



A workplace near you
Brand Book



Contents

Introduction	02	Logo Font	15
Brand Mission & Values	04	Font Application	16
Visual Identity	05	Tone of Voice	17
Logo	06	Boilerplate Text	21
Logo Variations	07	Photography	22
Clear Space	08		
Responsiveness	09		
Usage Guidelines	10		
Brand Embellishments and Usage	11		
Colours	12		
Colour Palette	13		
Typography	14		

Introduction to **Devon Work Hubs**

Flexible workspaces are poised to help redefine the way we work. Flexibility is increasingly being held in favour by both employers looking for an escape from restrictive long-term office leases and employees seeking an improved work-life balance. 56% of all employers and 92% of employees support the idea of remote or hybrid working models and workspaces like Devon Work Hubs locations are perfectly positioned to make these models viable.

As demand for flexible workspaces increases, it's important for Devon Work Hubs to focus on building a brand.

As a collection of workspaces, Devon Work Hubs also has the opportunity to spread a consistent brand image across a range of websites and locations, creating a network effect that helps to strengthen the

core brand as well as reinforce the credentials of each individual workspace.

The new Devon Work Hubs brand guidelines will help to bring both the digital and physical representations of the brand firmly into the present, laying a strong and cohesive foundation that ties all current and future Devon Work Hubs locations together.

01

Introduction

Brand Mission and Values

Mission

To help people enjoy a more fulfilling work-life by providing a network of engaging, modern and diverse work environments for professionals and entrepreneurs, building a business community across Devon.

Values



Welcoming – Devon Work Hubs is a friendly, inclusive and conversational brand that knows the worth of a positive work-life balance.



Connected – Devon Work Hubs is a brand that's modern, able to create new opportunities for members and full of the possibility of connection.



Adaptable – Devon Work Hubs is a flexible, adaptable, and forward-looking brand, able to innovate and cater for the future needs of its members.

02

Visual Identity

Logo

Logo Inspiration

The new primary Devon Work Hubs logo has been designed to better reflect the nature of the brand as a whole. It is conceptually centred around the idea of a location pin on a map, alluding to the local nature of the workspaces, tying in with the local-focus in key brand copy elements, and prominently featuring the new brand colour.

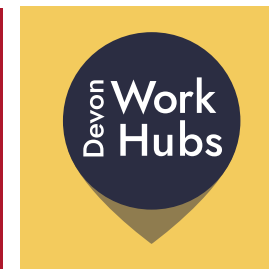
Logo



Primary version of logo to use over light backgrounds



Here is a version of the logo to use over brand's main color.



Another version of logo to use over secondary color.



Another version of logo to use over secondary color.

Logo Variations

Usage Guidelines

The logo variations we have designed complement the main logo, with the same fundamental design tweaked to reflect different usages.

Constituent Work Hubs can use the Member Of The Devon Work Hubs variation on their website and in marketing communications to demonstrate their membership of the network and the logos tailored for each of the individual locations can also be used by member Work Hubs across social and physical media.

Member

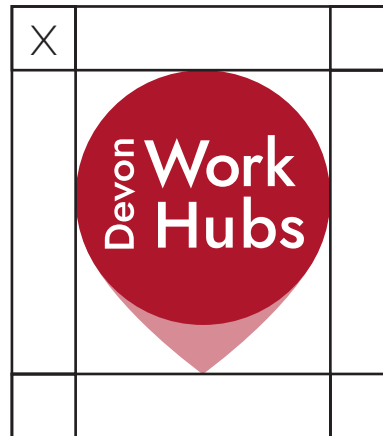


Logo to be used on member websites or marketing material.

Location



Clear Space



Usage Guidelines

The logo is always surrounded by an exclusion zone. This isolation area ensures that headlines, text or other visual elements do not invade the logo.

The exclusion zone is created by measuring the diameter of dark circle in logo which is $\frac{1}{4}$ times the diameter, shown here with an x.

Responsiveness



Usage Guidelines

The logo has been created to be used on any medium, digital or printed. It was created to be used on surfaces as large as billboards.

The Devon Work Hubs is a modest logo utilizing clean shapes for the purpose of making it easily identifiable and recognisable at all sizes.

Please note the maximum and minimum sizes when using the small use logo.

Maximum Sizing for Small Use Logo



Minimum Sizing for Small Use Logo



Usage Guidelines

Improper Usage

Please see here for examples on how not to use the Devon Work Hubs logo.



DON'T change the colour into something outside the brand colours.



DON'T scale logo in a non proportional way.



