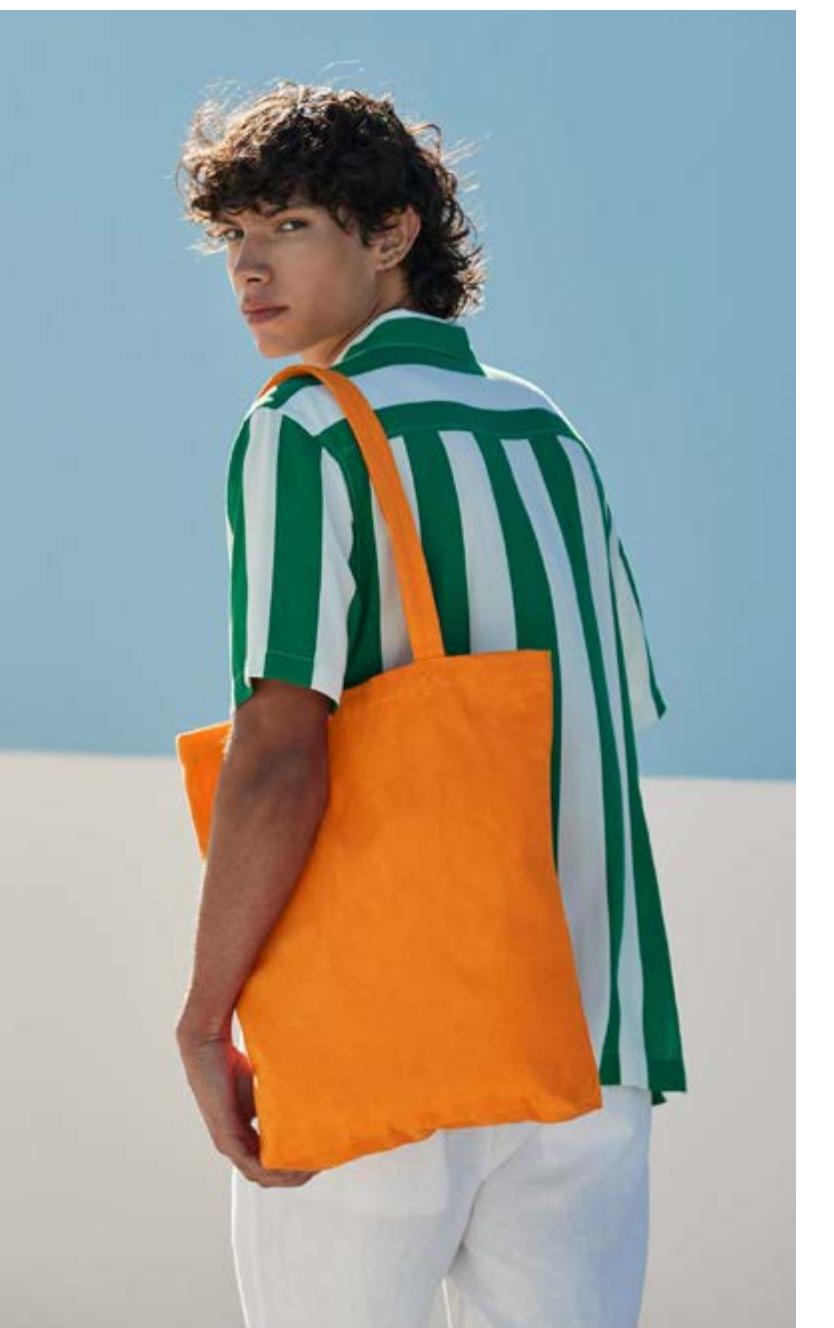
3. QR code
Remember QR codes need to be a minimum of 20mm. Only using a QR code when there's one product visible on the page.

4. Multiple images
If we want to hero a product we can use two images of the same product on one spread. One close up along with the product details alongside an editorial image.

1.

SS25

15



2.

W161 Product Name Goes Here



3.



 Download templates

Typography Application

This editorial style example has even more impact bring balance to the compositions, with the other elements still at the same size.

1. Product name / Description / QR

It's important to put these items near the product but remember legibility copy and viability of the image.

2. Colour

Consider how colours align with both photography and the campaign.

3. Page numbers

A page number is needed at least once on each spread but we can alter the colour from black or white and placement to help with legibility.

4. Secondary logo placement

It's important to consider placement of secondary logos. Please refer to external supplied guidelines if available.

1.



2.

Autumn Winter

Our InCo. Cotton collection uses organic fabric produced by farmers moving towards more planet-friendly practices.



16

3.

40

 Download templates

Typography Application

Digital applications come in all different shapes and sizes. It's important to make sure all copy / logo / CTA's are legible. Consider how much copy is used on digital applications as it's always best practice to make them as simple as possible so our brand message is clear and easily digestible.



Organic cotton
in conversion

Westford Mill®

westfordmill.com



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06

Art Direction

Art direction

Introduction

1. Location still life

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem.

1. Location still life



2. Lifestyle

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem.

2. Lifestyle



3. Studio still life

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem.

3. Studio still life



4. Product

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem.

4. Product



5. Details

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem.

