



Brand guidelines

This document contains the FORGE Service Lab brand concept and guidelines.

The actual brand assets are available on request at brandista.vastaava@digile.fi

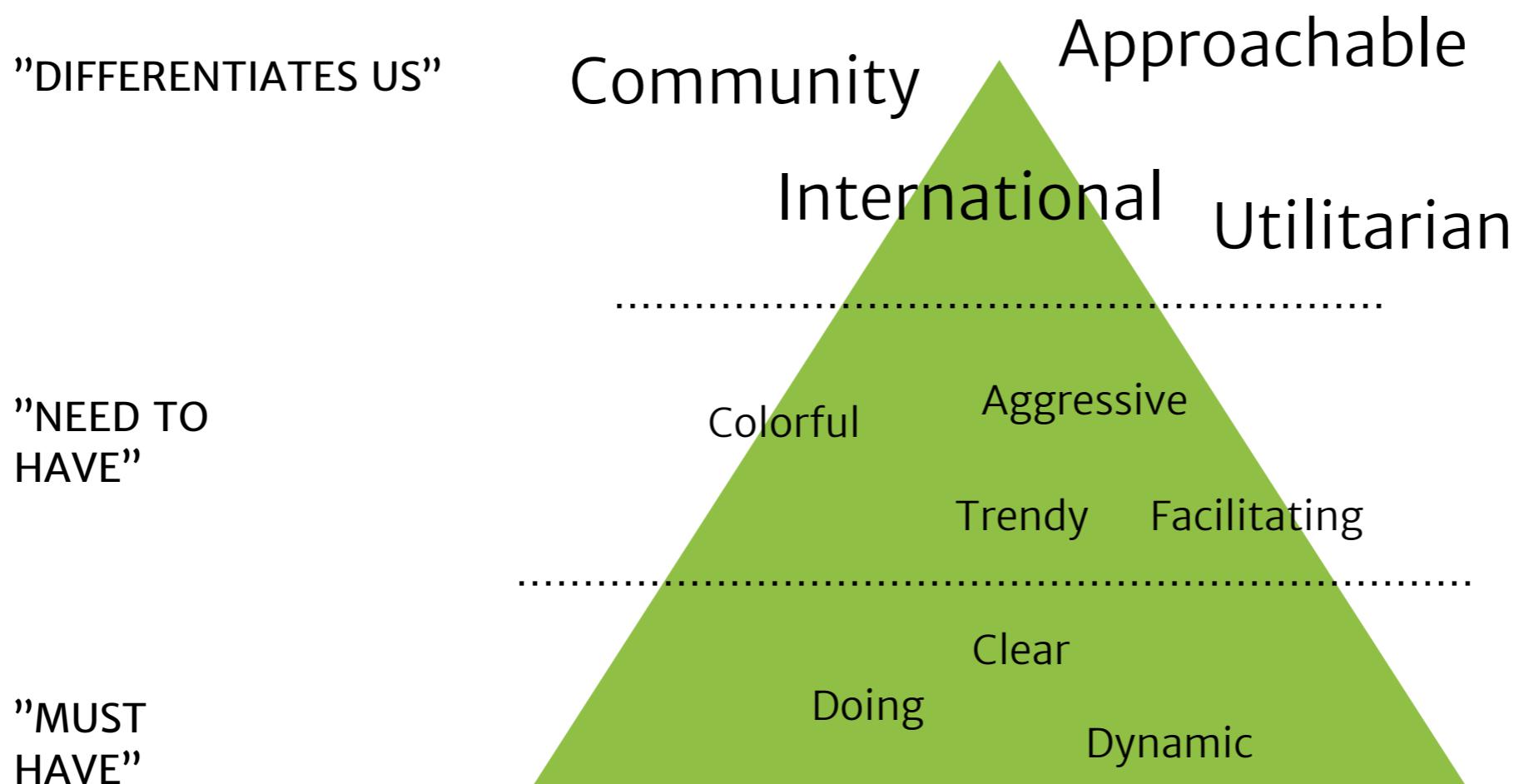
The FORGE brand is all about presenting often complex digital culture associated concepts and ideas in an environment which enables them to flourish.

Welcome aboard, let's make something beautiful together!



Brand attributes

These are the commonly determined attributes which set FORGE apart from the playing field and form the basis for the brand expression.



Design principles

These ideas drive all design and tonality.

The FORGE brand is always about interaction

It is modular and enriches all environments

It is always visually high grade

It avoids the worst cliches of the digital culture

It never loses functionality and is message first



The brand mark

The brand mark is designed to be modular and it forms a system.

It can either be used as is, the word mark box can be inserted into photographs or other elements, the flowers can be used separately and finally – there is an icon derived from the flower shape which can be used as needed.



The brand mark



The brand mark in English



The brand mark in Finnish



The brand mark in greyscale
(Use the icon logo when totally monochrome is required)

The colours

We only use solid colours when illustrating things - not the gradients in the flowers.