DON'T rotate or flip the logo.



DON'T use colours not approved within the colour palette.

Brand Embellishments and Usage

The Pin Point

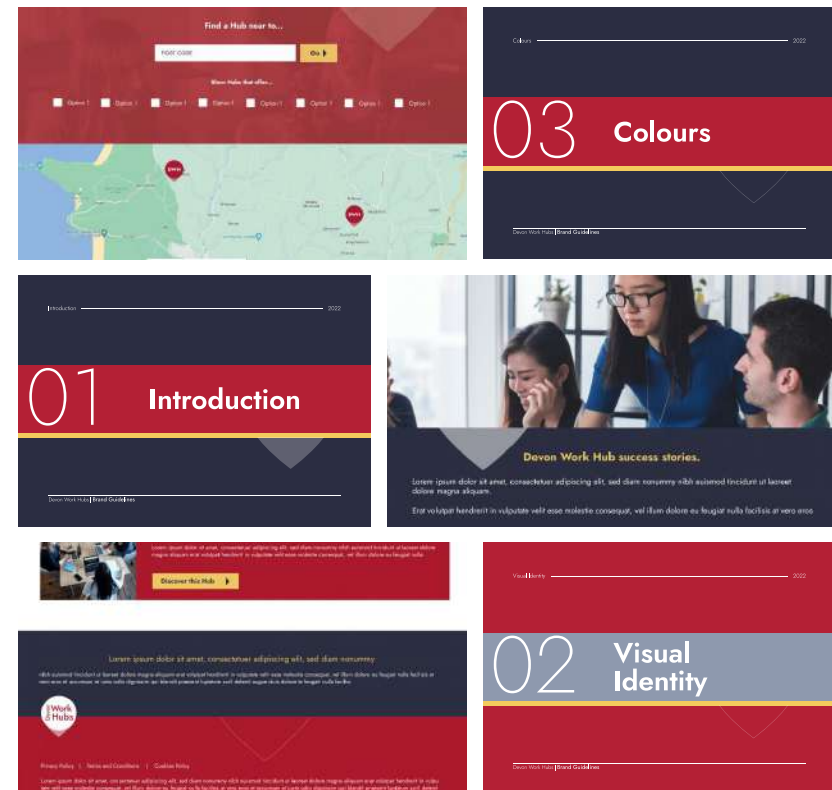
The use of the Pin Point from the logo is a metaphor to depict Devon Work Hubs as the foundation from which community, connectivity and adaptability are brought together.

Use the Pin Point as a visual tool to break up larger spaces or provide a background pattern that needs more movement or detail. In this example it would be a case of providing an aesthetic quality to provide a pleasing graphic look.

The suggestion is to use the Pin Point in the background an embellishment, image frame or accent.

Don't use it as a main feature or as a graphical element that will detract from the main message.

Examples



03

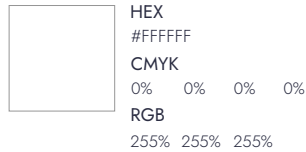
Colours

Colour Palette

Usage Guidelines

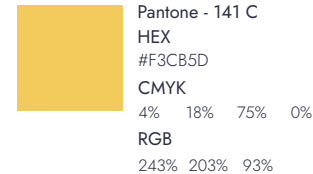
The colours chosen for Devon Work Hubs are a key factor in differentiation and brand recognition. As such, it is vital that the colours are reproduced faithfully and combined in the right way. Any colour outside of these outlined within the section will be considered unauthorised.

The constant reproduction of these colours is essential. Please do not recreate these colours yourself or add any additional colours to the palette.



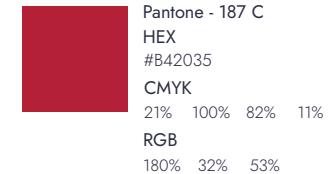
White Light Shades

Use this colour as the background for your dark-on-light designs, or the text colour of an inverted design.



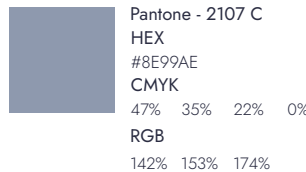
Cream Can Light Accent

Accent colours can be used to bring attention to design elements by contrasting with the rest of the palette.



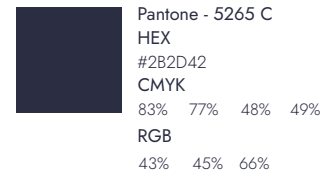
Cardinal Main Colour

This colour should be eye-catching but not harsh. It can be liberally applied to your layout as its main identity.