5. Details



6. Models

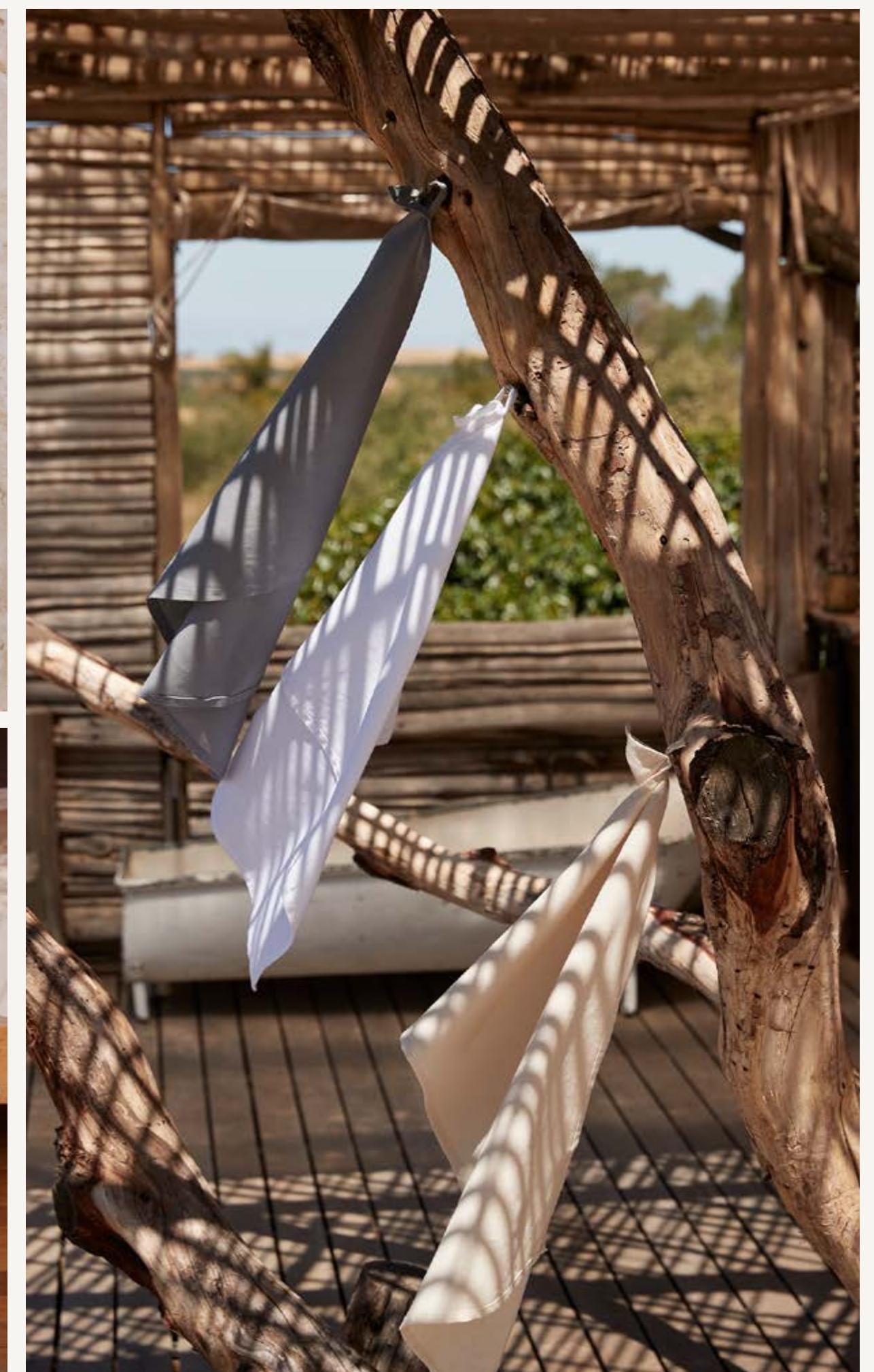
Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem.

6. Models



Art direction Still life

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem
velectatesti unt acimust ibusam, simus maxim
doluptati aut odi ommolorum eost eum simporae
rectatur? OccaeAliti beatur anto que archicabo.
Et quas dolorep elestio. Occusaeped et qui
tempelest eatempo repratquos aut es quia con nam
asperit el ma culluptis que porpore parcium nulleni
tet adioria serepudae.



