

Fieldwork

Brand guidelines

An identity that brings purposeful movement into everyday life.

Identity · Colour · Typography
Applications · Voice



AI-assisted identity application mockup.

A recognisable signature.



The dashed boundary illustrates clear space, not a printed element. Use the editable SVG supplied with this guide.

- Set the wordmark in a bold sans serif, in title case, with a quiet descriptor beneath.
- Keep one capital-F height clear around the wordmark. Minimum width: 120 px digitally or 30 mm in print.
- Use chalk on forest or forest on chalk and chartreuse.
- Never skew the wordmark, add speed effects or run track lines behind text.

A colour for every role.



Forest

#173D35

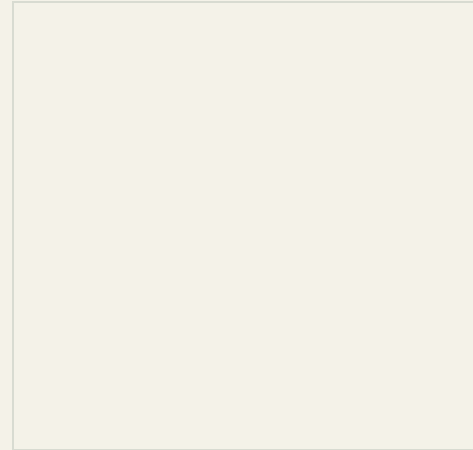
Primary brand surface,
wordmark and headlines.



Chartreuse

#D6EC65

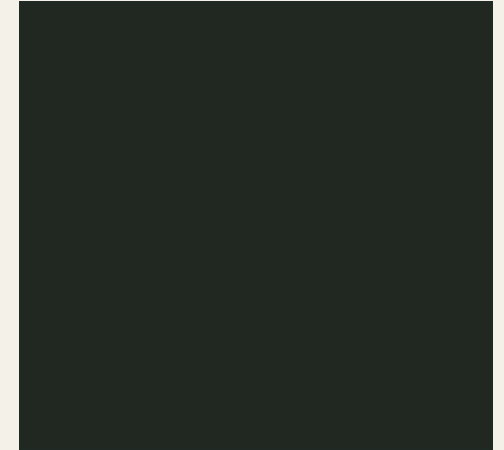
Appointment cards and
selective pattern accents with
forest text.



Chalk

#F4F2E8

Journals, letterheads and
reading surfaces.



Charcoal

#202821

Body copy and functional
information.

Use the hex values for digital work. For print, ask the production partner to convert with the intended stock and colour profile, then approve a physical proof. Keep small text on a high-contrast solid surface.

Type gives the brand its voice.

Aa

Keep moving. At your
pace.

Arial / Display

Use for the wordmark and principal headlines. Keep sentence case and a clear hierarchy. Avoid decorative effects.

Arial / Supporting text

Use for body copy, labels and practical details. Start at 16 px for digital body text and adjust for the context; use comfortable line spacing.

One clear headline.

A short introduction.

Then the detail that helps someone act.

The editable wordmark references Arial. Install the typeface before editing; outline the final approved lettering for production.

The system in everyday use.



Application mockup: a visual study of materials and placement.

Four parallel tracks turn through rounded corners. Keep equal spacing and use a single colour per pattern.

Movement journal

A durable chalk cover, strong title and ruled interior make room for personal notes and clinician-led plans.

Appointment stationery

Chartreuse cards stand out in a bag while dark forest type keeps key details legible.

Tote & environmental graphics

Large wordmarks and continuous tracks carry the system into fabric and signage with few production colours.

Stay consistent. Stay human.

Voice principles

- Use short, active language that respects individual starting points.
- Make instructions practical and leave clinical advice to the treating professional.
- Celebrate participation without promising a fixed recovery timeline.

Progress feels practical. Strong type and continuous track lines make the system active without visual noise.

Fieldwork is a fictional practice created for an independent Branding Pioneers identity study; it is not a commissioned client project. Visual mockups are AI-assisted; this document defines the editable identity system. Edition 1.0 / October 2026.

Before you publish

01 / Check the wordmark proportions and clear space.

02 / Use the specified colour roles and readable contrast.

03 / Keep text clear of patterns and photographs.

04 / Confirm names, dates and contact details.

05 / Proof printed materials at their actual size.