

# WORKRITE

brand standard guidelines

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# BRAND ELABORATIVE

## Brand Vision

Our brand vision is the way that we articulate to our customers and the end users of our products why we exist. It defines the needs that our brand fulfills and inspires all levels of our organization to act as brand champions.

### *Cultivating healthier workplace environments.*

In the past decade we have seen a tremendous increase in the amount of education and research focused on the subject of ergonomics. Ergonomics, also known as human factors engineering, is the science of designing factors for the workplace that maximize productivity by reducing worker discomfort and fatigue. This is no easy feat as differences in height, weight, bone structure, and many other factors can create significant challenges for organizations seeking to provide safe, comfortable work environments for their associates.

Because we recognize the fact that no two humans are exactly alike, Workrite Ergonomics' full line of products are designed to provide a completely coordinated office solution for the organization while also enabling individual workstations to be tailored to meet the needs of the occupant.

Ultimately, we are in the business of cultivating healthier workplace environments. Everything we do today, and everything we plan for the future, should focus on this core idea and support this vision of our brand.

## Brand Positioning

Our positioning statement defines how we want our customers and the marketplace to think about our brand.

The positioning statement has three primary components: our target audience, the business we are in, and our unique or most compelling benefit.

*For organizations seeking to increase productivity by providing a healthier, more comfortable environment for their associates, Workrite Ergonomics designs and develops high quality ergonomic workstations and peripherals that enable limitless flexibility, control and comfort for the end user.*

## Brand Personality

Our brand personality assigns human characteristics to the brand that will help us create an emotional competitive difference. Our personality will guide the voice used in all branded communications that we develop.

### *Reliable, sophisticated, intuitive, and engaging*

Our brand personality lets everyone know that Workrite Ergonomics provides more than just great products. We are a reliable partner who stands behind our commitments and the quality of our products. We know and care about the needs of our customers and the end users of our products. We design solutions with sophisticated yet intuitively simple features that engage users and promote comfort in the workplace.

## Brand Affiliation

### *People seeking healthier, more comfortable work environments*

Our customers, existing and new, must see the Workrite brand as one that they are proud to be affiliated with if we expect them to show loyalty to the brand. We can only achieve this by delivering on our brand promise and living up to the reputation that our existing customers and the end users of our products have come to know and respect. Our unwavering commitment to service and quality, combined with our ability to lead the marketplace with innovative product development and programs, will be required to achieve and maintain pride in affiliation for our brand.

## Brand Summary

**Brand Vision** - cultivating healthier workplace environments

**Brand Positioning** - for organizations seeking to increase productivity by providing a healthier, more comfortable environment for their associates

**Brand Personality** - dependable, sophisticated, intuitive, and engaging

**Brand Affiliation** - people seeking safer, more comfortable work environments

# BRAND ELEMENT color palette

## Primary Color Palette



**PMS 166C**

R: 217  
G: 80  
B: 38

C: 9  
M: 83  
Y: 100  
K: 2

HEX: DB5026



**PMS  
Cool Gray 10C**

R: 128  
G: 127  
B: 1231

C: 0  
M: 2  
Y: 0  
K: 60

HEX: 807F82

## Uncoated Stock Version



**PMS 166U**

R: 227  
G: 103  
B: 63

C: 5  
M: 73  
Y: 82  
K: 1

HEX: E3663F



**PMS  
Cool Gray 8U**

R: 161  
G: 161  
B: 164

C: 0  
M: 1  
Y: 0  
K: 43

HEX: A0A0A4

## Palette Extension



**PMS  
528C**

R: 185  
G: 129  
B: 209

C: 30  
M: 55  
Y: 0  
K: 0

HEX: B981D1



**PMS  
7454C**

R: 96  
G: 142  
B: 181

C: 65  
M: 34  
Y: 14  
K: 0

HEX: 608EB5



**PMS  
7489C**

R: 91  
G: 163  
B: 83

C: 70  
M: 16  
Y: 90  
K: 0

HEX: 5BA353



**PMS  
124C**

R: 101  
G: 45  
B: 137

C: 76  
M: 100  
Y: 7  
K: 0

HEX: 652D89



**PMS  
2592C**

R: 158  
G: 40  
B: 181

C: 50  
M: 89  
Y: 0  
K: 0

HEX: 9E28B5

# BRAND ELEMENT typography

Whitney Light

*Whitney Light Italic*

Whitney Standard

*Whitney Standard Italic*

Whitney Medium

*Whitney Medium Italic*

**Whitney Semibold**

***Whitney Semibold Italic***

**Whitney Bold**

***Whitney Bold Italic***

**Whitney Black**

***Whitney Black Italic***

## PRIMARY:

### WHITNEY FAMILY

Its compact forms and generous x-height use space efficiently, and its ample contours and open shapes make it clearly legible under any circumstances. It is the preferred font for external print and Web communications and may be used in any marketing materials and documents, in conjunction with other fonts.

# BRAND ELEMENT typography

## adobe garamond

---

ABCDEFGHIJKLMN  
OPQRSTUVWXYZÀÁÊË  
Ô abcdefghijklm  
nopqrst uvwxyzà  
áâ&12345678  
90#@¼Σ%oo(\$£€.!,?)