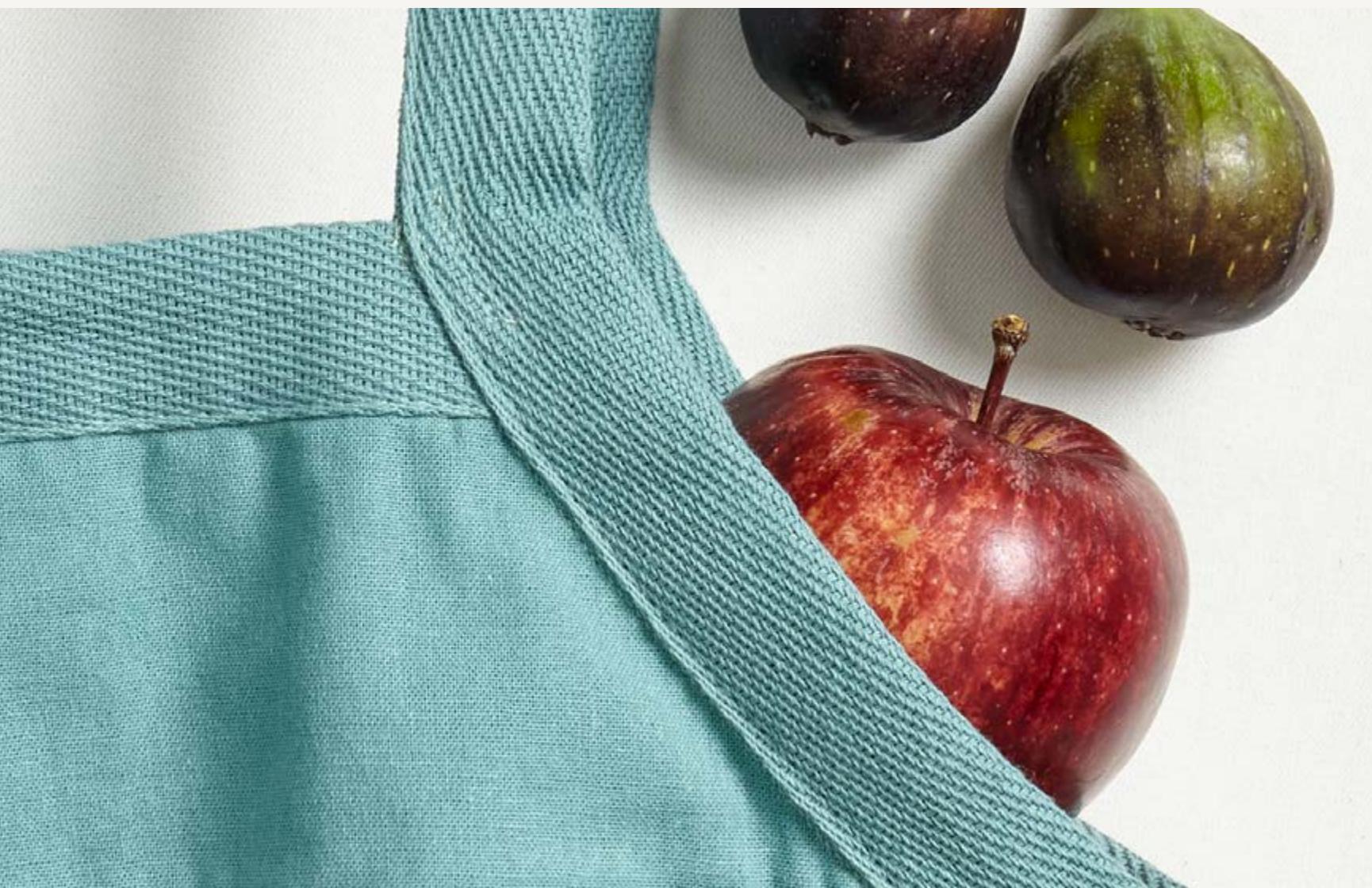
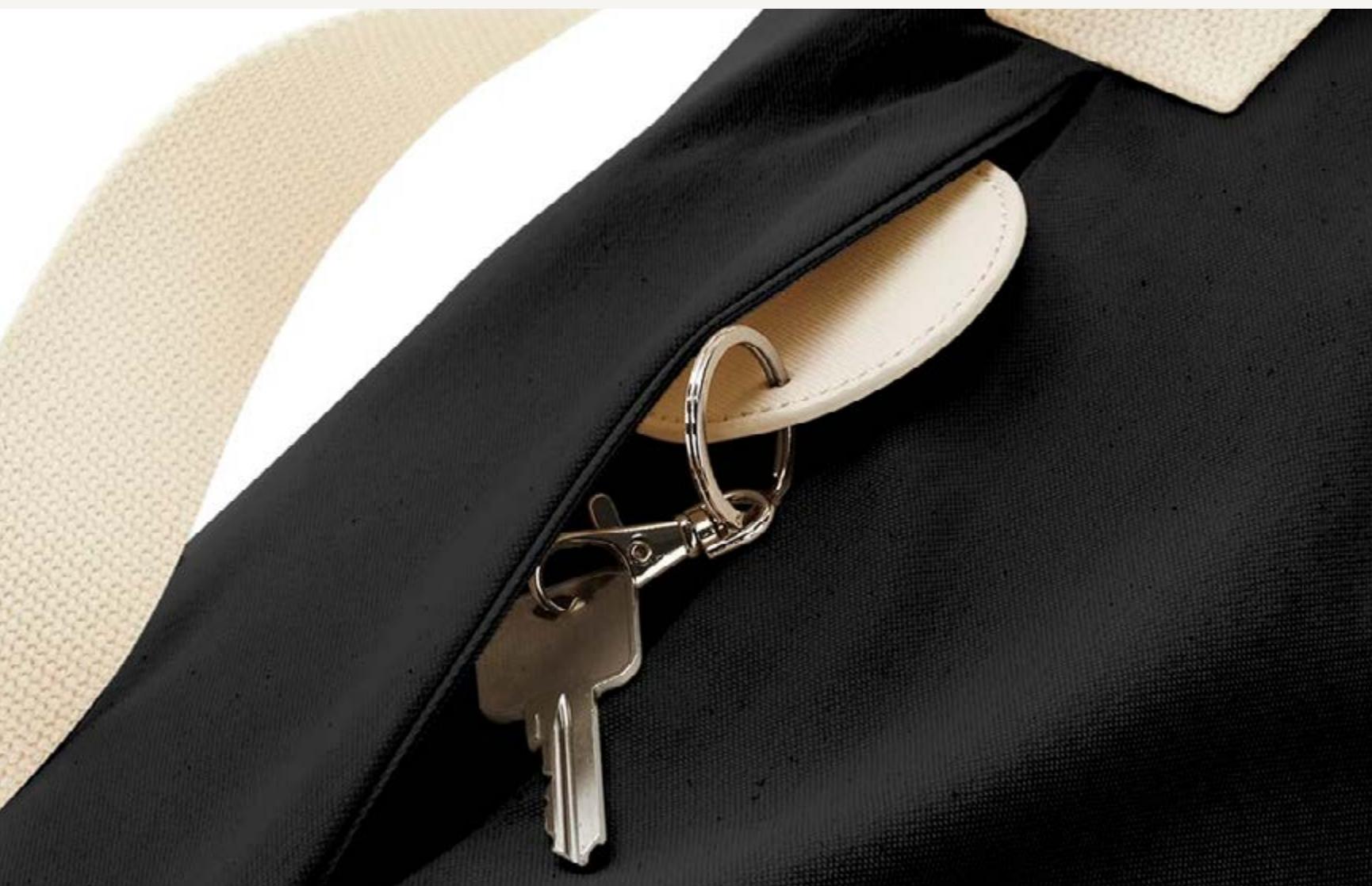
Art direction Lifestyle

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem
velectatesti unt acimust ibusam, simus maxim
doluptati aut odi ommolorum eost eum simporae
rectatur? OccaeAliti beatur anto que archicabo.
Et quas dolorep elestio. Occusaeped et qui
tempelest eatempo repratquos aut es quia con nam
asperit el ma culluptis que porpore parcium nulleni
tet adioria serepudae.



Art direction Product and details

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem
velectatesti unt acimust ibusam, simus maxim
doluptati aut odi ommolorum eost eum simporae
rectatur? OccaeAliti beatur anto que archicabo.
Et quas dolorep elestio. Occusaeped et qui
tempelest eatempo repratquos aut es quia con nam
asperit el ma culluptis que porpore parcium nulleni
tet adioria serepudae.



