

Brand Guidelines

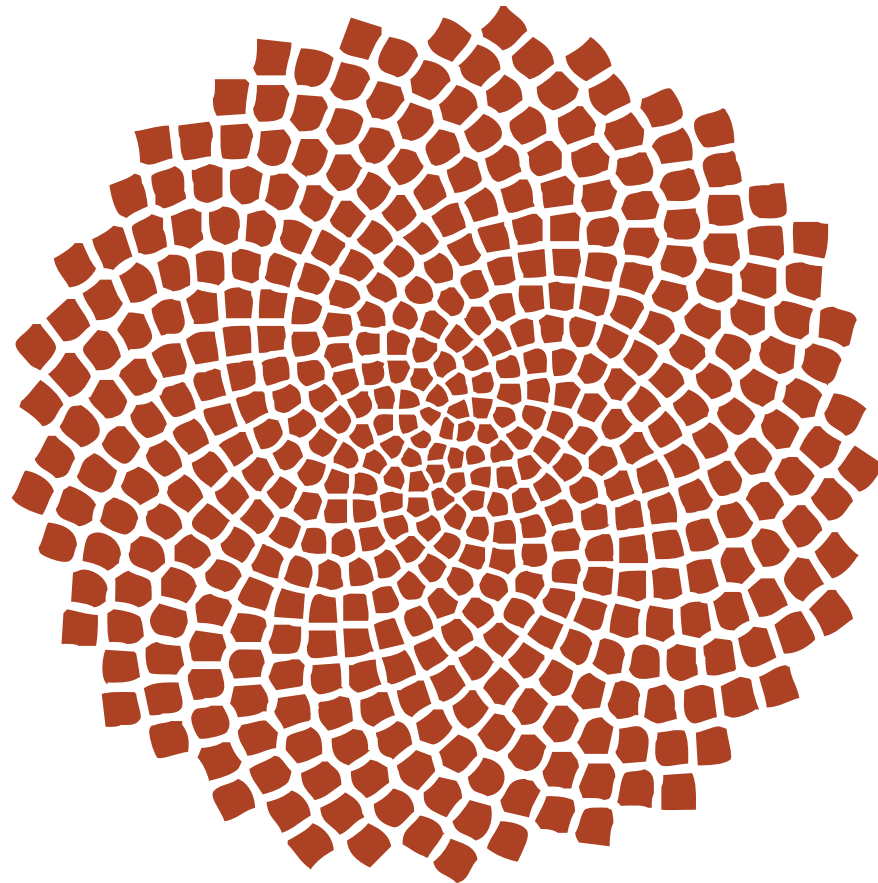


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Welcome to The Work/Life Group's Brand Guidelines

The Work/Life Group is a multi-line rep firm serving architects, designers and dealers in Colorado, Utah and Wyoming. We are here to assist you in creating environments that reflect and inspire the people working and living within them. We believe that by bringing human-centered design and eco-innovation together we nurture productivity and wellbeing.

The Work/Life Group specializes in furnishing public spaces within higher education, healthcare, hospitality and corporate environments. Understanding that the spaces we occupy influence who we are and how we behave, our team thrives in its role as a conduit to better living and working through the integrity and sustainability of design.

The Voice of Our Brand + Sustainability

Our brand embodies our driving force and motivation, inspiring our audience to manifest their own visions. As a muse, we unlock the potential in those around us, encouraging inspired action through our representation of beauty, creativity, and a commitment to well-being and sustainability. We possess a profound faith in humanity, believing that we are all meant to transcend our limitations. Our strategy is to lead by example, fostering an environment where others can fully express themselves.

The Work/Life Group serves as a wellspring of knowledge and inspiration, infusing vitality and optimism into others to spark new insights and innovative forms. Exuberant, alive, beautiful, and responsive, we act as a conduit for creativity. As a facilitator of vision, The Work/Life Group empowers our audience on their unique creative journeys. We respect the designer's creative and business processes, enhancing them rather than interfering.



Defining Traits: Inspirational, Humble, Imaginative, Creative, Optimistic. Use these traits as guiding adjectives when crafting copy, selecting visuals, and designing the marketing materials.

