



Husband Digital

BRAND GUIDELINES — EXAMPLE PACK

- These guidelines cover logo usage, clearspace, minimum sizes, palette and contrast rules, the type scale, and a short list of dos and don'ts. They accompany the logo files, colour and type tokens, and templates in the rest of this pack.

Logo usage

The mark is an H whose crossbar is a spirit level, with the bubble dead centre. It is a single even-odd path — one fill, no gradient, no stroke.



Primary mark — default everywhere: bone, paper or sand grounds.

High-visibility alternate — vehicle, signage, site board.

Single colour — stamp, engraving, one-colour print.

The wordmark files set the name as live text in Archivo. Anywhere Archivo is not installed (a print shop, a third-party system) the text falls back to a system font and the lockup is no longer exact. Convert the wordmark to outlines in a vector editor before any print, signage or vehicle use.

Clearspace and minimum sizes

Clearspace on every side equals one H stem width: $\text{clearspace} = \text{markWidth} \times 0.156$. Nothing — type, a rule, or an image edge — enters that zone.

Asset	Minimum	Why
Mark	24px	Below this the bubble smears into the crossbar.
Favicon	below 24px	Simplified geometry, no bubble, used instead.
Wordmark	160px wide	Below this the type breaks down before the mark does.

Uniform scale only — never stretch, skew, rotate or recolour the mark outside the approved files.

Palette and contrast

Twelve tokens. The rule most often broken: **hivis** is a fill and large-display colour only (3.12:1 on white — below the 4.5:1 body-text minimum). **rust** is the orange used for text and links, at 7.03:1 on white.

Foreground	Background	Ratio	Use
ink	paper	17 . 39	Body text
rust	paper	7 . 03	Links, accent text
ink	hivis	5 . 58	Button text
rule	paper	3 . 60	Input borders (non-text, 3:1)
hivis	steel	4 . 33	Fails AA — never use
line	paper	1 . 37	Decorative only, never a border

Type scale

Archivo Variable, three weights only: 400, 700, 800. Base body size is 17px, stepping to 18px on desktop — the audience often reads outdoors, at arm's length.

Step	Size	Weight	Use
Display	2.5rem–4.5rem	800	Home hero only
H1	2rem–3.25rem	800	Page titles
H2	1.5rem–2.25rem	700	Section heads
H3	1.19rem–1.375rem	700	Card / subsection
Body	17px–18px	400	Default, capped at 66 characters
Mono	15px	400	ABN, phone, references

Dos and don'ts

Do

- Use the primary mark as the default; reach for the wordmark only where the name must be read.
- Keep the tile's corner radius proportional when scaling.
- Put the mark on bone, paper, sand, or a dark scrim.
- Use the high-visibility mark where visibility genuinely matters.
- Use the favicon below 24px, without exception.

Don't

- Don't recolour the mark outside the approved files.
- Don't rotate, skew, stretch or condense it.
- Don't remove the bubble — it is the idea.
- Don't set the mark below 24px or the wordmark below 160px wide.
- Don't place hivi type on steel — it fails AA.
- Don't use the wordmark for print until it is converted to outlines.