



**THE LADDER**

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**BRAND STYLE GUIDE**  
**FIRST VERSION**  
**OCTOBER 2022**

## **NOTES ON THIS GUIDE**

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The following is a style guide for  
The Ladder that highlights all  
written, visual and graphic elements  
that encompass the brand.

These standards are intended to  
be tools and guidelines that enable  
a consistent voice to the public  
and provide you with the most  
effective campaign. Please refer  
to this when developing any internal  
or external communications.

## LOGOS | THE WORDMARK

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The wordmark is a hand drawn, bespoke logo created especially for this project. It should be used primarily in black on offwhite, though other colours from the palette can be used as required.

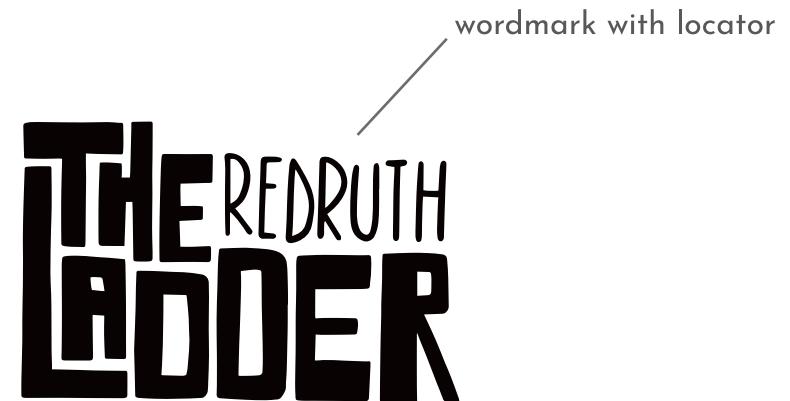


## LOGOS | VARIATIONS

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wordmark with tag line



wordmark with locator



with graphic asset



long version

## ASSETS

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These hand-created symbols and patterns have been taken from the first poster edition. They can be played with and used throughout online and print media to help give a recognisable, cohesive voice to the brand.



