finesse

BRAND GUIDE · V1 · OCTOBER 2026

CONTENT THAT CONVERTS.

WE NEVER DOT OUR I'S.

Adam never dots his i's. So the logo doesn't either. The dot drops out of the i, lands on the line and plays. It stops at 70%, because good content is always still playing: people are still watching. The dot and the playhead are the same dot, exactly the same size.



1. The dot sits on the i.



2. It drops.



3. Bounces onto the line.



4. Plays to 70%. Still watching.



PRIMARY LOGO

The default, everywhere. Website, decks, proposals, invoices, email, video end cards. Drawn as artwork: never type it out in a font.



WITH SOCIAL

Where people don't know us yet and need the full name: signage, merch, the van, business cards, first-touch ads. "Social" lives on the lockup only, never on the mark.

THE LOGO, IN ONE LETTER.

The f from the logo with the same playhead under it. For square spaces: profile pictures, app icons, favicons, watermarks, stickers, embroidery.



SMALL-SIZE CUT · 48PX AND UNDER



A heavier playhead and a bigger dot, so it still reads at favicon size.

BLACK DOES THE TALKING. ORANGE. POINTS.

Finesse Black

HEX #0E0E0E
RGB 14 14 14
CMYK 0 0 0 95 · rich black for big print areas: 60 50 50 100

Finesse Orange

HEX #EC6533
RGB 236 101 51
CMYK 0 57 78 7
Closest Pantone 7578 C (check a printed swatch first)

White

HEX #FFFFFF
RGB 255 255 255

Paper

HEX #F2F0EB
Soft background for docs

Roughly 60% black, 30% white/paper, 10% orange. Orange is for the playhead, one accent word or a single button: never big orange text on white.



CLEAR SPACE = ONE DOT

Keep a gap the size of the playhead dot on every side. Nothing goes in there: no text, no edges, no other logos.

MINIMUM SIZES



Logo: 100px wide on screen, 25mm in print.
With SOCIAL: 180px, 45mm.
Mark: 48px and up as drawn; under 48px use the small cut (down to 16px). Print: 8mm.













Full colour on black, white or orange. One-colour black or white for photos, print with one ink, embroidery and engraving. On photos, use white over the darkest calm area.



Put the dot back on the i.



Stretch or squash it.



Recolour it.



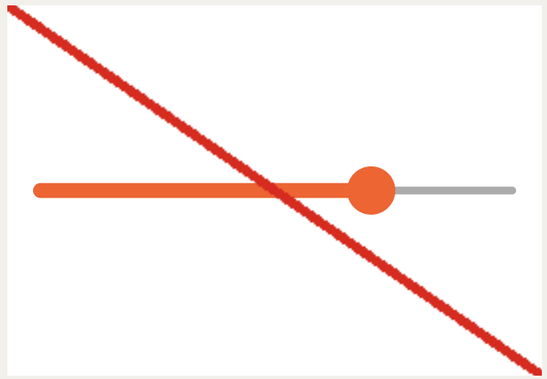
Orange playhead on orange.



Add shadows, glows or outlines.



Tilt it.



Use the playhead alone as the logo. It's a brand element, not the logo.



Add "Social" to the mark, or move the dot off 70%.

HEADLINES · ARCHIVO BLACK 900, UPPERCASE

CONTENT THAT CONVERTS.

BODY · ARCHIVO 500

We're not marketers who learned trades. We're trades who learned marketing. Short sentences, plain words, real numbers.

THE LOGO IS ARTWORK, NOT TYPE

The logo was drawn from Outfit Black and then hand-spaced. Never retype it. Use the files. Outfit is not a brand font for anything else.

ACCENT

One orange full stop or one orange word per headline at most. Small labels: Archivo 700, uppercase, wide tracking.

THE DOT DROPS.
IT ALWAYS PLAYS.

For the big brand moments: the website loading, a deck opening, the odd brand video. The dot drops out of the i, lands on the line and plays to 70%. The playhead never reaches 100%. Use the transparent versions over footage, the solid ones as title cards.



0.8s · the i flicks the dot up

0.9s · top of the arc

1.2s · falls

1.25s · lands

1.5s · locks into play

2.3s · stops at 70%

WHICH FILE FOR WHAT.

SVG

Masters. Website, print, signage, anything that scales. Send these to printers.

PNG

Transparent PNGs at 600 / 1200 / 2400 wide for decks, docs and Canva.

COLOURWAYS

onlight = on white · ondark = on black · onorange = on orange · black / white = one colour.

ICONS

Favicon, Apple touch, app icons, manifest and the head snippet for the website.

SOCIAL

Profile pictures (1080, circle-safe) and covers for LinkedIn, Facebook, YouTube, X. OG image for link previews.

VIDEO

Logo stings (MP4 + transparent MOV), watermarks (set to 70-85% opacity, bottom corner).