Flexcut® CARVING TOOLS

Brand & Style Guide

Tools for Woodcarvers & Printmakers

Logo Guidelines

The Flexcut logo is a key identifier of the brand and should be used consistently to maintain recognition and trust.

Primary Logo

The full Flexcut logo includes the icon and wordmark. It should be used whenever possible on white or neutral backgrounds.

Secondary Logo

A simplified version (icon only or wordmark only) may be used in constrained spaces such as product stamps or social media profile pictures.
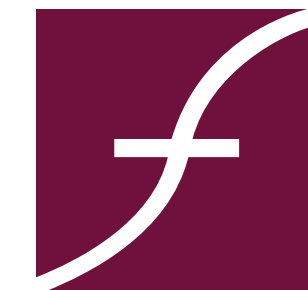
Clear Space

Maintain a minimum clear space around the logo equal to the height of the "F" in the wordmark. No text, images, or edges should encroach this area.

Minimal Size

Do not use the full logo smaller than 1.25 inches wide in print or 120px wide on digital platforms to ensure legibility.

Acceptable Uses

- Full color logo on white or light backgrounds
- Reversed (white) logo on dark backgrounds

Prohibited Uses

- Do not stretch or compress the logo
- Do not apply gradients, drop shadows, or filters
- Do not change colors outside of the approved palette
- Do not rotate or skew any part of the logo

Colour Palette

Flexcut's colors reflect the craftsmanship, reliability, and rugged elegance of its product line. Consistent use of these colors helps reinforce brand recognition.
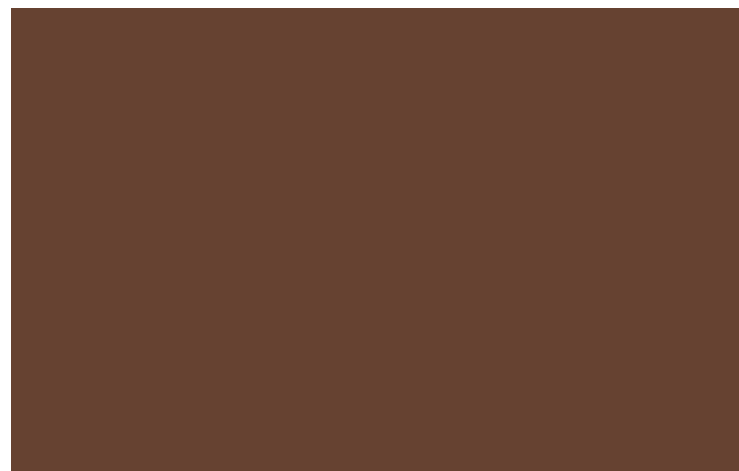
Rose Bud Cherry
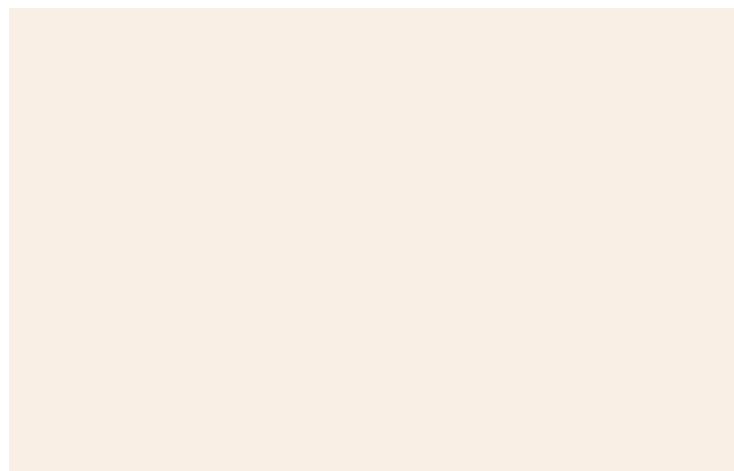
CMYK: 0, 85, 46, 56
RGB: 113, 17, 61
Hex: #71113D

Asphalt

CMYK: 0, 85, 48, 89
RGB: 27, 4, 14
Hex: #1B040E

Irish Coffee

CMYK: 0, 34, 52, 60
RGB: 102, 67, 49
Hex: #664331

Eggshell

CMYK: 0, 5, 11, 4
RGB: 244, 231, 217
Hex: #F4E7D9

Blackberry

CMYK: 0, 85, 46, 69
RGB: 80, 12, 43
Hex: #500C2B

Flexcut Gold

CMYK: 9, 18, 90, 0
RGB: 236, 199, 56
Hex: #ecc738

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Typography Guidelines

Flexcut's typography should be clean, classic, and easy to read, with a nod to craftsmanship and tradition.

Primary Typeface

Roboto

Secondary Typeface

Playfair Display

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
The quick brown dog jumps over a lazy fox.

