

# Brand Guidelines

## Our logo

Primary logo

### Primary Logo

The WorkNest logo is the most important aspect of our visual identity. It must, at all times, be consistent in all communications to ensure that the brand's integrity, values and identity are protected and managed.

worknest

## Our logo

Logo usage

### Clear space & minimum size

It is important to allow sufficient clear space around our logo. The minimum amount of clear space is equal to the height of the 'WorkNest people icon' within the logo.

The logo should never be used at less than the minimum permitted size – 15mm in print and 100px wide for screens.



worknest

worknest

15mm or 100px

## Our logo

Logo usage

### Positive and negative

The WorkNest logo has to appear in a number of different environments, and therefore work with a variety of backgrounds. The logo can be used as positive on a white/light backgrounds or negative on dark backgrounds.

The WorkNest logo is displayed in its positive usage on a white background. The word "work" is in a dark blue color, the letter "n" is in a lighter blue color, and "nest" is in the same dark blue color as "work".

worknest

Positive

The WorkNest logo is displayed in its negative usage on a dark blue background. The word "work" is in white, the letter "n" is in a lighter blue color, and "nest" is in white.

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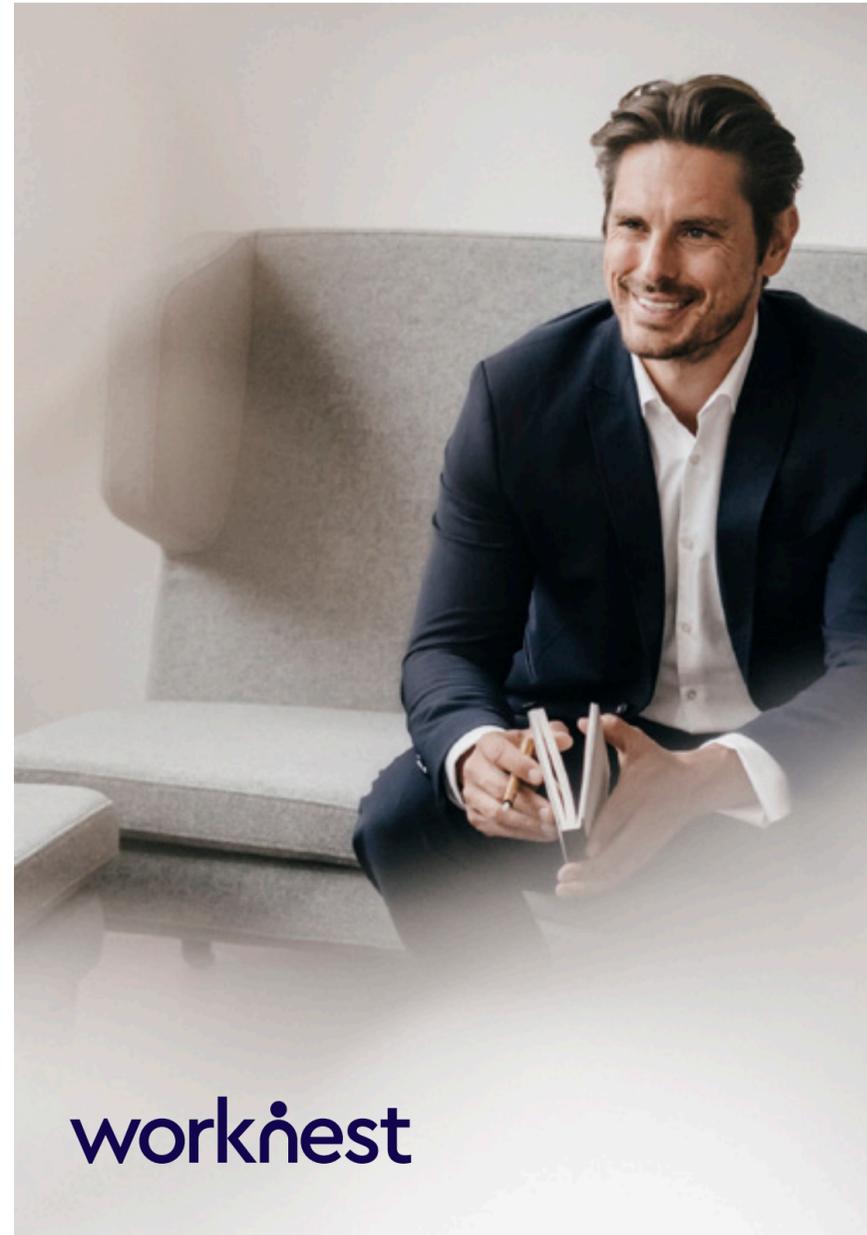
Negative