FORGE green
#2c5d00
PMS 364C

FORGE fuchsia
#d31959
PMS 7636C

FORGE cyan
#1090do
PMS 2925C

FORGE sky
#a8deef
PMS 635C

FORGE black
#000000
PMS Black 6C





The brand mark components
separate – word mark and flowers



Just the word mark used in
addition to an image



The FORGE icon in color



The FORGE icon in black and white

The slogan

The slogan is always set in upper case unless it is a part of a body text or an environment which makes it stand out.

It can be used without the brand or the word mark but in this case the flowers should be a part of the same design.

It is always set in Gotham Narrow Book, and is either black or white.

TEAM UP
LEARN
DESIGN
GO LIVE



The flowers

The flowers are the most organic component of the system and can be used in almost all manners except:

The minimum amount of flowers used is two, they are never alone

When used separately from the brand mark they are always in full colour

Always give the stems something to grow out of

Maximise white space around them unless using them on top of photography when set them so that the focal point of the picture is never covered



Gotham ipsum dolor sit amet intricate essential Ettinger Singapore soft power

Boutique bulletin Shinkansen elegant Lufthansa sophisticated Washlet. Premium lovely Winkreative hand-crafted sharp ryokan. Pintxos liveable exclusive artisanal, efficient Airbus A380 Washlet Scandinavian eclectic ryokan Baggu.

Charming remarkable Ettinger handsome joy. Lovely Nordic discerning conversation flat white carefully curated Comme des Garçons liveable alluring.

Sharp Ginza Comme des Garçons, cosy signature Lufthansa Winkreative classic Melbourne quality of life Washlet punctual wardrobe intricate izakaya. Hub boutique exclusive essential intricate international, signature Fast Lane first-class emerging the best sleepy Shinkansen Helsinki Lufthansa.

The typeface

The typeface is always Merriweather Sans and we only use the light, **regular** and **bold** weights.

Go for a crisp and airy look and emphasise ingresses and avoid long, uninterrupted masses of text.



The site

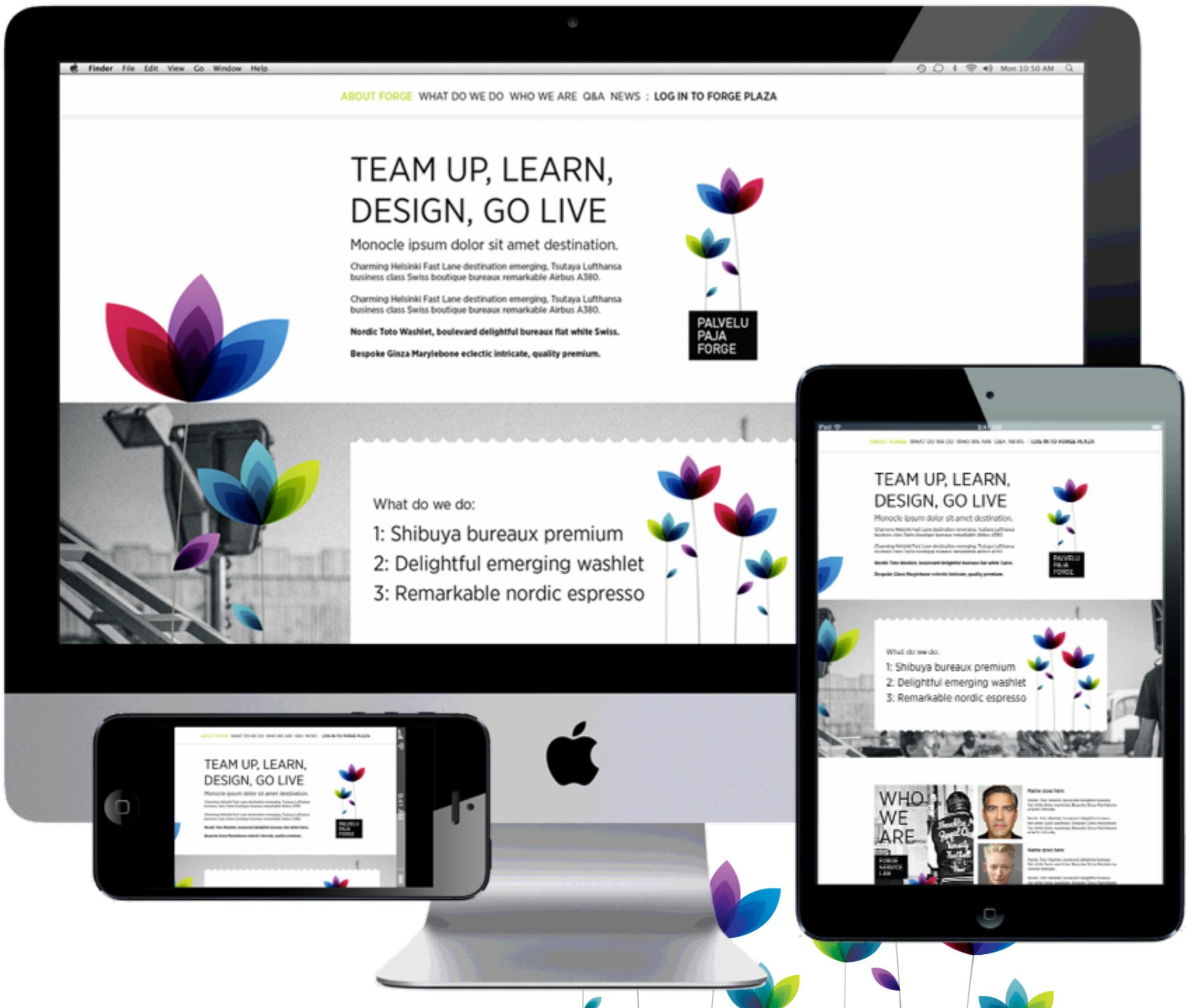
The FORGE website is modern, scalable, airy and highly informative.

