





THE BARK FIRM CORPORATE DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **WURX's** corporate identity. This includes our name, logo and other elements such as colors, and type.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **WURX's** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of **WURX's** name and marks.

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The logo has a fixed orientation that should never be changed in any way. The logo features versions that embody the brand colors.



CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design. We have selected **Nunito Sans**, which is clean, easy to read and professional for **WURX'S** communications, as the primary corporate typefaces.

**NUNITO SANS
THE FONT**

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

**TYPE EXAMPLES OF
NUNITO SANS**

NUNITO SANS

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

BLACK

**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**

LIGHT
FIGURES

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ \$ % & / () = ? ` ; :
“ [] | { } ≠ ‘
Σ Ω π • ‘
@ Ω © ð ≈ √ ~ ∞ - ≤ < > ≥ ◇

PRIMARY COLOR SYSTEM

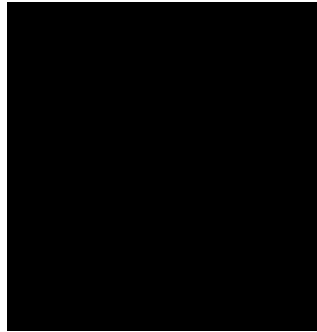
-

Explanation:

WURX has three official colors: Coal, Iron, and Rust.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR COAL

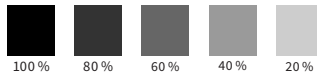
-

COLOR CODES

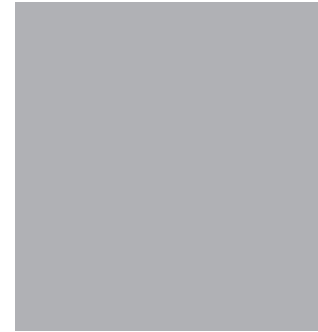
CMYK : C075 M068 Y067 K090

RGB : R000 G000 B000

Web : #000000



COLOR TONES



PRIMARY COLOR IRON

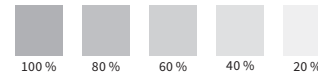
-

COLOR CODES

CMYK : C032 M025 Y024 K000

RGB : R175 G177 B180

Web : #AFB1B4



COLOR TONES



PRIMARY COLOR RUST

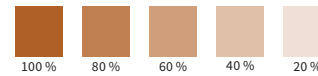
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COLOR CODES

CMYK : C024 M068 Y100 K012

RGB : R176 G095 B015

Web : #B0F505



COLOR TONES



CONTACT AND SUPPORT INFORMATION

ABOUT THESE GUIDES

If any information is unclear about these guides or **WURX** brand please reach out to us for clarification. In addition to these brand guides we are happy to provide official brand elements as we deem fit for accurate brand representation.

CONTACT

Brand Guidelines Created By:

The Bark Firm

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Files can be found online to download.

www.wurx.us/brand
