Brand basics

The short version — the rules that matter most day to day.

The logo

- The stacked wordmark is the main logo. Use it on letterheads, documents, the compliment slip and the email signature.
- The orange box mark is for business cards, social avatars and small spaces only.
- Four colourways: orange on white, white on orange, white on black, black on white. Nothing else.
- Leave clear space around it equal to the height of the letter N. Nothing sits inside that space.
- Never stretch it, rotate it, add a shadow, recolour it or put it on a busy photo.
- Use SVG wherever possible — it stays sharp at any size. PNG for screen, JPG only when a white background is fine.

Colour

One orange, a neutral grey scale, and green / red / amber used only to signal something to the reader — never as decoration.

Role	Colour	HEX
Brand orange	Orange 500	#E8631F
Text	Ink	#141414
Secondary text	Neutral 500	#6B6763
Rules and borders	Line	#E7E3DC
Soft orange background	Orange 50 · Wash	#FDF3EC

Full values, including RGB and CMYK, are in 04-Fonts-and-colour.

Type

- Poppins, free from Google Fonts. Three weights only: SemiBold 600, Medium 500, Regular 400.
- Never use Bold. SemiBold is the heaviest weight in the brand.
- If Poppins is not installed, fall back to Helvetica Neue, Helvetica, then Arial.

Print specification

Item	Size	Suggested stock	Notes
Letterhead	A4 · 210 × 297 mm	100 gsm uncoated	No bleed needed; safe to print in-house.
Compliment slip	DL · 210 × 99 mm	100 gsm uncoated	No bleed needed.
Business card	85 × 55 mm + 3 mm bleed	400 gsm silk or matt	Full-bleed orange front — ask for a colour proof.
Invoice, quote	A4	80–100 gsm, or PDF only	Usually sent as a PDF from your accounts system.
Delivery, collection note	A4	Carbonless (NCR) sets, 2- or 3-part	Needs a signed copy for the customer and one for the office.

Company number 07411042 appears on every template. The VAT number is still a placeholder — send it over and we will update everything.