



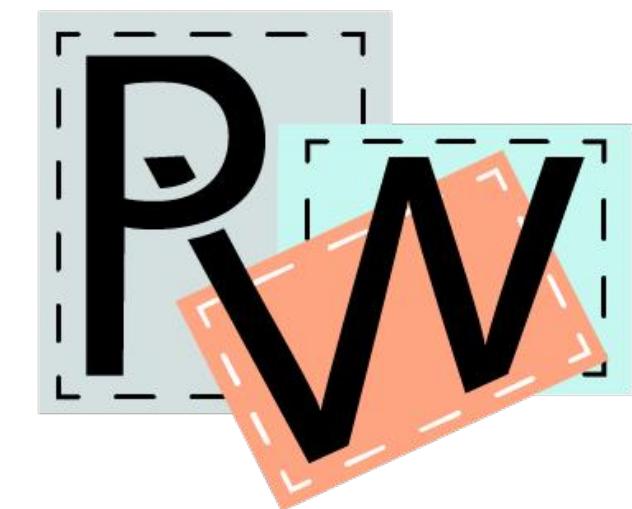
Brand Guide

Logo Guide

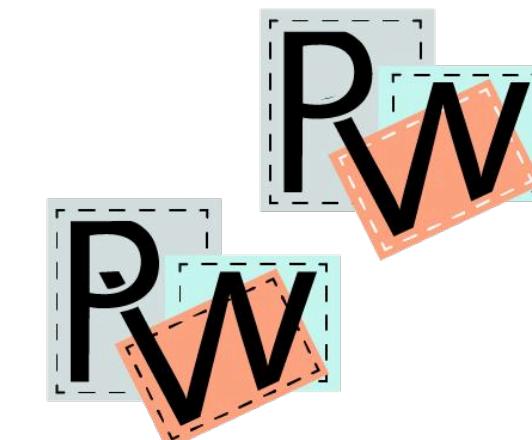
Primary



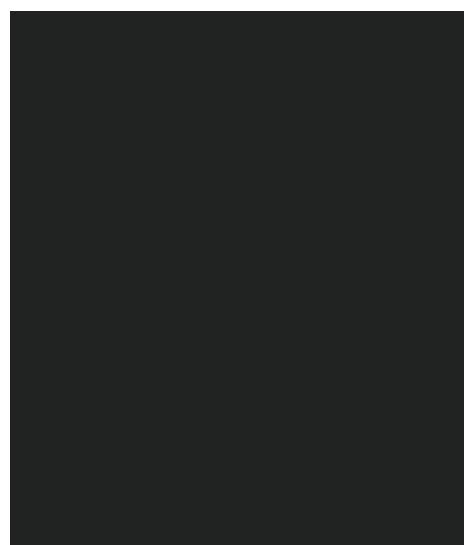
Secondary



Do Not



Color Guide



#222424



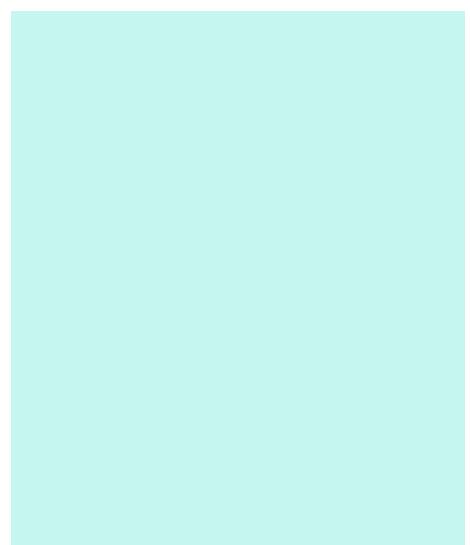