It works seamlessly in all devices and platforms and utilizes the latest HTML5 technologies.

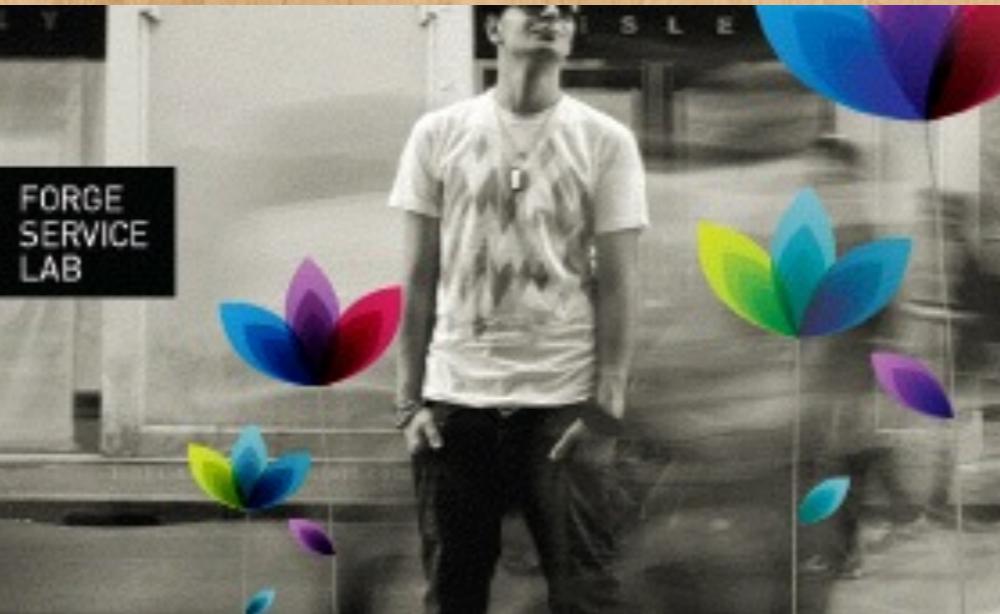
The user experience is designed to present complex and thorough information in a vessel which inspires and is playful and fun.



The screenshot displays the FORGE website's homepage. At the top, there's a navigation bar with links like 'HOME', 'ABOUT', 'SERVICES', 'PORTFOLIO', 'CONTACT', and 'LOGOUT'. A large, bold header reads 'TEAM UP, LEARN, DESIGN, GO LIVE' with a subtext 'FORGE ipsum dolor sit amet destination'. Below the header is a section titled 'What do we do?' with three items: '1: Shibuya bureaux premium', '2: Delightful emerging washer', and '3: Remarkable nordic espresso'. To the right, there's a photo of a man standing next to a whiteboard with the same three items listed. Further down, there's a 'WHO WE ARE' section with a team photo and individual profiles for 'Name space item', 'Name space item', 'Name space item', and 'Name space item'. On the right side, there's a 'Q&A' section with a list of questions: 'Monocle ipsum dolor sit amet destination?', 'Monocle ipsum dolor sit amet destination?', 'Monocle ipsum dolor sit amet destination?', and 'Monocle ipsum dolor sit amet destination?'. Below that is a 'NEWS' section with three news items from '15.4.2014 / Monocle ipsum dolor sit amet destination', '19.4.2014 / Monocle ipsum dolor sit amet destination', and '22.4.2014 / Monocle ipsum dolor sit amet destination'. Each news item includes a thumbnail image, a brief summary, and a 'Read more' link. The footer contains the text 'Forge Service Lab is a concept by Digitec', 'Vasalanta 4, 02330 Espoo', an email address 'fridhama.lastname@digitec.fi', a phone number '(09) 9 123 456', and social media icons for Facebook, Twitter, and LinkedIn.



Business cards



Sticker with QR



Sticker with URL





TEAM UP
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DESIGN
GO LIVE

TEAM UP
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