BRAND GUIDELINES

Harkness Auto & Tire



Edition 1.0, 2026
Concept build by Kootenay Made Digital

1180 Smelter Road, Coppervale, BC
(250) 555-0187

Approved by you.

Harkness Auto & Tire is a two-bay garage on Smelter Road in Coppervale, BC. Del Harkness opened it in 1987 with one rule: say the number before you touch the car. His daughter Rae runs the floor now and wrote that rule onto every invoice. The prices are posted, the photos arrive before any work starts, and the bill matches the number the driver approved.

PERSONALITY

Open

The rate, the parts rule and ten from-prices are posted before anyone picks up the phone.

Proven

A photo of the problem comes before any work, and the old parts come back in a bag.

Patient

Every line on the bill is in the driver's own words, and a question asked twice gets answered twice.

WRITING THE NAME

Harkness Auto & Tire in full, with the ampersand, the first time on any piece. Harkness on its own after that. Canadian spelling is tire, with an i.

The sign over the bay doors.

Del bolted an enamel plate above the doors in 1987. The same plate heads the website, the work order and the windshield sticker, so a driver meets one object at the curb, on the counter and on the phone.

1. **The plate.** 202 by 100 u with corners at radius 11 u, the rolled enamel edge left as it is.
2. **The keyline.** A cream line 6.3 u inside the edge, doubled at both ends like a pressed sign.
3. **HARKNESS.** Condensed capitals 33.8 u tall, 149 u wide, the largest thing on the plate.
4. **AUTO & TIRE.** Spaced capitals 10.6 u tall, 6.8 u below, held between two 5 u diamonds.
5. **EST. 1987.** Capitals 4 u tall, set into a break in the bottom keyline.



Measured from the master file, 1504 by 746 px. One u is a hundredth of the plate height. The wide plate drops EST. 1987 and runs 366 by 100 u, for headers and the shop sign.

ON CONCRETE
Full colour





ON PAPER
One colour, Enamel





ON PAPER
One colour, Ink





ON OIL
Full colour





ON OIL
Reversed, one colour





Top row: the enamel plate, the primary mark. Second row: the wide plate, for headers, signs and anything long and low. One-colour versions are keyed from the master: every cream element becomes a cut-out, so each one prints in a single ink.



The lug nut is the icon: the favicon and the divider. It never stands in for the plate.

CLEAR SPACE



Clear space is x on every side, half the height of HARKNESS (17 u). Keep type, photo edges and folds outside it.

MINIMUM SIZES



Enamel plate. 160 px wide on screen, 40 mm in print. Below that, AUTO & TIRE stops reading, so use the wide plate.



Wide plate. 132 px wide on screen, the 56 px tall phone header on the site. 45 mm in print.



The lug. It holds down to 16 px as the favicon.

SIX DON'TS



✕ Don't stretch it.



✕ Don't recolour the enamel.



✕ Don't retype the name.



✕ Don't tilt it.



✕ Don't set it on a busy photo.



✕ Don't add a shadow or glow.

Concrete

#E1DED8
RGB 225, 222, 216
CMYK 0 1 4 12 *

The ground. Swept shop floor and steel panel.

Paper

#F6F0DE
RGB 246, 240, 222
CMYK 0 2 10 4 *

Work orders, tags and stickers. Paper is a thing in the shop.

Ink

#312D27
RGB 49, 45, 39
CMYK 0 8 20 81 *

Text and the 2 px rule. Warm, never pure black.

Oil

#241E17
RGB 36, 30, 23
CMYK 0 17 36 86 *

The dark ground, one interlude per page.

Enamel

#1A469D
RGB 26, 70, 157
CMYK 83 55 0 38 *

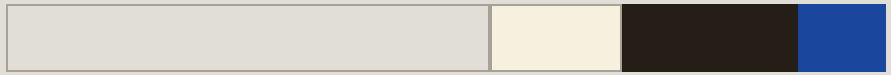
The plate, and one accent per surface.

Enamel Light

#6D9ADC
RGB 109, 154, 220
CMYK 50 30 0 14 *

Enamel's partner on Oil, for labels and links.

PROPORTION



55 Concrete 15 Paper 20 Oil, Ink 10

Enamel, the last 10, stays near one part in ten, the budget the site holds to. Canary #F0DE99 and Pink #F4C8C7 appear only as the copies of the carbonless work order set.

* CMYK is computed from RGB and approximate. Proof the Enamel with the printer before a sign or sticker run.

CONTRAST, MEASURED TO WCAG 2.2 AA

Aa **10.19:1** Ink on Concrete

Aa **12.01:1** Ink on Paper

Aa **7.66:1** Enamel on Paper

Aa **6.50:1** Enamel on Concrete

Aa **7.66:1** Paper on Enamel

Aa **14.48:1** Paper on Oil

Aa **5.74:1** Enamel Light on Oil

Ratios are computed from the hex values. Every pair clears the 4.5:1 that WCAG 2.2 AA asks of body text. Keyline grey on Concrete measures 1.91:1, so it stays a rule and never carries text.

Aa

Alfa Slab One

The poster voice. Headlines, prices on the board and the shop's name in prose, at 28 px and up. One weight.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 $ & / .

Both faces are under the SIL Open Font License 1.1, served by Google Fonts. The plate's own lettering is part of the mark and is never set in type.

Aa

Source Sans 3

Everything you read. Regular 400 for text, Semibold 600 for figures, Bold 700 for labels.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

HIERARCHY IN USE

SOMETHING'S NOT RIGHT

A noise. A light. A pull.