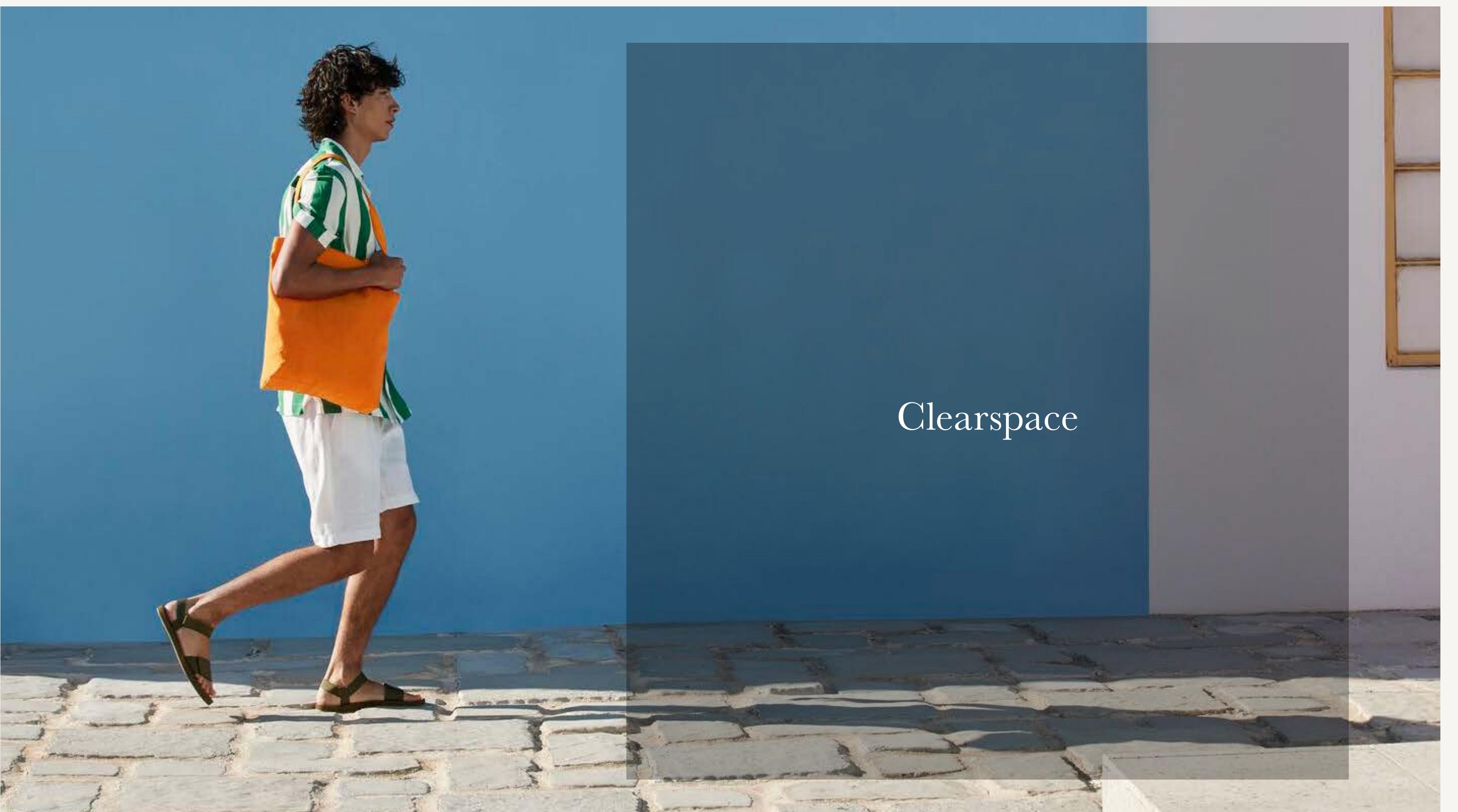
Art direction Models

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem
velectatesti unt acimust ibusam, simus maxim
doluptati aut odi ommolorum eost eum simporae
rectatur? OccaeAliti beatur anto que archicabo.
Et quas dolorep elestio. Occusaeped et qui
tempelest eatempo repratquos aut es quia con nam
asperit el ma culluptis que porpore parcium nulleni
tet adioria serepudae.



Art direction
Clearspace

Ullendae prepuditis dipiducipsam valor ati bearcia
veles etur. Uscillanis et omni simusdaectem
velectatesti unt acimust ibusam, simus maxim
doluptati aut odi ommolorum eost eum simporae
rectatur? OccaeAliti beatur anto que archicabo.
Et quas dolorep elestio. Occusaeped et qui
tempelest eatempo repratquos aut es quia con nam
asperit el ma culluptis que porpore parcium nulleni
tet adioria serepudae.