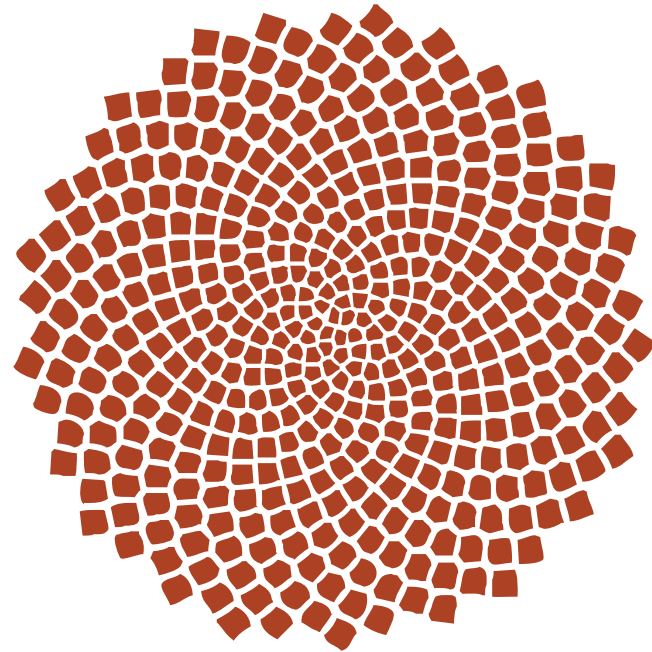
The Audience: Desire to create spaces of enduring value with sustainability in mind. Understanding the audience's higher-level need enables us to market with purpose. This insight serves as a crucial reminder of the benefits of collaborating with us. Ultimately, The Work/Life Group is dedicated to fulfilling your audience's aspirations for sustainable design. All designers and architects strive to create lasting spaces that are thoughtfully designed to endure the test of time.

Goal: Give form to a vision of sustainability.

Always keep in mind our goal as a brand; it is our guiding force.

Trademark

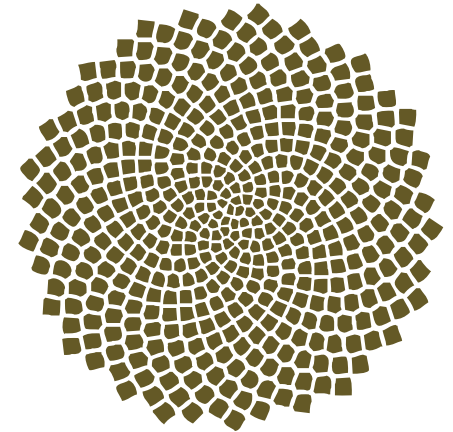
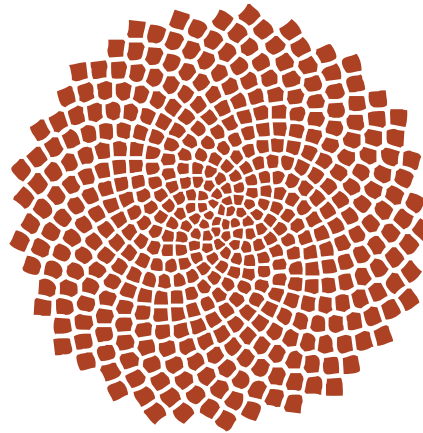
For The Work/Life Group the voice is rooted in balance, harmony, and intentional design. The lemniscate—an elegant symbol of infinity—was chosen to embody the seamless flow between work and life, each sustaining and enriching the other. Its form speaks to sustainability, reflecting the brand's commitment to green spaces that nurture well-being, elevate mood, and strengthen business health. Through this identity, the brand radiates a calm, modern aesthetic that inspires both productivity and purpose.



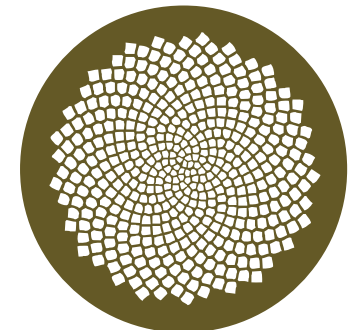
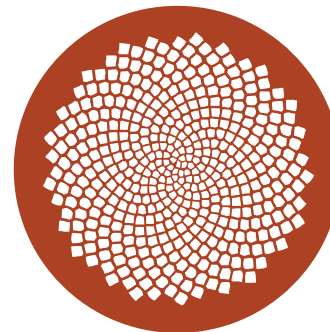
Trademark

This trademark can be used alone in various mediums and formats. Social Media profile images, flavicon, on merchandise and to use for furniture labels or decals. It should never be used as a backdrop or pattern of any kind. No other words are to be paired with except for the approved format of the company's name, The Work/Life Group, that is shown on the following page.

