



Creative Works

Woj Salski

CONTENTS

WS Creative Works

- 1.1** Logomark & Wordmark
- 1.2** Brand Hierarchy
- 1.3** Logo Variations & Usage

2.1 Fonts

2.2 Colours

WS Podcast

- 3.1** WS Podcast Graphic Assets
- 3.2** WS Podcast Mockups

I.I LOGOMARK & WORDMARK

WS Meaning

The WS is a double meaning, standing for “Wojciech Salski” as well as “Wisdom Seekers.” This dual significance adds depth and meaning to the design, highlighting both the personal identity of Wojciech and the broader concept of seeking wisdom. By embodying these two ideas, the design not only resonates on a personal level but also appeals to those who value the pursuit of knowledge.

Design Rationale

The WS section of the logo is of upmost importance to strike a balance between the key words wisdom, calm, peace, power, maturity, and classic. The logo should embody as many of these attributes through a clean, minimal way. Hence, the key word “balance” comes to mind.

Balance is a state of harmony and grounded strength, where all parts feel aligned and complete.



I.2 BRAND HIERARCHY

Main Brand - WS Creative Works



Creative Works
Woj Salski

Subsidiary - WS Podcast



PODCAST
by Woj Salski

I.3 LOGO VARIATIONS & USAGE

Blue/White



Black Monotone



Multicolour Gradient



White Monotone



Logo Variations

Using the various brand colours within the logo elements allows for different colour schemes. Depending on the colour the logo is being placed on, the appropriate logo should be used to ensure all logo details are clear.

Logo Usage

Logos are supplied in both bitmap and vector formats for physical/print and digital use cases.

2.1 FONTS

1. Drummond Variable

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Weight: 700 (Bold)

Used for headings, as well as inline text that needs to be emphasised.

Numbers should typically be used in “Propionate Lining” so they remain the same height.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Weight: 400 (Regular)

Used for body copy.

Numbers should typically be used in “Propionate Lining” so they remain the same height.

2. Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Widely accessible system font for secondary use, or as a primary alternative for headers/body copy.

2.2 COLOURS

Colour Values Explained

There is a vital importance of graphic design and branding when it comes to colours. As the WS brand has a primary focus on digital aspects (primarily social media / podcast streaming platforms), RGB and HEX values are provided for when these are used. Pantone Codes and CMYK values are provided for when the logos should be printed.

PRIMARY COLOUR PALLETTE



White



Elephant Tusk (Off) White
#ECEBE4
R 242 G 241 B 235
C 7 M 5 Y 9 K 0



Off Black - Pantone Black 3 C
HEX #1E2722
R 29 G 38 B 33
C 78 M 59 Y 66 K 76



Pantone 2623 C
HEX #1D2D51
R 94 G 35 B 103
C 74 M 100 Y 23 K 13



Pantone 2623 C
HEX #5F2268
R 94 G 35 B 103
C 74 M 100 Y 23 K 13

SECONDARY COLOUR PALLETTE



Pantone Orange 021 C
HEX #EA571D
R 234 G 87 B 29
C 74 M 100 Y 23 K 13



Pantone 2225 C
HEX #77C9DA
R 119 G 201 B 218
C 55 M 0 Y 15 K 0



Pantone 1795 C
HEX #D525A2F
R 213 G 42 B 47
C 9 M 94 Y 82 K 1

3.1 WS PODCAST GRAPHIC ASSETS

WS Podcast

The podcast is a key cornerstone of WS Creative Works, and hence has its own subsidiary logo. The tone is a little different, namely the “by Woj Salski” to enhance the personal touch.

Podcast Cover

This graphic asset is the first visual identifier next to the name of the podcast on its various platforms. Using the WS Podcast logo beneath Woj’s close-up headshot creates the strongest visual representation of both his identity and the podcast’s core essence.

WS Podcast - Main Logo



PODCAST
by Woj Salski

WS Podcast - Podcast Avatar



3.2 WS PODCAST MOCKUPS

fig. A: Spotify Podcast
Highlight Card Mockup



fig. B: Spotify Podcast - Thumbnail Mockup