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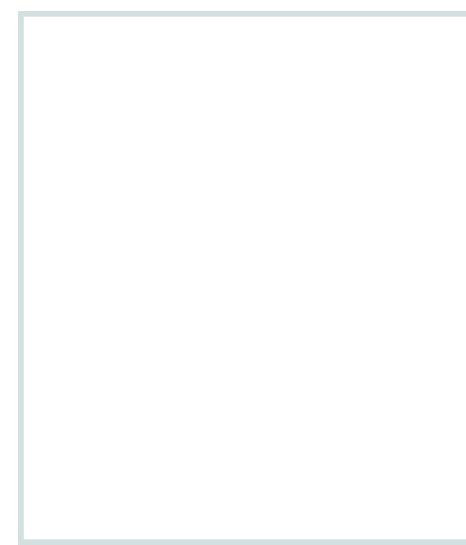
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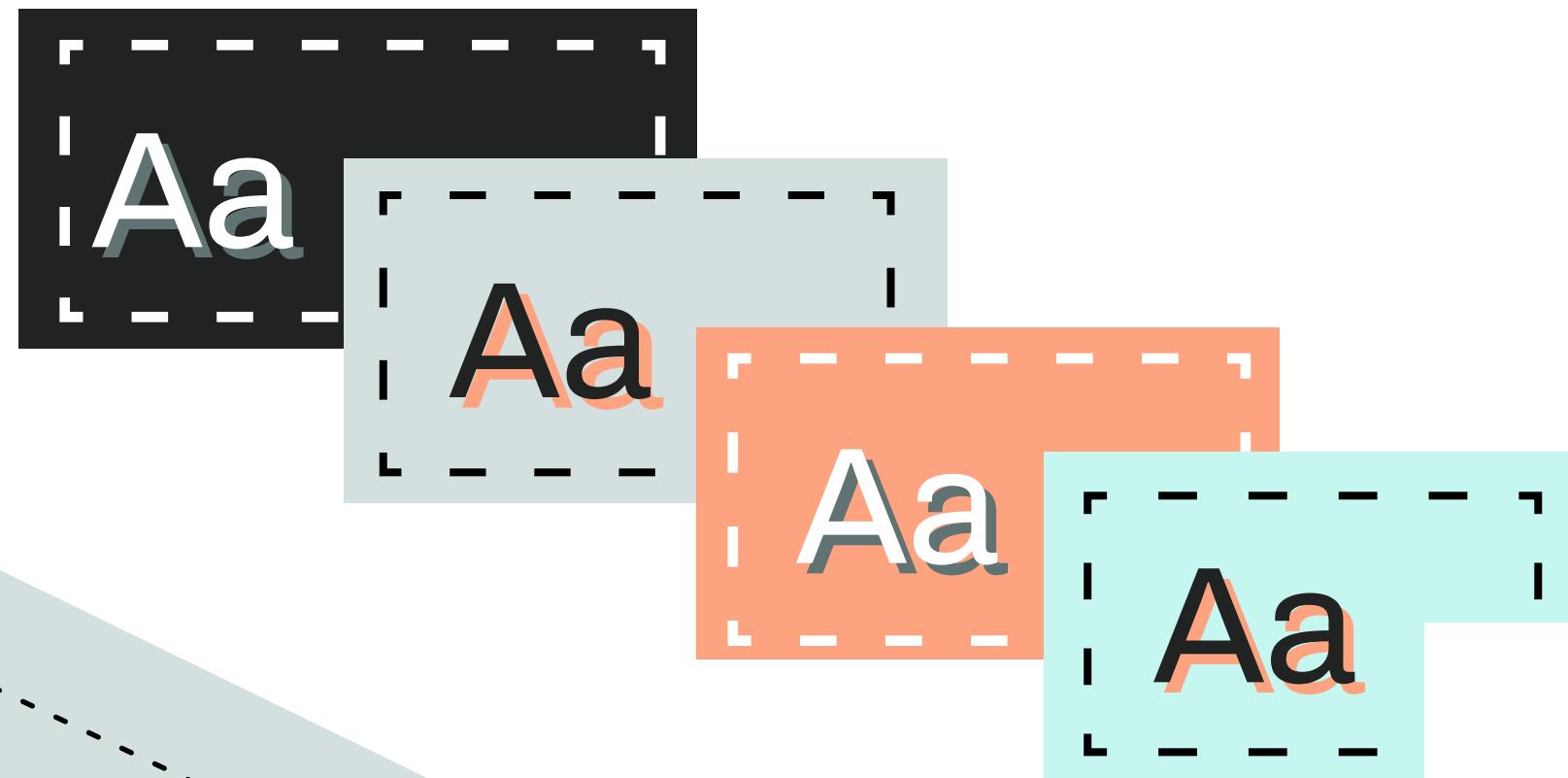
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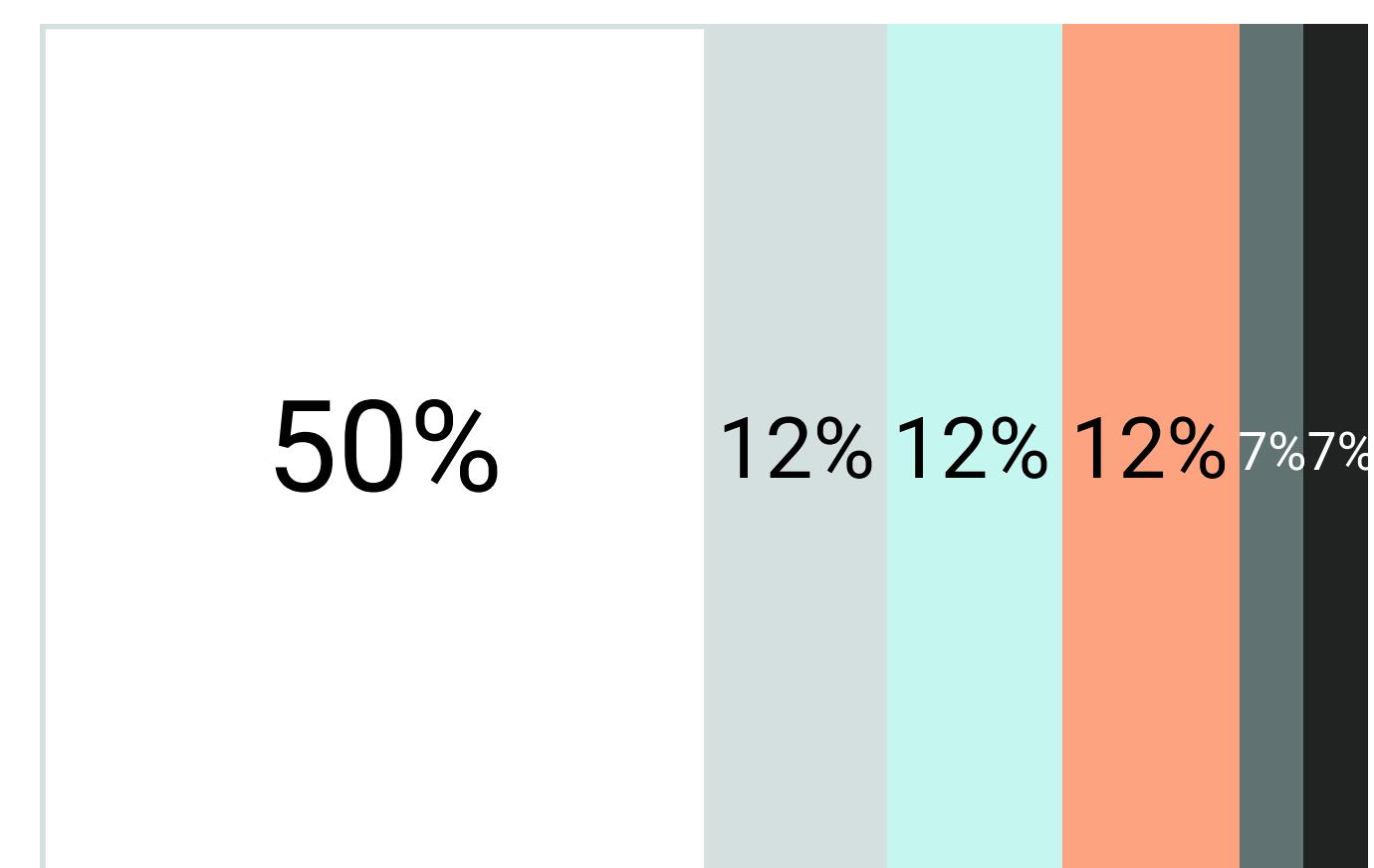
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Aa



