



0.1 BARKSOLE The Brand

A corporate identity is a very powerful tool. It is important that we use it to communicate a professional and consistent image to our customers.

The Barksole logo and brand identity will help to build an awareness and understanding of the Barksole's mission. The logo and brand identity have been designed with this in mind and guidelines for its use have been drawn up. This document outlines the brand guidelines for all marketing communications, design and branding - spanning print, digital, social media and web/online.

It is important that the brand guidelines of Barksole corporate identity are clearly understood and followed wherever and whenever possible.

OUR MISSION

Barksole's mission is to offer a wide range of high-quality services, meeting customer needs and building a strong, committed franchise network.

OUR VISION

Barksole's vision is to become the largest and most recognised franchise in our market, known for exceptional service and quality.

0.1 BARKSOLE The Brand

Brand Positioning

Barksole is a one-stop service franchise specialising in high-quality repairs for shoes, luggage, leather goods, and key cutting. We prioritise excellent customer care, expert craftsmanship, and a seamless experience, making us the go-to for all repair needs.

Our brand is centred on the belief that every item has its own story. By choosing repair over replacement, customers preserve memories, honour craftsmanship, and make a sustainable choice. We offer a thoughtful, lasting alternative to discarding items.

The three key words for Barksole's brand positioning are: **Repair, Service & Sustainability**



Every item has a story, just like you.

When you choose to

repair instead of replace,

you are not just fixing something —

you are preserving memories,

honouring craftsmanship, and making

a sustainable choice for the future.

0.1 BARKSOLE Primary Logo Full Colour

The BARKSOLE Logo

The Barksole logo reflects our focus on repairs and service, with seven icons representing the variety of services we offer.

Logo Size

There is a suggested minimum print size for legibility purposes. The minimum height is 20mm with a corresponding width of 55mm. When resizing the logo, it should always be scaled to proportion, in order to avoid the logo being stretched or distorted.



Minimum Logo Size [Print]
Height 20mm



Width 55mm

0.1 BARKSOLE Primary Logo GREY

The Logo in B&W

The logo is primarily displayed in Full Colour on a White background. The logo can also be displayed in Grey Colour, without icons, on a white background, or reversed out of a Grey Colour background (Spot Colours must correspond with the Pantone colours in the colour palette).

Logo Size

There is a suggested minimum print size for legibility purposes. The minimum height is 20mm with a corresponding width of 55mm. When resizing the logo, it should always be scaled to proportion, in order to avoid the logo being stretched or distorted.



Minimum Logo Size [Print]
Height 20mm



Width 55mm

Typography

Having a signature font contributes to a strong brand. It is considered as a visual component and should be consistent throughout.

Typography guidelines

Logo & Heading Font:

Font: Helvetica Now Bold

Size: 36pt

Subheading Font:

Font: Helvetica Now Medium

Size: 18pt

Body Font:

Font: Helvetica Neue Light

Size: 12pt

Guideline:

- Keep fonts simple, clean, and consistent.
-

Helvetica Now Bold

*Logo & Heading Font:
Font: Helvetica Now Bold
Size: 36pt*

Helvetica Now Regular

*Subheading Font:
Font: Helvetica Now Medium
Size: 18pt*

Helvetica Now Light

*Body Font:
Font: Helvetica Now Light
Size: 12pt*

Logo Construction Grid



Banner logo with icons



Banner logo with NO icons

For clear visibility and optimal branding, the minimum distance from the edge of the logo to the next visual element should be at least 0.5 cm (approximately 0.2 inches). This ensures that the logo maintains its clarity and impact, without being crowded by surrounding elements.

Additionally, the minimum size of the logo should be 1.27 cm in width (0.5 inches) to ensure legibility in various applications.