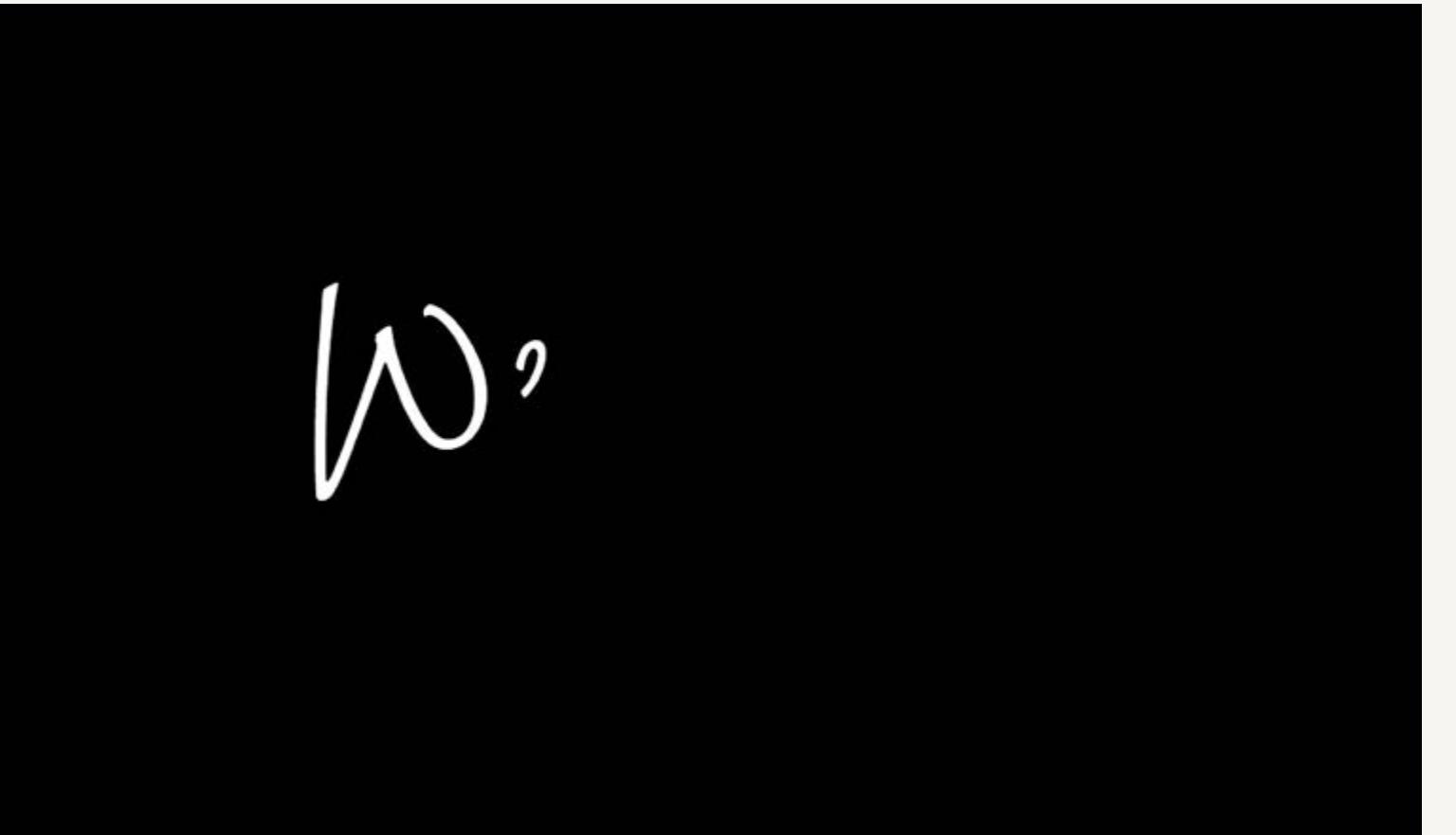
07

Motion

Motion Logo

Our wordmarque should animate in a script hand drawn fashion. Check in with the marketing department to make sure you have the latest assets.

1. Step one



2. Step two



3. Step three



4. Step four



Motion Typography

Titles should animate in the same way our logo does, from zero to one hundred percent opacity. This is done with easy ease.

0%

30%

50%

100%

Large title

Large title

Large title

Speed

Motion Transitions

Transitions should animate straight into a 100% opaque black background with no adjustment of opacity over a few frames.