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
The quick brown dog jumps over a lazy fox.
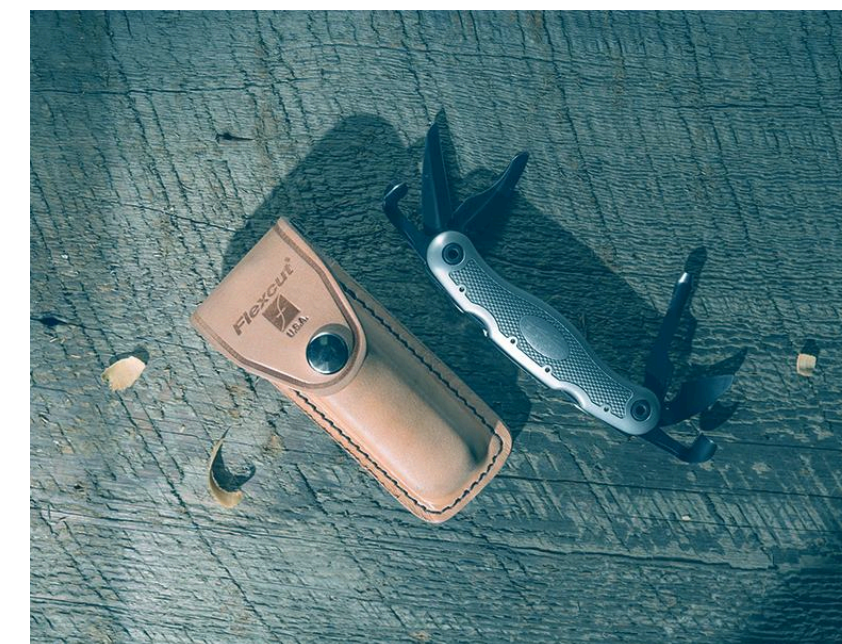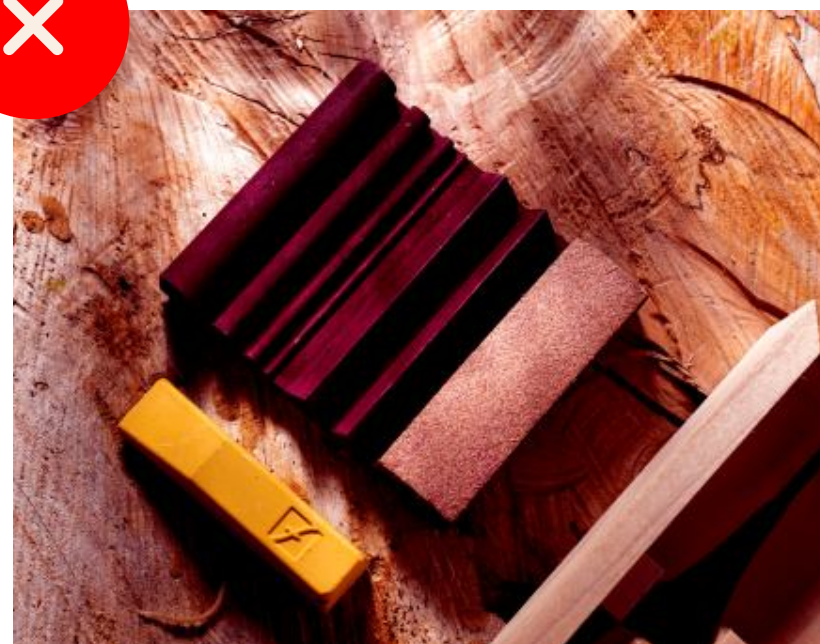
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Imagery Style

Flexcut imagery should celebrate craftsmanship, hands-on work, and the artistry of woodcarving.

Preferred Photography

- High-resolution, natural light
- Real woodcarving in action: tools in hand, close-up details of carving
- Warm tones and textures: woodgrain, workbenches, shavings
- Faces and hands of makers to convey authenticity

Avoid

- Stocky or overly staged images
- Cold, overly digital edits
- Flat lay-only images with no context

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Voice and Tone

Flexcut's brand voice is confident, knowledgeable, and approachable. It speaks to experienced carvers and curious beginners alike.

Tone Guidelines

- Clear, down-to-earth language
- Use active voice and concise phrasing
- Educate without talking down
- Evoke tradition and pride in craftsmanship
- Avoid jargon unless explaining it

Example Phrases

- "Made for makers."
- "Tools that grow with your skill."
- "Crafted to last a lifetime."

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Brand Elements

Flexcut may incorporate the following visual elements to reinforce its identity:

Elements

- Woodgrain Patterns: Used subtly as backgrounds or section dividers
- Tool Icons: Simplified line art of blades, handles, or carving strokes
- Accent Shapes: Inspired by chip carving motifs

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Social Media Guidelines

Flexcut's social presence should reflect the same craftsmanship, consistency, and community focus as the brand itself.

Profile and Cover Images

- Use the secondary logo (icon) for profile pictures
- Cover images should feature high-quality workshop or product photography

Tone

- Friendly, helpful, and passionate about carving
- Encourage engagement, tips, and community sharing
- Celebrate user content and real work from customers

Post Types

- Tool tips and carving tutorials
- Customer features and maker spotlights
- Product launches and behind-the-scenes content

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Contact Information

For all questions related to the use of Flexcut brand assets, or to request approved files and additional guidance, please contact:

Brand & Marketing Inquiries

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