COPPER TRADEMARK



PROFILE ICONS



FLAVICON



Logo

The master logo is comprised of text and trademark using the brand colors COPPER and MOSS together. Never swapped other brand colors. When in full color the lemniscate should always be COPPER along with the work “life.” The words “the work/” and “group” should always be in MOSS. The only exceptions are when print is black and white or when the logo is reversed-out white on a dark background to where the contrast ratio is acceptable - at least 6:1 ratio.

White-space around the logo should be at least half the width of the trademark in any setting. Some exceptions will be made case by case.



YELLOW Area = white-space to be left around logo in any setting.

Logo

Reversed-out examples
in brand colors



When using the text only version of the logo it must be displayed in the brand colors COPPER and MOSS, unless the print is black and white or it is reversed-out white. Left align the graphic in the layout.

Do not center or right align the graphical text. Leave as much white-space as needed.

the
work/life
group

Typography

For consistency across the brand, use the Monserrat typeface. Alternative typefaces when Monserrat is not available are Open San Serif or Avenir and can be used in creative campaigns for The Work/Life Group for limiting digital applications, but this brand font must be used on all brand print, and digital communications when available.

Hero Headers

Montserrat Extra Light or Open San Serif - web only

Header

Montserrat Medium

SUBHEADERS

Montserrat Bold / Uppercase 20pt - 35pt

Body Text

Montserrat Regular 10 pt - 18pt

Color Palette

For consistency across the brand, use only the colors presented to the right.



COPPER

pms: 7599
hex: ac4224
cmyk: 0, 85, 98, 20



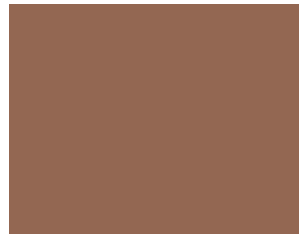
MOSS

pms: 7769
hex: 645a27
cmyk: 23, 29, 87, 58



CLAY

pms: 1718
hex: 7a676a
cmyk: 55, 57, 48, 0



ROOT

pms:
hex: 936852
cmyk: 0, 29, 44, 42



STONE

pms:
hex: 969080
cmyk: 0, 4, 15, 41



Imagery

Icons help distinguish lines product and service abilities. Use where applicable including line cards, website partner page and lookbooks.



Sustainable



Woman-owned



QuickShip



Outdoors



USA Made



Biophilia

Imagery

The Work/Life Group sales strategy relies on authentic imagery provided by the lines that are contracted and represented. Choose imagery that carries the story or theme of the campaign or collateral's purpose. Whether it's education sector, hospitality, public spaces or office space, chose imagery that is relevant, simple (not busy), compliments one another and that has interesting perspectives and structure.

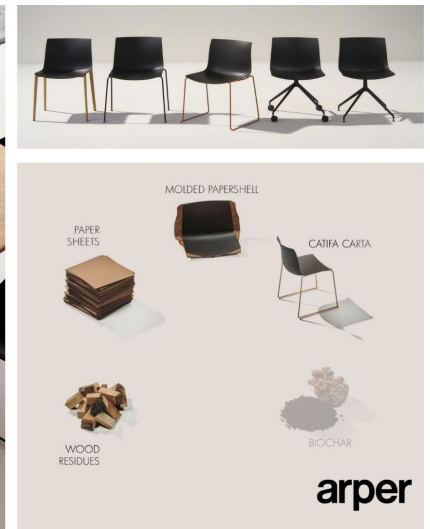
STORY: Natural Comfort
THEME: Nuetrals/Whites