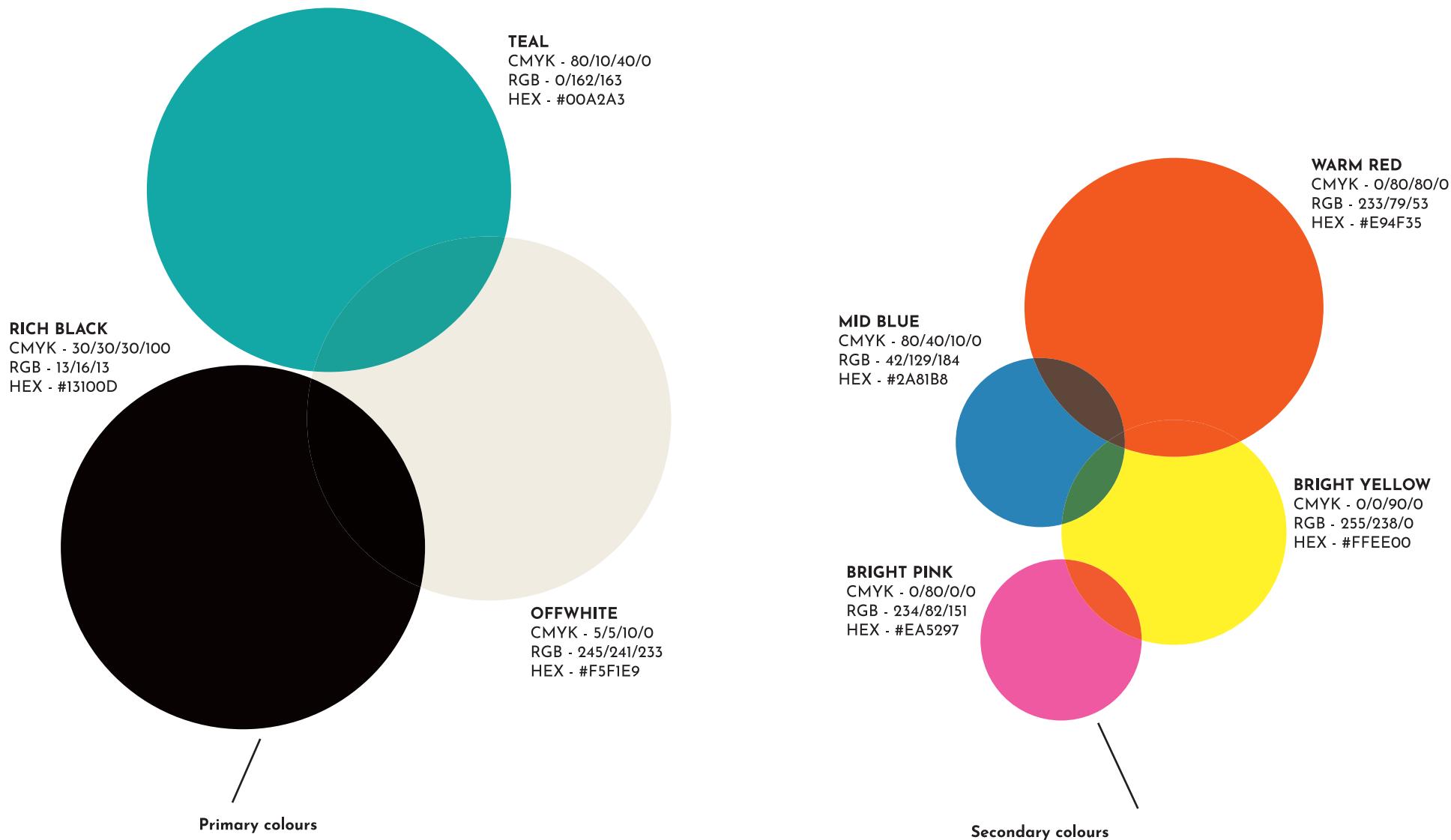
## PATTERNS

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## COLOUR

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## TYPE

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Type for posters, flyers and other creative material should make use of the many fun and experimental fonts out there, but for continuity on websites, inhouse material and information text the below 'brand' fonts should be used.

All of these fonts are free to download from [googlefonts.com](https://www.googlefonts.com) which means a cohesive look across both print and online can easily be achieved.

### Amatic Sans

A B C D E F G H I J K L N O  
P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 0 @ #

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPI SCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TIN CIDUNT UT LAOREET DOLORE ALIQUAM ERAT

### Josefin Sans

A B C D E F G H I J K L N O P Q R S T U V W X Y Z  
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  
0 1 2 3 4 5 6 7 8 9 0 @ #

LOrem ipsum dolor sit amet, cons ectetuer adipi scing elit, sed diam nonummy nibh euismod tin cidunt ut laoreet dolore aliquam erat

A B C D E F G H I J K L N O P Q R S T U V W X Y Z  
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  
0 1 2 3 4 5 6 7 8 9 0 @ #

LOrem ipsum dolor sit amet, cons ectetuer adipi scing elit, sed diam nonummy nibh euismod tin cidunt ut laoreet dolore aliquam erat

### Permanent Marker - for uppercase

A B C D E F G H I J K L N O  
P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 0 @ #

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPI SCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TIN CIDUNT UT LAOREET DOLORE ALIQUAM ERAT

### Loved by the King - for lowercase only

a b c d e f g h i j k l n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 0 @ #

LOrem ipsum dolor sit amet, cons ectetuer adipi scing elit, sed diam nonummy nibh euismod tin cidunt ut laoreet dolore aliquam erat

## GRAPHIC LANGUAGE

Overlaying, mixing of assets and other doodles, primarily in black and off white with pops of colour from the palette. Rich black and white photos. Riso textures and transparent inky colours.

### OCTOBER UPDATES

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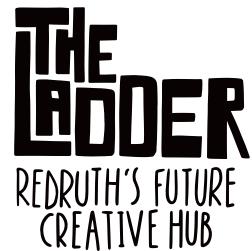
Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.  
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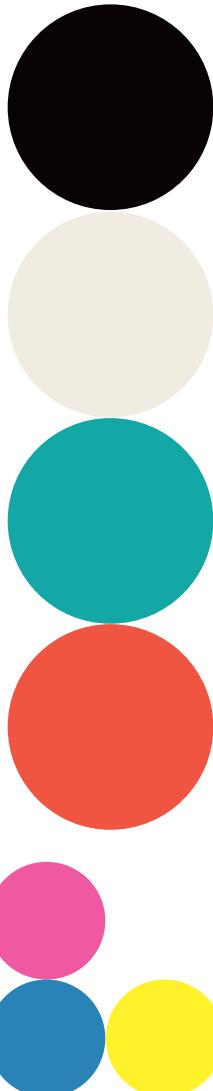
THIS MONTH AT THE LADDER  
WE HAVE BEEN...

## STYLE OVERVIEW

### LOGO's



### COLOURS



### TYPEOGRAPHY

Amatic Sans

A B C D E F G H I J K L N O  
P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 0 @ #

Permanent Marker

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 0 @ #

Loved by the King

a b c d e f g h i j k l n o  
p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 0 @ #

Josefin Sans

A B C D E F G H I J K L N O P  
Q R S T U V W X Y Z  
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  
0 1 2 3 4 5 6 7 8 9 0 @ #

A B C D E F G H I J K L N O P  
Q R S T U V W X Y Z  
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  
0 1 2 3 4 5 6 7 8 9 0 @ #

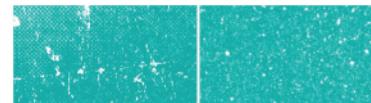
### SUBGRAPHICS



### PATTERN



### TEXTURE



### GRAPHIC LANGUAGE





## ONLINE AND PRINT EXAMPLES

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