SOPWITH

— WATCH COMPANY —

BRAND STYLE GUIDE

SOPWITH

—— WATCH COMPANY ——

The logo for "Sopwith Watch Company" embodies the spirit of classic elegance and timeless sophistication, drawing inspiration from the vintage charm of aviation. The typography is crafted in a refined, nonserif font, reminiscent of the elegant lettering found on vintage timepieces and aircraft. Its clean lines and balanced proportions exude a sense of craftsmanship and attention to detail.
At the heart of the logo is an icon featuring aviation elements, such as a propeller This iconic imagery adds a touch of nostalgia and adventure to the brand, evoking a sense of wanderlust and exploration.

ICON USAGE:

• The icon, derived from the main logo, should be used sparingly and consistently across various digital channels such as social media profiles, mobile apps, and website headers.

• It should be scaled appropriately to ensure visibility and clarity, maintaining its recognizable features even in smaller sizes.

• It should always be reproduced using the approved color palette and should not be altered in shape or color to preserve brand integrity.

FAVICON USAGE:

• The favicon, a condensed version of the icon, is specifically tailored for web browsers and appears in the address bar and browser tabs.

• It should be designed with clarity and simplicity in mind,ensuring instant recognition even at smaller dimensions.

• The favicon should mirror the design and color scheme of the main logo and icon, reinforcing brand consistency across digital touchpoints.
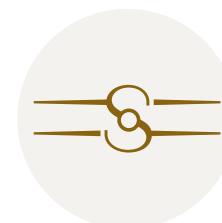
SOCIAL ICON   FAVICON
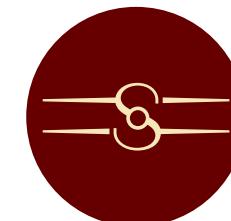
LOGO RATIO SPACE AROUND LOGO

Always leave the logo some space to breathe.
You can use any background an any logo option.
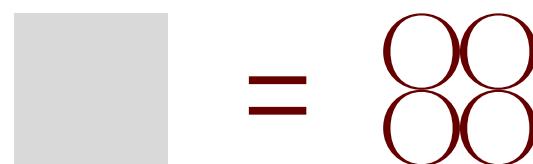
POSSIBLE MISUSES OF THE LOGO THAT SHOULD BE AVOIDED

DON`T ROTATE

DON`T STRETCH | DISTORT

DON`T CROP

DON`T CONFIGURE

DON`T REPLACE ELEMENTS

DON`T USE OUTLINE

DON`T USE A COLOR STROKE

DON`T USE ANOTHER GRADIENT

DON`T RECOLOR

DON`T USE AT SIMILAR BACKGROUND

DON`T USE A DROP SHADOW

DON`T USE PATTERN

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THIS IS THE COLOR PALETTE FOR THE BRAND

MAIN COLOR

SECONDARY COLOR

BLOOD RED	GOLDEN BROWN
RGB 102 0 0	RGB 138 99 17
HEX 660000	HEX 8A6311
CMYK 0 100 100 60	CMYK 0 28 88 46

SMOKY BLACK	BANANA MANIA	ISABELLINE
RGB 12 12 12	RGB 245 231 183	RGB 243 242 238
HEX 0C0C0CT	HEX F5E7B7	HEX F3F2EE
CMYK 0 0 0 95	CMYK 0 6 25 4	CMYK 0 0 2 5