Logo Icons



SHOE REPAIR & CARE



LUGGAGE REPAIRS



LEATHER REPAIRS



KEYS & LOCKS



ENGRAVING

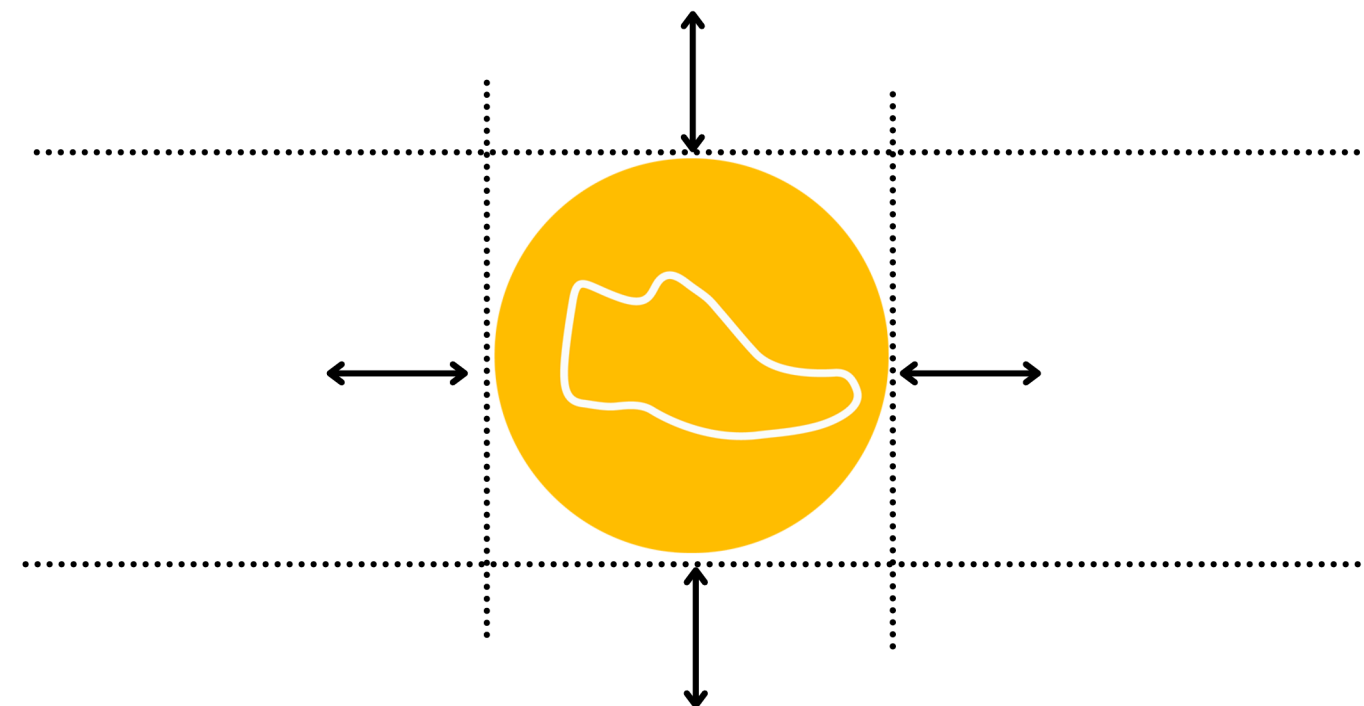


DRY CLEANING



REMOTES

Icons use for print and digital



Barksole Icon

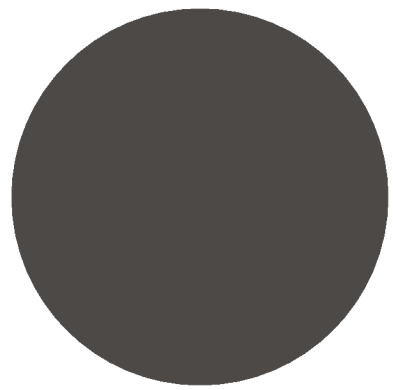
Colour Palette

The colour palette sets a visual tone for the Barksole brand. Colours can also create a strong brand recall when it is associated with your brand.

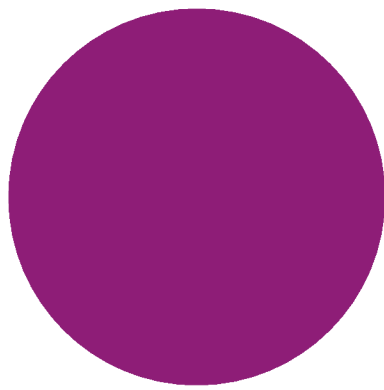
Colour palette guidelines

- Barksole's primary palette is limited to up to four colours.
 - The main colour is dark grey, which is the colour of the logo.
 - A secondary colour palette may be used to complement the primary palette but never to substitute.
 - Consistent use is important.
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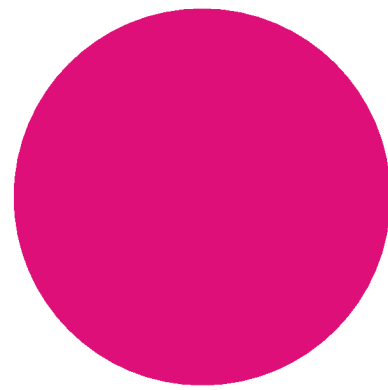
Primary Palette