Tap what the car is doing and see what it usually means and what finding out costs, before you pick up the phone.

$118/hr

0.5 hr | **from $89** | **oil + filter at cost**

Label: Source Sans 3 Bold, 12 px caps, tracked 0.14 em. Headline: Alfa Slab One. Body: Regular 400 at 16 px. Figures: Semibold 600, tabular.

The work order.

Every surface is laid out like the paper a shop runs on: ruled, numbered and filled in where you can read it.

1. **Two rules only.** A 1 px keyline and a 2 px Ink rule. A third weight is a mistake.
2. **The spec strip.** Time, from-price, parts basis: three slots, the same order every time.
3. **The stamp.** APPROVED BY YOU in Enamel, once per surface, where the driver says yes.
4. **The lug divider.** A hairline runs through one lug nut to divide sections.

Brakes, per axle

1.5-2.2 hr | from $389 | at cost + 20%

APPROVED BY YOU

Photography









1. **The shop at work.** Bays, benches and racks in working light, the floor worn the way floors get.
2. **Evidence up close.** The worn part, the bag and the tag, where a driver would see them.
3. **People at the job.** Technicians over the work, facing it, never posed toward the lens.
4. **Plain vehicles.** No maker's badge on a grille, wheel or tailgate. Frame the car so the badge is out of shot.



OIL CHANGE REMINDER

Static cling, 2.5 by 2 in, the wide plate on Paper. It goes on the inside of the windshield, top left from the driver's seat, and the technician writes the date and the kilometres in marker.



WORK ORDER

A three-part carbonless set, 8.5 in wide, in white, canary and pink, printed in Ink and Enamel. An Enamel band carries the promise: Nothing over your approved number without a call.

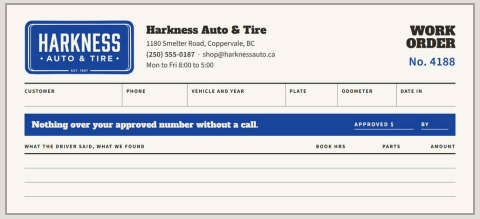


THE SHOP SIGN

The wide plate in porcelain enamel on steel, centred over the two bay doors and lit by two gooseneck lamps. It keeps the mark's 366 by 100 u, whatever the building.

THE FINISHED FILES

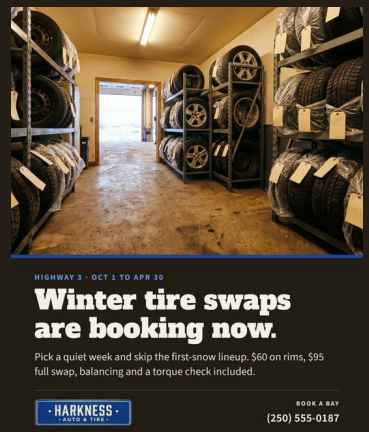






Digital

Profile image: the enamel plate on Oil, 1080 by 1080, safe inside the circle crop at 110 px.



Post template, 1080 by 1350. A shop photo above the Enamel line, the headline in Alfa Slab One, the offer and the phone below. The photo, the headline and the offer change. The plate and the phone stay.

The post as it lands in a feed, held in the bay door on a late October morning. Captions carry the same facts as the site, in the shop's voice.

How the shop talks.

The shop speaks as we, the people at the counter, and names Rae when it is Rae. The number comes first and the reason after, in the words the driver used.

Open

Say the price. Say what moves it.

Proven

Name the part and the measurement.

Patient

Explain it the way it was asked.

✓ WE SAY	✕ WE DON'T SAY
The shop rate is $118 an hour. It is on the wall.	*Competitive rates. Call for a quote!*
You approve a number before any wrench comes out.	*Honest, reliable service you can trust!*
Front pads at 2 mm and rotors scored past machining.	*The brakes need some attention.*
Morning drop-offs get their estimate call, with photos, before 3 p.m.	*We'll get back to you as soon as possible!*
On rims, $60. Full swap, $95. Torque check included.	*Unbeatable tire deals this season!*

Every line on the left is the site's own trade language. The right column is the generic sales line it replaces.

Quick reference



THE MARK

Enamel plate first, wide plate for headers and the sign. Clear space x = half the height of HARKNESS. Minimum 160 px or 40 mm; wide plate 132 px or 45 mm.

TYPE

Alfa Slab One for headlines and prices, 28 px and up. Source Sans 3 for reading, figures and labels.

COLOUR

- Concrete #E1DED8
- Paper #F6F0DE
- Ink #312D27
- Oil #241E17
- Enamel #1A469D
- Enamel Light #6D9ADC

Enamel near one part in ten.

THE LOOK

Two rules, 1 px and 2 px. The spec strip in three slots. One stamp per surface.

PHOTOGRAPHY

The shop at work, evidence up close, people at the job, no badges on any vehicle.

VOICE

The shop speaks as we. Say the number first and the reason after, in the driver's words.

THE FACTS, THE SAME ON EVERY PIECE

Harkness Auto & Tire · 1180 Smelter Road, Coppervale, BC · (250) 555-0187 · shop@harknessauto.ca · Mon to Fri 8:00 to 5:00 · Est. 1987

HARKNESS
AUTO & TIRE

Concept build by Kootenay Made Digital

kootenaymade.ca

Harkness Auto & Tire, Del and Rae Harkness, Coppervale, BC, the address, the phone number and every price in this book are fictional.