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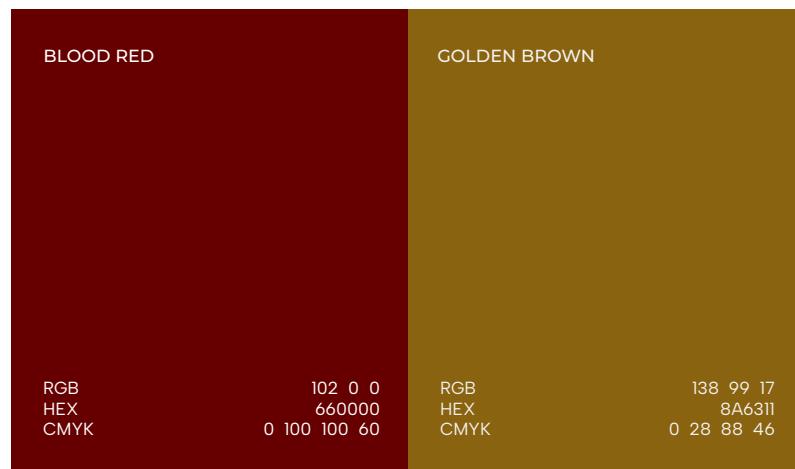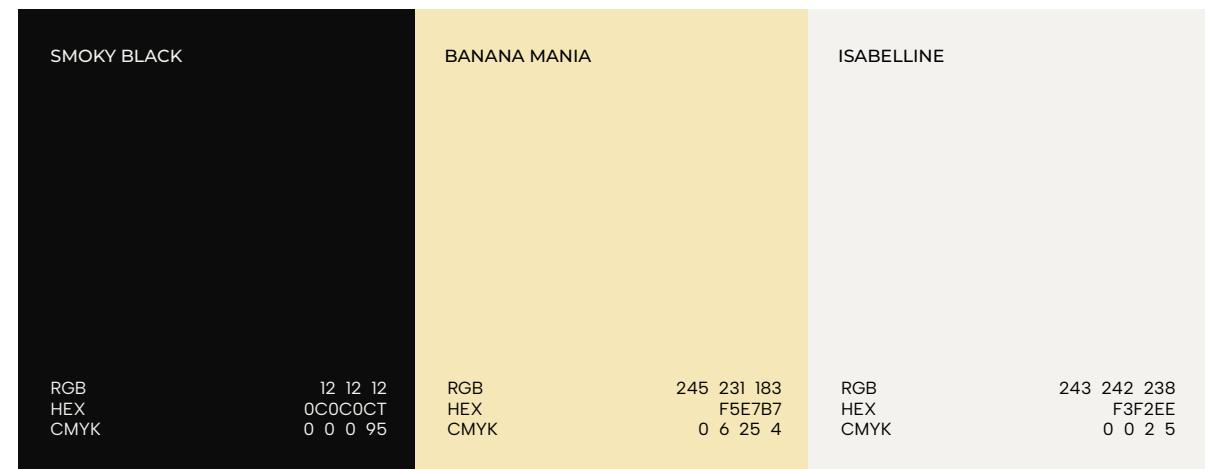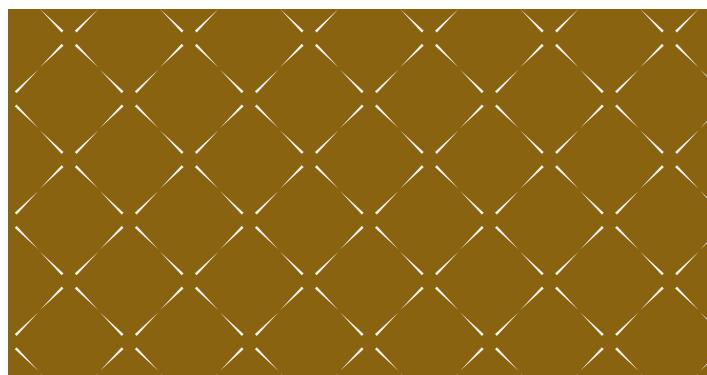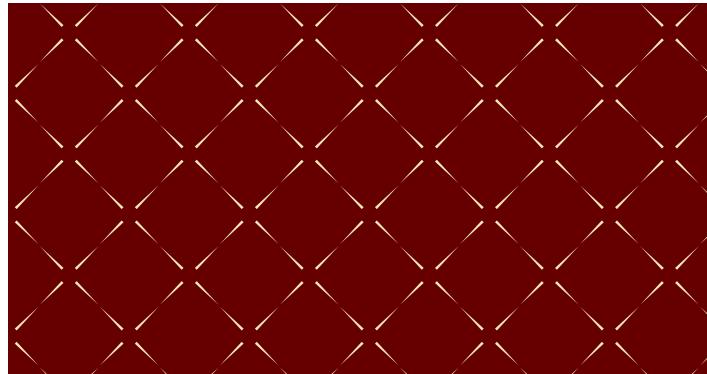
FONT SIZES:

• Header Font: used for headlines, titles, or prominent text. It should be larger in size to grab attention and create hierarchy within the text. The recommended size can range from 24pt to 72pt or more, depending on the design and context.
• Body Text Font: Used for paragraphs, body content It should be legible and easy to read. The recommended size Can ranges from 8pt to 18pt.

LINE SPACING:

• Line spacing, also known as leading, is the vertical space between lines of text.
• For body text, a line spacing of 1.5 to 1.8 times the font size is commonly used for optimal readability.

USAGE CONTEXTS:

• Digital Platforms: Consider font sizes and line spacing suitable for responsive design across various devices, ensuring readability on both desktop and mobile screens.
• Print Materials: Choose font sizes and line spacing appropriate for the size of the printed material, ensuring readability from a comfortable viewing distance.

HEADING
QUICHE SANS BLACK

SUBHEADING
QUICHE SANS BOLD

SECTION HEADER
QUICHE SANS MEDIUM

BODY
LATO REGULAR

QUOTE
LATO ITALIC

CAPTION
LATO LIGHT

3.75 INCH

2.25 INCH

SOPWITH
— WATCH COMPANY —

STEPHEN COX
PRESIDENT

317.590.3495
SOPWITHWATCHCOMPANY.COM
@SOPWITHWATCHCOMPANY

SOPWITH WATCH COMPANY
1350C W SOUTHPORT RD, SUITE 321
INDIANAPOLIS IN USA 46217

PAPER WEIGHT
260 GRAMM

CARD DIMENSIONS
3.75 INCH * 2.25 INCH

PRINT COLOR FORMAT
CMYK

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INDIANAPOLIS IN USA 46217

230 MM

110 MM

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210 MM

297 MM

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PAPER WEIGHT	CARD DIMENSIONS	PRINT COLOR FORMAT
90 GRAMM	210MM * 297MM	CMYK

PAPER WEIGHT	CARD DIMENSIONS	PRINT COLOR FORMAT
260 GRAMM	210MM * 297 MM	CMYK

FACEBOOK BANNER

This is an example that provides ideas on how the branding could be best applied to maintain consistency of look and feel. It also serves as inspiration for the style of photography to achieve a cohesive look for an engaged community.