## SOURCE SANS PRO

---

ABCDEFGHIJKLMN  
OPQRSTUVWXYZÀÁÊË  
Ô abcdefghijklm  
nopqrst uvwxyzà  
áâ&12345678  
90#@¼Σ%oo(\$£€.!,?)

### COMPLEMENTARY

#### ADOBE GARAMOND PRO

For communications with heavy amounts of body copy like press releases and editorial features, Adobe Garamond can be used as a complementary to Whitney. This font is easier read when faced with large bodies of text.

Body copy can be set at 9 to 14 point, but 9 point is standard for long form copy.

#### SOURCE SANS PRO

Source Sans Pro draws inspiration from the clarity and legibility of twentieth-century American gothic typeface designs. Besides clarity in short text strings, Source Sans Pro has been designed with a more generous width than many other comparable gothics, and its shorter majuscule letters, combined with minuscule letters with longer extenders, create a more pleasant reading texture in longer text passages.

# BRAND ELEMENT

## typography

### LATO

---

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÊË  
abcdefghijklmnopqrstuvwxyz  
uvwxyzàáéî&12345678  
90#@¼Σ%o(\$£€.,!?)

### minion pro

---

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÊË  
abcdefghijklmnopqrstuvwxyz  
uvwxyzàáéî&12345678  
90#@¼Σ%o(\$£€.,!?)

#### SUBSTITUTE:

#### SANS SERIFS TYPEFACE

#### LATO

If Whitney is not available, Lato may be used as an alternate font. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. Lato consists of five weights (plus corresponding italics), including a beautiful hairline style.

#### MINION PRO

If Adobe Garamond Pro is not available, Minion Pro may be used as an alternate font. Minion Pro combines the aesthetic and functional qualities that make text type highly readable with the versatility of OpenType digital technology, yielding unprecedented flexibility and typographic control, whether for lengthy text or display settings.

# BRAND ELEMENT

## company's logo

### Standard Treatment

**Workrite**  
ergonomics®

**Workrite**  
ergonomics®

**Workrite**  
ergonomics®

### Color:

Spot PMS 180C &  
Cool Gray 10C or  
Spot Cool Gray 10

Black & White:  
Process Black,  
Tint 50% Process  
Black

### Incorrect Logo Usage: Logo Distortion

~~**Workrite**  
ergonomics®~~

~~**Workrite**  
ergonomics®~~

### Re-color logo

~~**Workrite**  
ergonomics®~~

- Never stretch or distort logo.
- For 2 color logo, never use color other than the main color: orange and gray.
- Always use prepared digital art when reproducing the logo.



## Preferred 2 Color Logo Usage

Whenever possible use 2 color logo on a white background.

Always use prepared digital art when reproducing the logo.



## Preferred 1 Color Logo Usage

Whenever possible, use the logo in color. But if it is not possible, the logo may be reproduced in black or gray.

When reversing the logo, the preferred background is gray, black and orange.

Always use prepared digital art when reproducing the logo.



## Logo Usage on Photography

These examples show the preferred usage of the 2-color logo on photography. If the background of the photo is not light enough to show the logo, then the logo should appear in a white background. **The same rules apply to illustration.**



## 1-Color Reversed Logo Usage on Photography

The 1-color logo may be reversed directly out of photograph, as long as the photograph gives enough contrast for the logo to stand out. If using the 1-color black logo on a black-and-white photograph, the logo should appear on a field that is no darker than 10% black.



The photographs shown are examples only and not intended to be used for reproduction

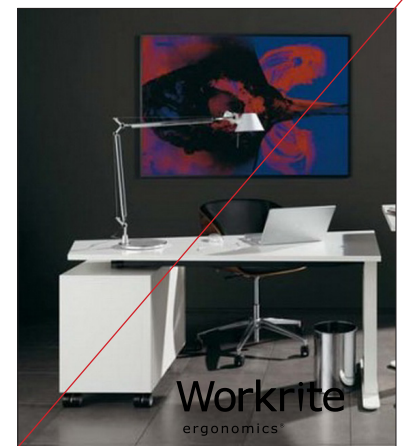
## 1-Color Reversed Logo Usage on Background on Photography

These examples show the preferred usage of the 1-color logo on photography. The logo should be reversed out of a color field from the Primary Color Palette.



## Incorrect Logo Usage on Photography

These examples show incorrect logo usage on photography. Do not use the 2-color logo without a color field separating it from the photograph. Do not reverse the logo out of an area that doesn't provide enough contrast. Do not use the 1-color black logo directly on a photograph without a field separating it from the photograph, unless it has a background no darker than 10% black.



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# IMAGERY

## DO

- Use engaging, high quality imagery.
- Use image of products that still available for sale.
- Illustration and typographic treatments are also options.

When using any of these types of imagery, ensure that the logo is fully legible.



DON'T:

- **Clichéd imagery:** People should be natural, not posed
- **Use discontinued products:** only use images of the products that still available for sale
- **Use competitor products**
- **Clip art:** does not represent high quality. It's not an ownable style
- **Uninspiring imagery:** imagery should be engaging and well photographed
- **Bad crops:** do not crop out the main focus of the image
- **Low resolution:** images should be used no lower than 300dpi
- **Busy shots without a focus:** keep compositions simple.





# Workrite

ergonomics®

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