



**Whitlock**

*Share it with the world.*

## Branding Guide



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1.0

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# Logo

Logo

**How we leave our mark**  
*and how to use it*



1.1

## Our Traditional Logo

*with tagline (horizontal)*

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This is the most present version of our logo as it makes the biggest impression by heralding our tagline. Places you would probably find this is at the beginning of presentations, on letterhead, our website and most promotional materials.



**Whitlock**  
*Share it with the world.*

1.2

## Our Traditional Logo

*with tagline (stacked)*

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This particular version still does as much work the horizontal logo but can be placed in places with smaller width allowance.



1.3

## The W

*No “whitlock” or tagline*

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The “W” is becoming a very quick identifier for our company. While our brand identity and recognition is growing, we tend to use this after we’ve already utilized our traditional logo. Places you may find the W is in the corners of our documents and presentations as a badge of ownership without losing the legibility we would if we implemented the full logo.



Whitlock



*Share it with the world.*



Whitlock



*Share it with the world.*

1.4

## Logo Don'ts

*What to avoid*

To ensure brand consistency, we aim to avoid tampering with our logo such as removing the tagline if “Whitlock” is present and visa versa.

2.0

# Typography

## Typography

2.1

Helvetica Neue

**Bold**

**AaBbCc**

**123456**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Light

AaBbCc

123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



2.2

Georgia

---

Regular

AaBbCc

123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

---

*Italic*

*AaBbCc*

*123456*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

2.3

**Helvetica Neue Bold**

**Is our headline font**

Helvetica Neue Light

is our occasional body copy font

Georgia Regular

is our go to for body copy and  
some sub-headlines

*Georgia Regular*

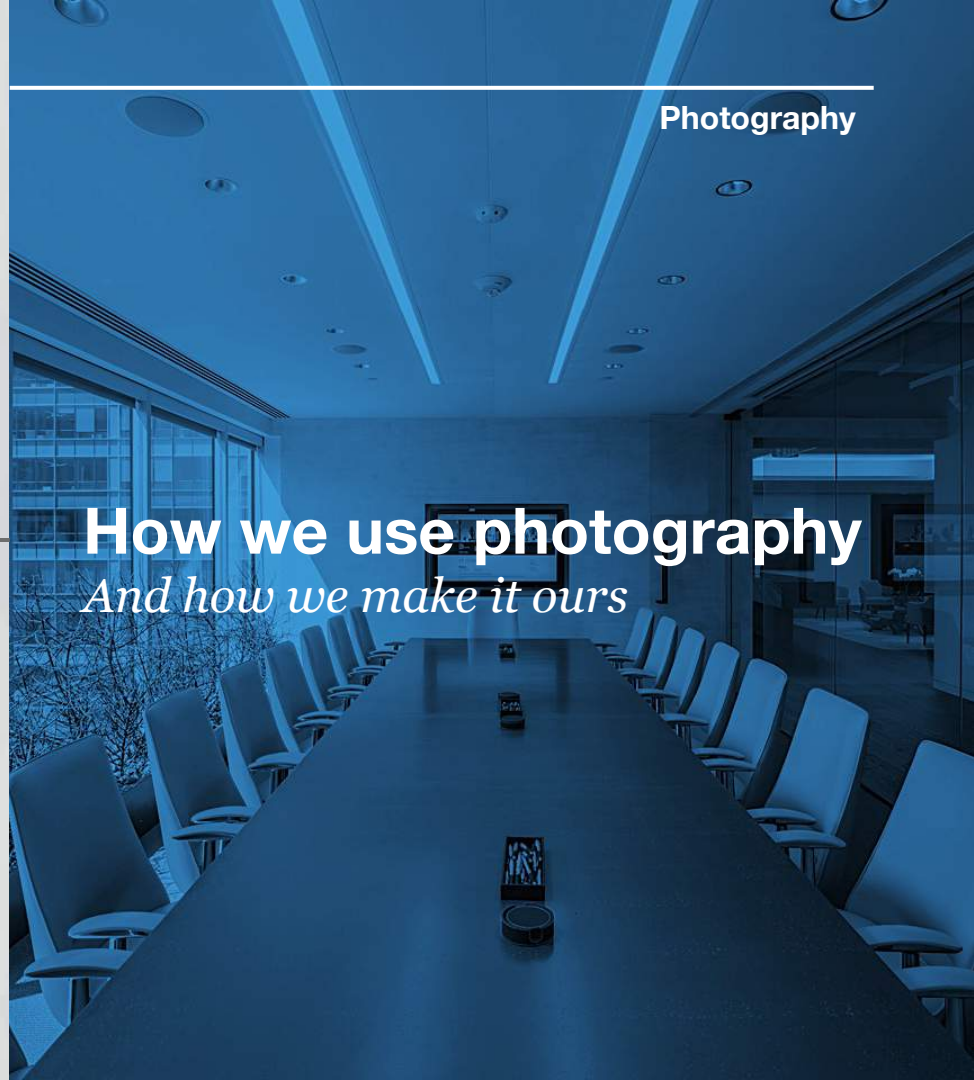
*Is used for quotes and most sub-  
headlines*

3.0

# Photography

Photography

**How we use photography**  
*And how we make it ours*



Photography

JOINUS

Photography

3.1

## Angled color overlays *and desaturated images*

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This particular treatment gives us the power to own the imagery without overpowering with too many colors. Incorporating our brand colors makes it ours and offers a unique look to our presentations and marketing materials.