1. Step one



2. Step two



08

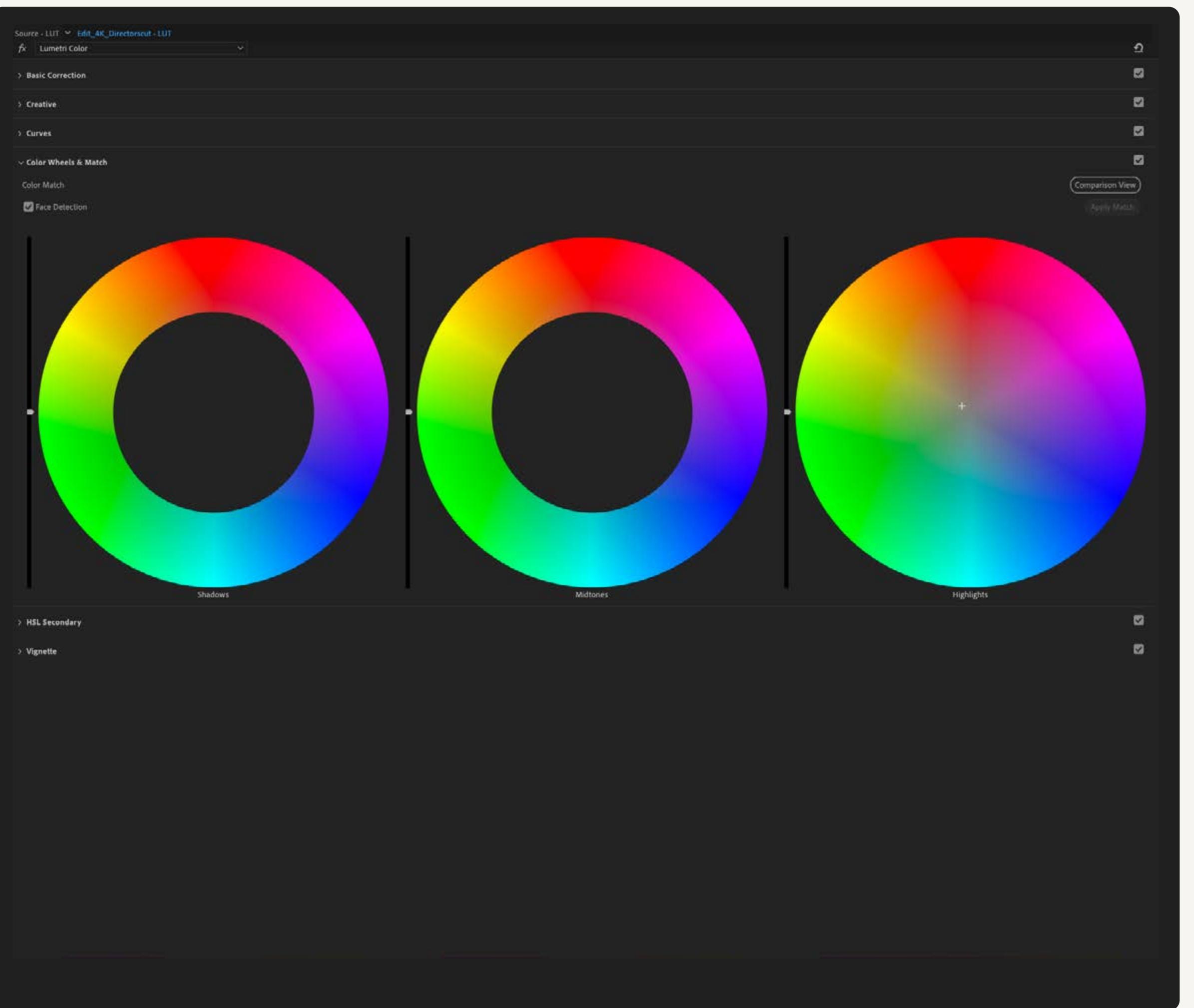
Video

Video CC and grading

Campaign edits should exhibit a graded look that can sit next to ads from current industry leading brands. Refer to top industry colourists to ensure a competitive and professional look.

Product video edits should match the colour and look on the stills as much as possible, whilst providing a true representation of the product. Use masks and advanced colour correction and grading tools when possible to achieve the best results.

1. Exampled settings



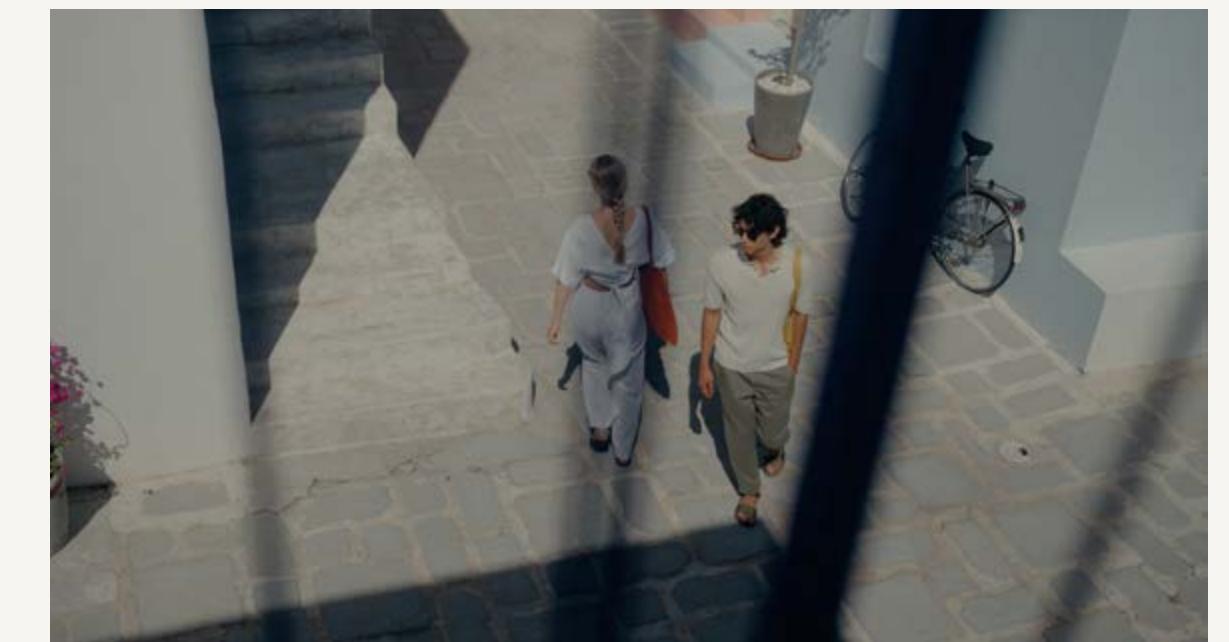
2. Still reference



Video Cinematography

The cinematography should feel considered. Lighting is a priority (indoors and outdoors). Prioritise shooting from the shadow side with a wide aperture when possible without compromising product visibility.

