

HELIX CRAFTWORKS®

BRAND GUIDELINES

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I. BRAND OVERVIEW

Business Name: Helix Craftworks LLC

Legal Entity: Domestic Limited Liability Company, Pennsylvania

DBA(s): Helix Craftworks® (Trademark Registered)

Planned DBA: Helixcraft (for scalable wood products)

Owners: Christopher Simmons (Managing Partner), Hayley Simmons (Managing Partner)

Founded: April 7, 2025

Address: 729 Aldinger Dr, Dallastown, PA 17313

Website: <https://helixcraftworks.com>

Trademark Serial: 99132161

Trademark Class: IC 037 – Custom building, remodeling, carpentry, and residential construction services

Tagline: Precision is in our DNA

II. BRAND IDENTITY

A. LOGO & TRADEMARK USE

- **Primary Logo:** “HELIX CRAFTWORKS” in capitalized standard characters with optional ™ or ® at designers discretion.
- **File Formats Available:** PNG, JPG, SVG, AI
- **Approved Use:** On official merchandise, business cards, vehicles, marketing materials, digital assets
- **Restrictions:** Never stretch, distort, or recolor the primary logo; ensure padding around logo is equal to the height of the “H” in HELIX

B. SUB-BRANDING

- **HelixCraft:** Dedicated to smaller-scale woodcraft and limited-run products such as cutting boards, coasters, tool trays, and décor
 - Uses the main logo with subtext “CRAFT” or “HELIXCRAFT” in brand-aligned typography

- Maintains Helix Craftworks' visual and tonal standards but is positioned for ecommerce and gift markets
- May use capital 'C' or lower case 'c' for *HelixCraft* as long as no space is added between X-C
- **Loom & Lathe:** Online store for consumer items including apparel and short run Helixcraft items.
 - Leverages Redwood Stain (ref III. B. Color Palette) more heavily than Helix Craftworks® and HelixCraft™.

C. GENE GEAR SYMBOL (HELIX + GEAR ICON)

The **GeneGear** is a standalone graphic element that combines a stylized DNA helix with a precision gear, symbolizing the fusion of craftsmanship and legacy that defines Helix Craftworks.



Usage Guidelines:

- May be used as a stamp, watermark, favicon, or badge
- Can be used independently from the full wordmark in applications where the Helix identity is already established (e.g., vehicle emblems, apparel back tags, site favicons)
- Maintain proportion; never stretch or rotate
- Color usage should follow primary palette (Charcoal Black, Redwood Stain, or white on dark surfaces)

Symbolic Function:





- Represents heritage, precision, and engineering lineage
- Acts as the iconic signature for Helix Craftworks in minimalist applications

III. VISUAL LANGUAGE

A. TYPOGRAPHY

- **Primary Font (Display):** Montserrat Bold
- **Secondary Font (Body):** Lato Regular / Open Sans
- **Digital Font Use:** Adobe® Fonts preferred for web compatibility

B. COLOR PALETTE

Color	Hex	Swatch	Usage
Charcoal Black	#1E1E1E		Primary background, logo text
Redwood Stain	#7B3F00		Accent color, trim highlights
Steel Gray	#7A7A7A		Utility text, outlines
Canvas White	#F9F9F9		Background / Negative space

IV. BRAND TONE & MESSAGING

Voice: Confident. Intelligent. Warm. A bit cheeky.

Personality: Experienced craftsman meets modern designer. Think oak-scented sophistication.

Approved Messaging Examples:

- "Hidden doors. Visible craftsmanship."
- "Your space. Engineered to impress."
- "For homes with history—and people writing their own."

V. PHOTOGRAPHY & IMAGE USE

BRAND PHOTOGRAPHY:

- Natural light, warm tones
- Showcasing tools, material textures (woodgrain, joints, sawdust)

- Before-and-after transformations
- Project highlights (e.g. secret doors, custom trim, unique angles)

IMAGE WATERMARKING: Apply Helix logo subtly to bottom-right when used online or in portfolios. For images featuring HELIX CRAFTWORKS® OR HELIXCRAFT logos, optionally use large

VI. VEHICLE SIGNAGE GUIDELINES

APPROVED VEHICLE TYPES:

- Pickup trucks, cargo vans, trailers

DESIGN ELEMENTS:

- Large Helix Craftworks logo on side doors (24"+ width recommended)
- Tagline beneath logo if space permits: "Precision is in our DNA"
- Optional URL (helixcraftworks.com) on tailgate or lower panel
- Use Charcoal Black or White logo on contrasting paint color for high visibility

MATERIAL RECOMMENDATION:

- Premium vinyl (weatherproof, UV-resistant)
- Magnetic options for temporary branding

PLACEMENT NOTES:

- Avoid overlapping body lines or sharp panel creases
- Maintain at least 2 inches margin from door edges

VII. MERCHANDISE GUIDELINES

PRIMARY MERCH OFFERINGS:

- Embroidered hats (charcoal with white/redwood logo)
- T-shirts (black or natural canvas with front pocket logo + back full logo)

- Hoodies (logo chest placement, tagline on sleeve or back hem)
- Shop aprons, patches, mugs, and utility stickers

LOGO PLACEMENT RULES:

- Always visible and cleanly rendered
- Minimum size: 1.5" width on front pockets, 4" on backs

MERCH COLLABS:

- Future joint items with Helixcraft may use co-branded logos (e.g. "Helix Craftworks x Helixcraft" limited editions)

VIII. BUSINESS STRUCTURE & AUTHORIZATIONS

- **Operating Agreement Signed:** April 4, 2025
- **Managing Member:** Christopher Simmons
- **President:** Hayley Simmons
- **S-Corp Status:** Electable at discretion of Managing Member

FILING SUMMARY

- **LLC Cert No:** 0014292980 (Veteran fee waived)
- **Trademark Filing Date:** April 11, 2025 (USPTO)

IX. DOCUMENT USAGE & PROTOCOL

All uses of Helix Craftworks brand assets, including logos, marks, and typefaces must adhere to this guide. For licensing, media requests, or merchandise applications, contact:

 chris@helixcraftworks.com

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