Bali Hai Dark Accent

Another accent colour to consider. Not all colours have to be used - sometimes a simple colour scheme works best.



Ebony Clay Dark Shades

Use as the text colour for dark-on-light designs, or as the background for inverted designs.

04

Typography

Logo Font

Logo Font _____

Jost

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ \$ &

Jost is the main font for your brand. It is a large font family with twenty fonts.

Font Application

Font Recommendations

Heading

Jost Bold

Paragraph

Jost light

Font Application Samples

Your Header Here
Your Header Here
YOUR HEADER HERE
Your Header Here

Light

Lorem ipsum dolor
sit amet, consec-
tetuer adipiscing elit,
sed diam nonummy
nibh euismod tincid

LIGHT

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUER
ADIPISCING ELIT,
SED DIAM NONUM

Regular

Lorem ipsum dolor
sit amet, consec-
tetuer adipiscing
elit, sed diam
nonummy nibh.

Light Italic

*Lorem ipsum dolor sit
amet, consectetuer
adipiscing elit, sed
diam nonummy nibh
euismod tincid*

05

Tone of Voice

Tone of Voice

The tone of voice guidelines created for the Devon Work Hubs brand are designed to complement and enhance the ethos that's represented in all other brand materials. At the core of the new Devon Work Hubs tone of voice guidelines are a collection of key words that summarise the brand, a set of recommendations on how to consider the tone of all communications, and a number of grammatical rules that will ensure all copy is appropriately cohesive. The aim is to ensure that all communications from Devon Work Hubs, from marketing copy to member newsletters, represents the brand well by embodying the core brand values.



Keywords

The following words and phrases should regularly reoccur throughout copy and communications:

- Community
- Network
- Connected
- Partnership
- Flexible
- Local
- Inspiring
- Productive
- Friendly
- Diverse
- Welcoming
- Relaxed
- Affordable
- Aspiration

Tone of Voice

Copy for Devon Work Hubs should stick to the following tone of voice guidelines in most settings (minor variations on the general theme are expected to target different audiences):

- **Voice** – Active over passive
- **Formality** – Casual to middling, avoiding any stiffness
- **Humour** – Where natural, but never in abundance
- **Enthusiasm** – Enthusiastic without being juvenile
- **Quirkiness** – Not particularly quirky, but light



Tone of Voice

The following grammatical rules should be kept in mind when writing all copy for Devon Work Hubs:

- Use 'We' and 'Us' to refer to Devon Work Hubs as an operating entity, 'the Devon Work Hubs network' when referring to the collection of Hubs, and the specific names of individual Hubs when referring to them directly
 - Hubs can be referred to plurally as 'Hubs' or 'Work Hubs'
 - 'Hubs' or 'Work Hubs' should be capitalised when talking about several or all of the actual Devon Work Hubs, but uncapitalised when talking about the concept of a work hub in general
 - Less formally, Hubs can also be referred to as 'coworking spaces', 'flexible workspaces', or 'shared workspaces'
 - Contract words in all viable cases
 - Use proper capitalisation in headings (only the first word and proper nouns capitalised)
- No full stops in headings
 - Spell numbers up to nine, switch to numbers from 10
 - Free use of 'And' and 'But' as sentence-starters to facilitate flow
 - No Oxford comma, unless necessary for clarity



Boilerplate Text

This is a standard text block about Devon Work Hubs that can be pasted into documents to avoid recreating.

Devon Work Hubs is a network of flexible and friendly coworking spaces across Devon, perfect for anyone looking for a welcoming new place to get productive and enjoy a more inspiring work day.

Our network is made up of over 22 diverse Hubs, each one independently run, local-focused and designed specifically to help communities flourish. Whether you need a relaxed atmosphere to get creative in or a quiet space to focus, there's a perfect Hub near you.

The Devon Work Hubs network spans all of Devon – with workspaces from Barnstaple to Torquay. Each Hub has its own communities and quirks, but they all have the same welcoming vibe.

Strapline

The strapline “A workplace near you” sums up the essence of Devon Work Hub.



Photography

Photography

By using imagery that focuses on people in workplaces we can showcase the one-of-kind community. Only use stock photography when completely necessary.

Spontaneous images will resonate with our audience. Avoid photos that seem posed and staged if possible.

Simplicity and a clear focus allow for customers to quickly comprehend images and understand Devon Work Hub. Therefore, backgrounds should be free of clutter and distraction.





A workplace near you

www.devonworkhubs.co.uk