## Full color overlay *on a desaturated image*

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This treatment can be helpful to bring the focus to our interactive environment work and support white text over graphics for presentations or marketing materials. This kind of statement also becomes subtle branding as it absorbs the colors that make up our logos.



4.0

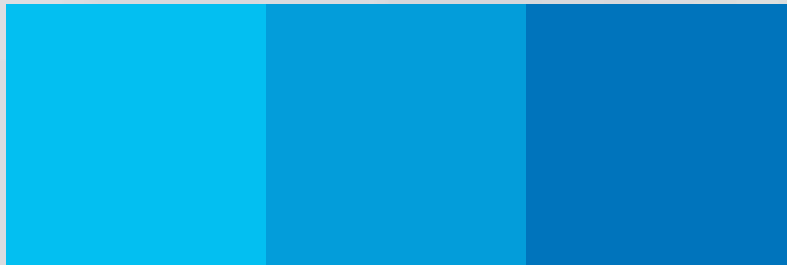
---

# Colors

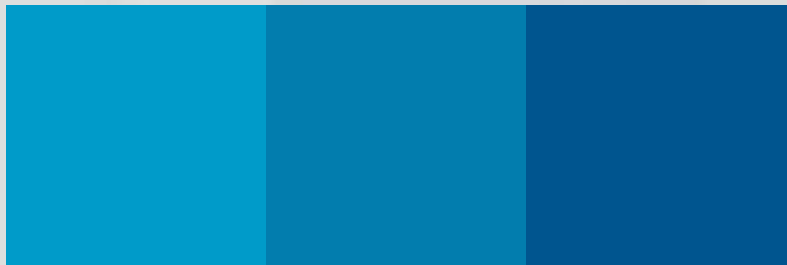
Colors

## The Colors of Whitlock *and how to use them*

## Primary Blues



## Secondary Blues



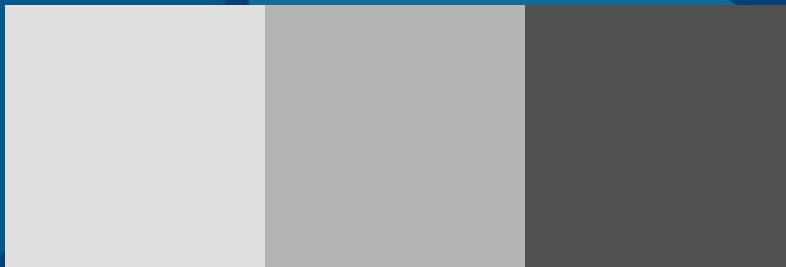
4.1

## The Blues

### *Accents and overlays*

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The “W”, our logo” is comprise of six different blues. We organized them into two groups to better implement them. Our *primary blues* are used for accenting words and are generally our go to for links and buttons. Our *secondary blues* can be found in backgrounds and in diagrams; they have a tendency to impart a moodier feel, while the *primary blues* are friendlier and happier.



### 4.2

## The Grays

### *General type*

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To avoid seemingly severe interactions, we use a very dark grey instead of black and very light grey instead of white when designing marketing materials and presentations. It's subtle and respectful, just like us.

5.0

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# Tone of Voice

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Tone of Voice

**Who we are**  
*and how we found it*



## 5.1

## How we sound

*how to speak for the brand*

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As an employee, embodying the brand is important when communicating with customers, vendors and acquaintances. When representing the brand, we keep two actors in mind who together present a composed tone that balances professionalism and sincerity with charm and affability. They are conversational while maintaining leadership in industry and communicating mission with clarity. They have a confident, commanding presence without condescension.

5.2

## Our Personality *and what makes it*

Our brand personality is made up of the best qualities of our employees. Here are some words to keep in mind when engaging with potential and current customers as well as acquaintances such as networking events and curious conversationalists who inquire.

*Honest*  
*Professional*   *Respectful*  
*Trusted*   **Personable**   *Listener*  
*Good-humored*   **Sincere**   *Transparent*  
**Thoughtful**   *Empathetic*   **Storyteller**  
*Humble*   **Innovative**   **Driven**  
*Down to Earth*