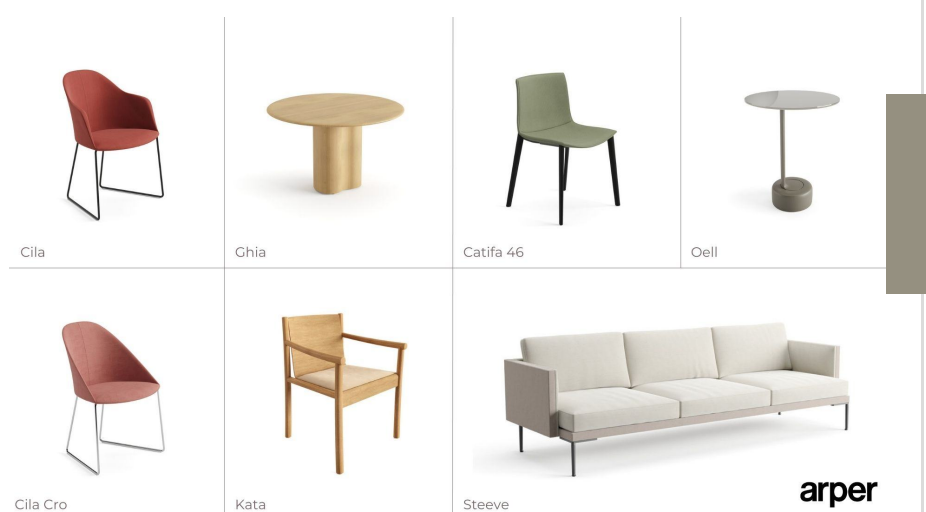
Imagery

Lookbook presentations are assets designed to give a breath of product in context but also to feature select products. In these cases we want to find beauty shots followed by product shots on white. See examples.

STORY: Sustainability
THEME: Education



STORY: Winter 2026
THEME: Lodge/Meeting Space



Design + Layout

Shown over the next few pages are examples of print materials, social media material and digital assets that are used for presentation and online. Use these as guidelines to follow. Keep layouts simple, easy to follow, but always interesting.



kristi n nelson

principal

kristi@theworklifegroup.com

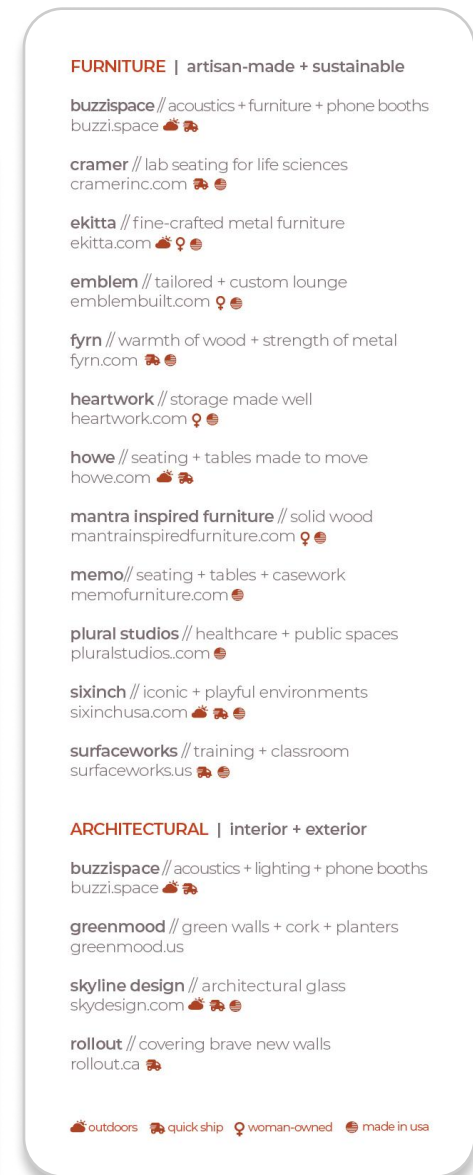
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theworklifegroup.com

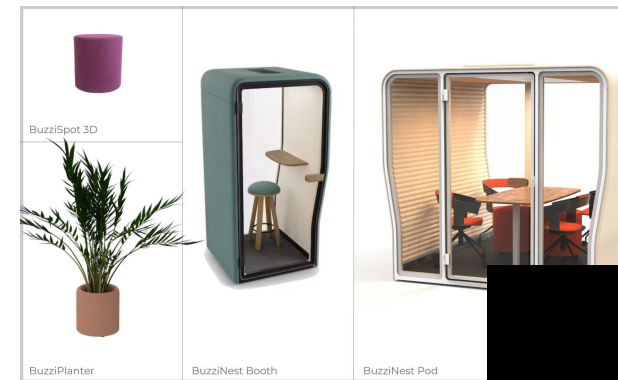
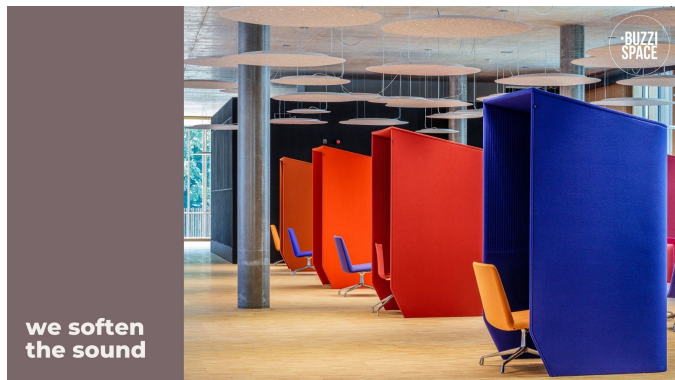
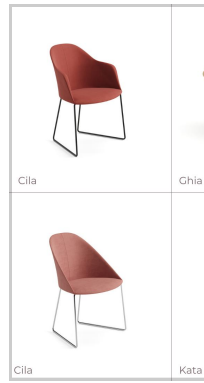
Business Cards