Typography

Headline Text

Archivo Medium

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

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

0123456789

Body Text

Roboto Regular

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

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

0123456789

Example Header

—
| Lorem ipsum dolor sit amet, consectetur adipiscing elit.
| Suspendisse accumsan eros at porttitor dignissim. In
| maximus lacus et mauris tempus, ac tincidunt ante pulvinar.
| Phasellus finibus ornare orci, et vulputate ex feugiat porta.
|
—

Tone of Voice

We communicate by being direct but approachable. We are professional and friendly.

Direct:

We like working. We want to start with our projects as fast as we can, meaning we value fast and strong communication.

but...

Approachable:

We must not sound too daunting or overpowering.

Professional:

We want to deliver quality work. This deserves to be reflected in our words.

and...

Friendly:

We must not come off as cold and distant. Establishing a connection with our client results in the best outcome.

Our Mission

Patchwork exists to prove that creativity is always the strongest when it's shared. Our mission is to bring people with a wide range of skill and different perspectives together to create a final product that would make an impact, that being a creative one or even a life changing one. We don't only strive to design things that look beautiful but to also tell the story behind it, which empowers the creative minds to come together and create something beautiful.

We are committed to:

- **Collaboration** - Being able to work in a team and give ideas
- **Creativity** - Pushing boundaries through experimentation and even breaking rules along the way
- **Purpose** - Ensuring that no one is left out in our team and everyone has added their part to the finished product
- **Growth** - Always learning from every client and project and always being open minded to criticism

At its core Patchwork's main mission is to build bridges and establish connections between creativity and function, and of course between people.

Assets:

Geometric shapes with stitching around the borders