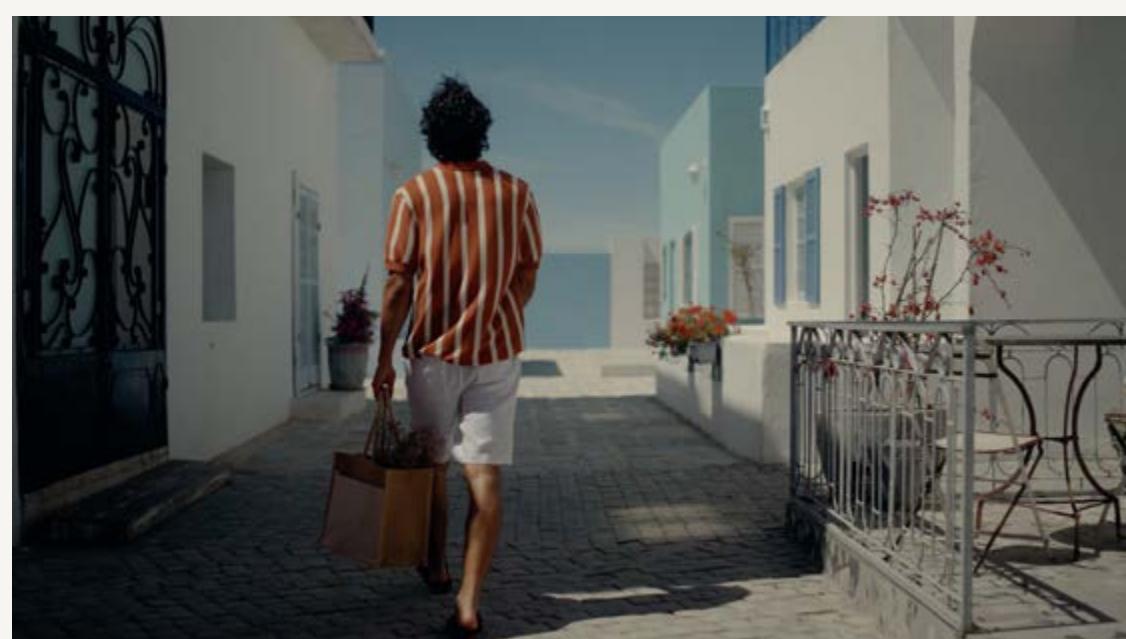
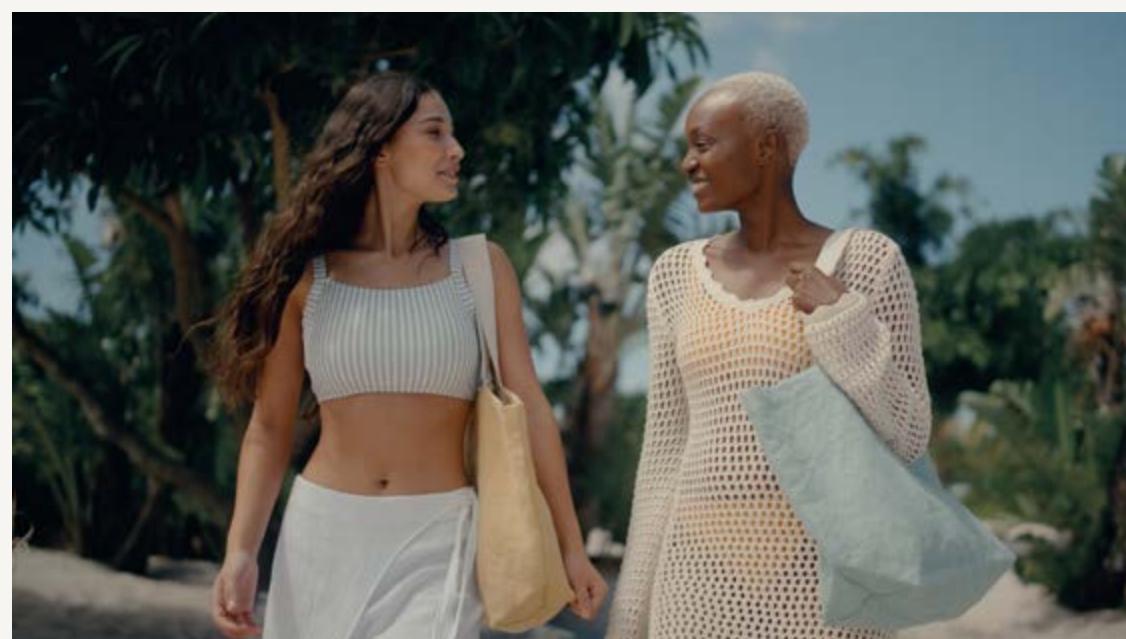
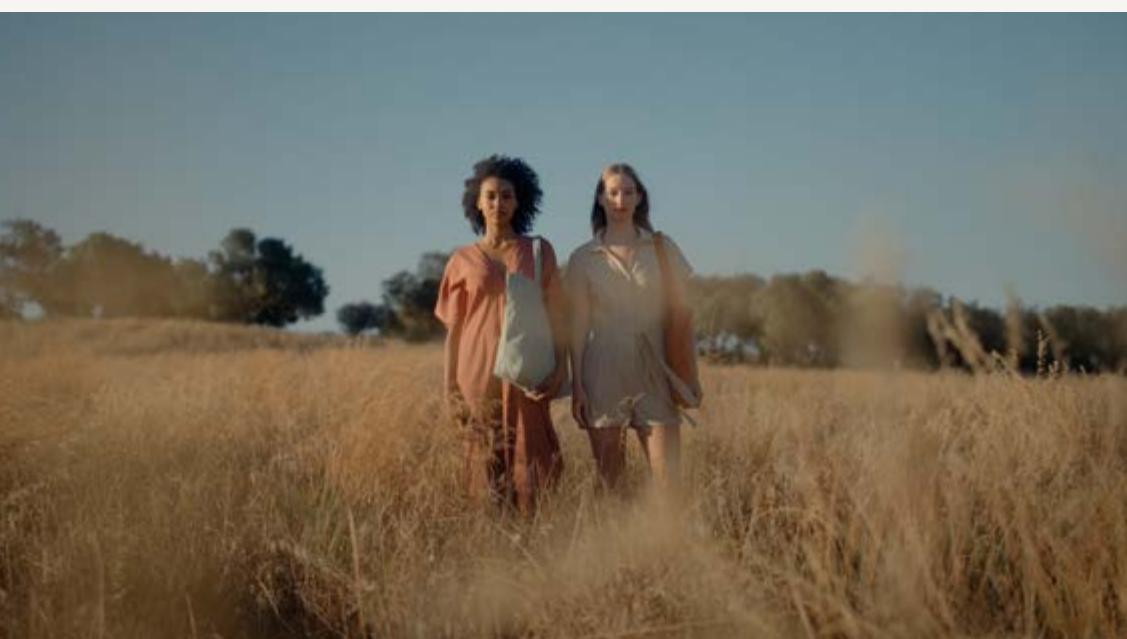
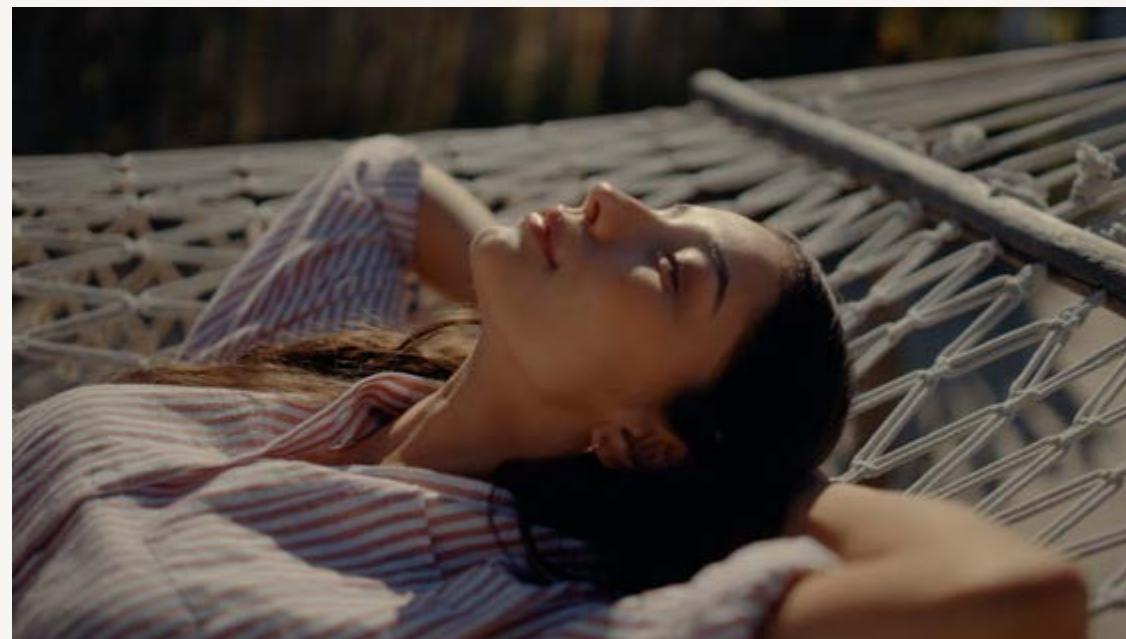
Use lens/matte box filters, bounce and scrims to further shape the light. 35mm is the preferred focal length for most shots. Wider lenses can be used in tight spaces or for establishing shots.