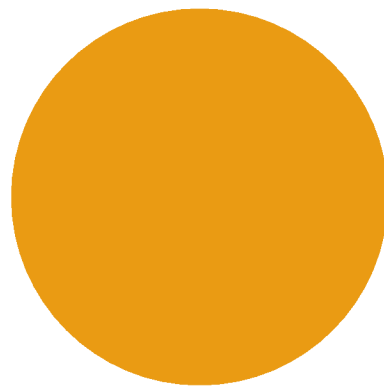
LOGO
COL
#4c4947



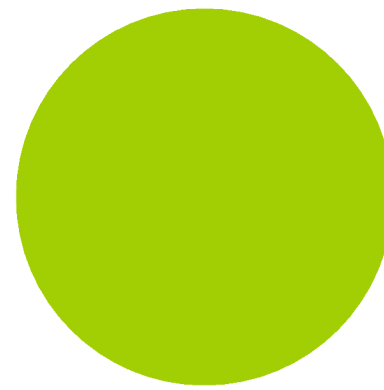
PURPLE
#8E1D77



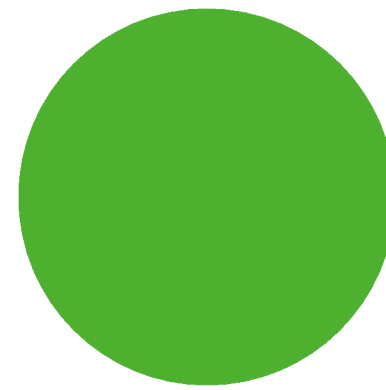
PINK
#DE0F79



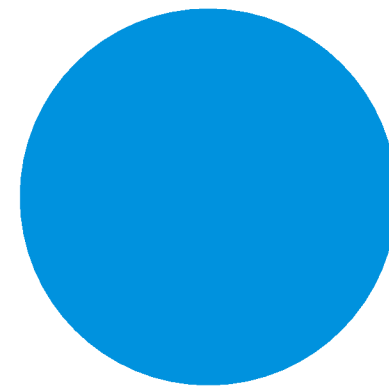
ORANGE
#EA9B13



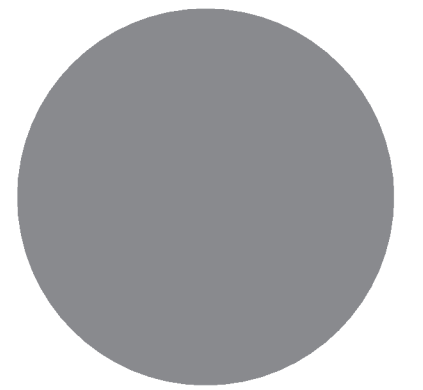
L GREEN
#A2CF03



GREEN
#4DB02F

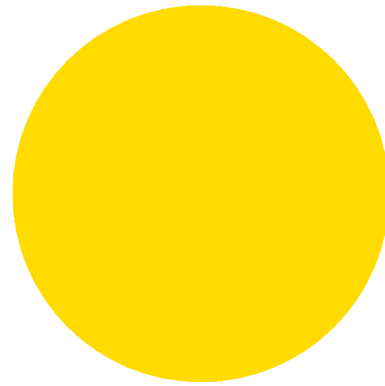


BLUE
#0092DE

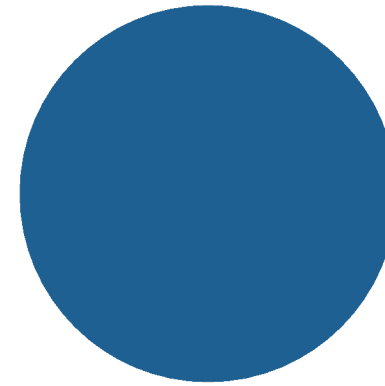


L GREY
#898A8E

Secondary Palette



YELLOW
#ffdb00



BLUE
#1e6091

Interior & Exterior Branding



STORE FRONT LIGHTBOX



INSTORE WALL MURAL