TradeShow Mini Cards in all 5 Brand Colors
with QR code and business card details.



Line Card





theworklifegroup

Following ▾

Message



383 posts

1,824 followers

7,098 following

the work/life group

We are a creative multi-line rep firm serving architects, designers and distribution partners in CO, UT + WY.

www.theworklifegroup.com

Followed by brunkyard, tannerlaynes, pathofwater + 9 more



#replife



NEOCON



EVENTS



Inspiration



#sunriseseri...

POSTS

REELS

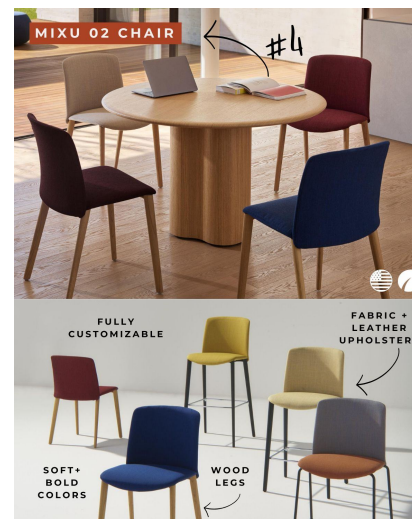
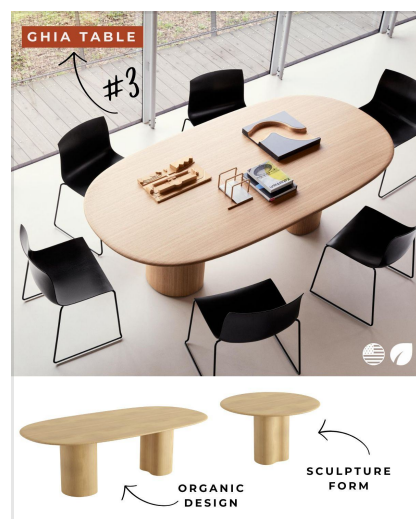
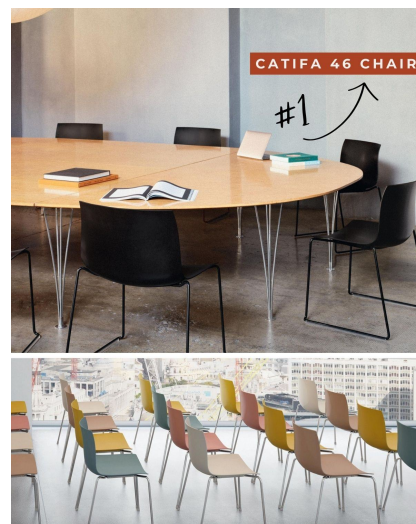
TAGGED



[Instagram](#)

5
REASONS
WE LOVE
arper
FOR EDUCATION

 the work/life group



#5 **arper**

100% BRAND SUSTAINABILITY

At The Work/Life Group we are proud to offer award-winning brands, made in the USA, who are as serious about sustainability as we are. These brands know that designing products **built to last life times** are of high value acoustically, aesthetically and environmentally.

See our latest Lookbook online

Let's **connect** and **explore** the full potential of your **educational spaces**.

 the work/life group

LinkedIn 8 Slide Post
Supported the Education Lookbook with a Direct Mailer

Thank You

This document is ever-evolving as new guidelines are established
For more information and brand guidance
Contact [JR Rapier](#)