Video Filming and direction

The overall performance should feel natural and the final edit should illustrate the capabilities and usefulness of each product in real life situations. Prioritise candid over posed shots.

The feel of the collections should dictate the pace of each edit: luxury items can benefit from the use of vintage storytelling techniques (8/16/35mm film grain, hand-held movement, dolly zoom, fast cuts), whereas more modern items will suit a more stabilised movement while keeping an exciting overall pace.



Video

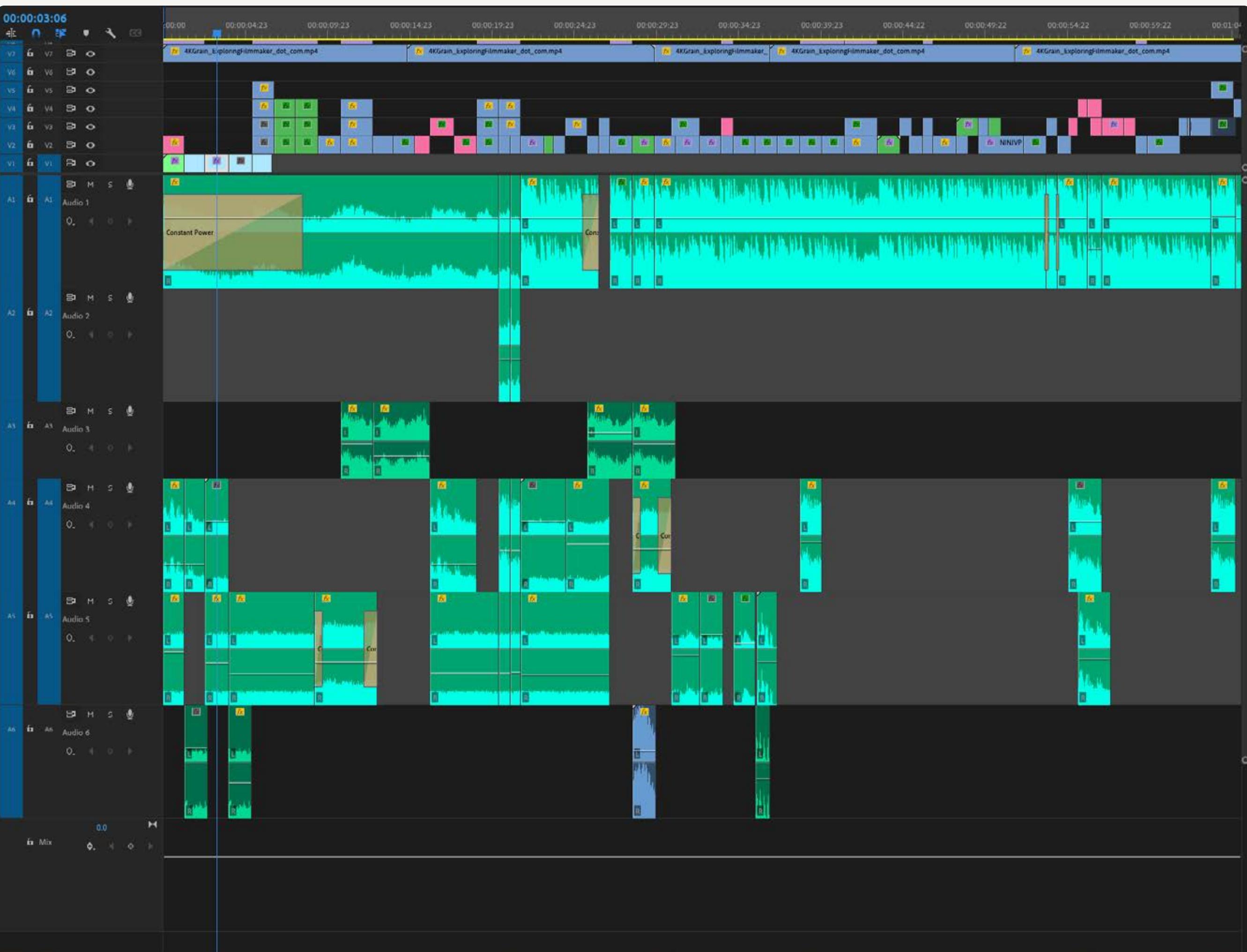
Music and sound design

Use animated logos on all video edits.

Place logo on top of footage at the end, then fade to black and the logo stays on the screen for another second or two before the end of the video.

Reduce the opacity of a shot if needed to make sure the logo is visible. Campaign edits should have logos at the start and end.

1. Exampled timeline



Thank you

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