## Our logo

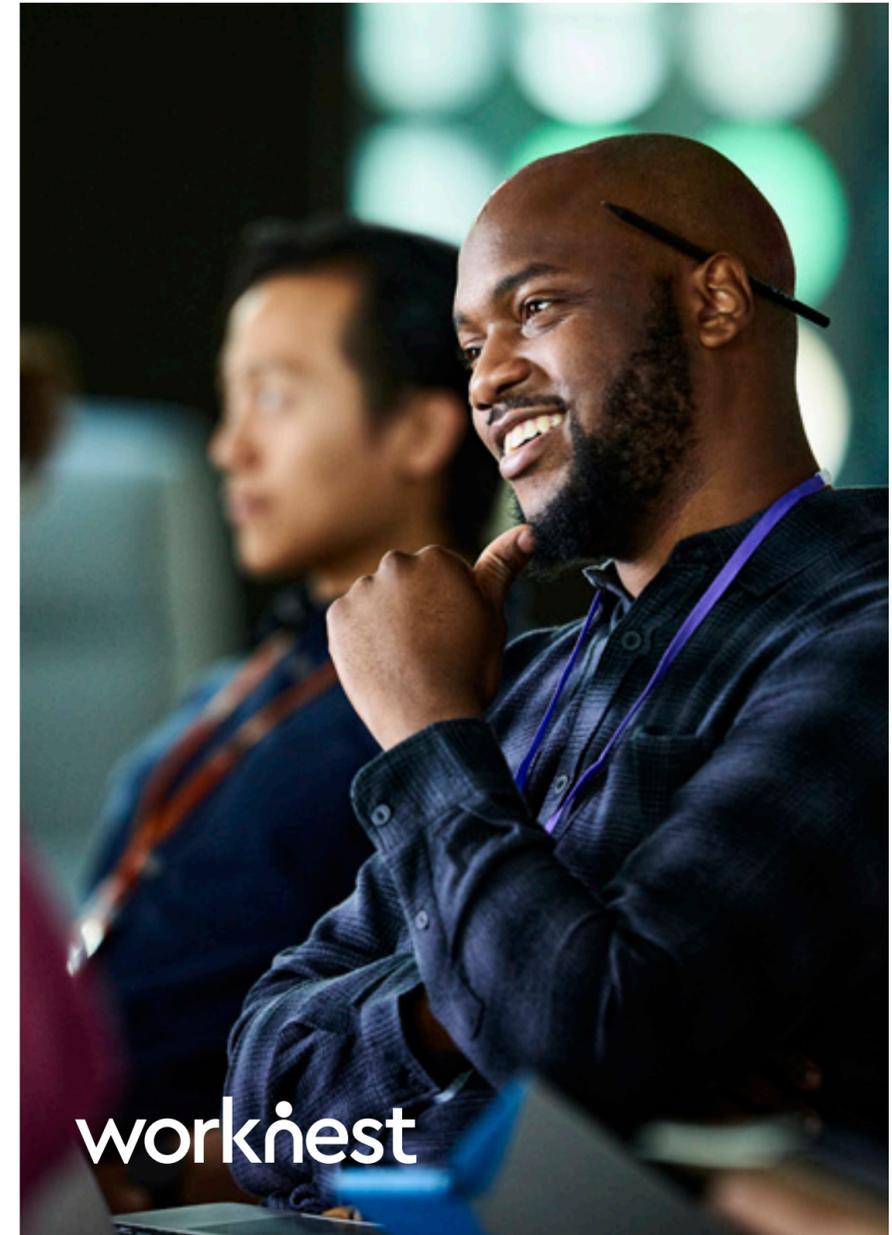
Logo usage

### Mono version

We also have a simplified mono version of the logo which is ideal for use on imagery. The appropriate positive or negative option should be used to ensure optimum legibility.



Mono positive



Mono negative

**Our logo**  
Colour & logos combined

**Positive and negative usage**

When the primary WorkNest logo appears on the darkest variation of each colour family (700) the relevant coloured version incorporating the coloured WorkNest people icon should be used. There is also a positive variation for each of the 3 colour families.

On all other colours a positive or negative version of the mono logo (see previous page) should be used.

worknest

Negative Purple

White + Purple 400

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Positive Purple

Purple 700 + Purple 400

worknest

Negative Green

White + Green 300

worknest

Positive Green

Purple 700 + Green 300

worknest

Negative Red

White + Red 400

worknest

Positive Red

Purple 700 + Red 400

**worknest**

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