

HARDWEAR

Brand Guidelines

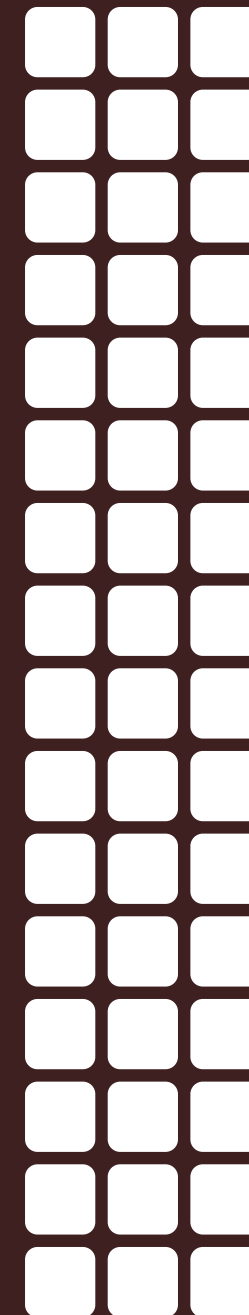
QUALITY.
CANADIAN.
WORKWEAR.

Contact Us

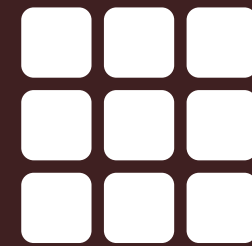
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Online

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Brand Guidelines



**Built for real work.
Designed to last.**

Hardwear is a Canadian workwear retailer built around quality, durability and practical value. These guidelines define the visual system that helps the brand remain consistent, recognizable and trustworthy across retail, digital, print and everyday applications.

Every element should communicate strength without excess, Canadian pride without cliché, and quality without unnecessary luxury.

20
26

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Introduction



For people who expect more from what they wear

Hardwear brings together dependable clothing, footwear, accessories and protective gear for people who work hard and expect their equipment to do the same. The brand is built for experienced tradespeople, practical teams and serious DIYers who choose lasting quality over the lowest possible price.

WHO WE SERVE

Professionals in construction, electrical, plumbing, carpentry, mechanics and related trades sit at the heart of the brand. Hardwear is equally welcoming to the weekend builder who wants dependable gear and straightforward advice without needing to be an expert.

WHAT WE BELIEVE

Good work deserves good equipment. Hardwear selects products for durability, reliability and value—gear that earns its place by performing well, lasting longer and being ready when the work gets difficult.

Our Brand

Canadian
Dependable
Durable
Honest
Practical
Prepared
Reliable
Strong

Brand Goal Keywords

To become a trusted Canadian destination for workwear: a brand people rely on for well-selected products, honest value and lasting performance. Hardwear should feel stable, capable and straightforward, with the confidence of a brand that understands real work and respects the people doing it.



Our Logos

The Hardwear logo is the foundation of the visual identity. Its bold typography and modular symbol communicate strength, structure and practicality while keeping the brand modern and direct. Consistent use protects recognition and ensures the identity performs clearly across retail, digital, packaging and workwear applications. The Hardwear logo combines a strong wordmark with a modular geometric symbol. The forms reference construction, structure and utility without relying on literal trade imagery. Together, they create a mark that feels solid, contemporary and adaptable—from storefront signage to product labels, digital interfaces and small-scale applications.

Primary Logo

Secondary Logo

Clear Space

Minimum Size

Monochrome Logos

Logo Misuse

Primary Logo

The primary logo is the preferred expression of the Hardwear brand and should be used whenever space allows. Its stacked arrangement creates a compact, confident presence while keeping the symbol and wordmark clearly connected. Always reproduce the logo from approved artwork and preserve its proportions, spacing and colour relationships.



Our Symbol

Our Primary Wordmark

Our Primary Logo

Secondary Logo

The secondary logo is the preferred alternative when a wide format offers better visibility than the primary stacked version. It is especially useful for storefront signage, website headers, vehicle graphics and horizontal applications. The symbol and wordmark must always remain in the approved relationship shown here.



Our Symbol

Our Secondary Wordmark

Our Secondary Logo

Clear Space

To ensure the greatest visual impact, the logos must always be framed within a zone of minimum protected clear space. The clear space is equal to or greater than x – the height and width of the orange brick in our Symbol. No other graphic element (e.g., photography, typography, illustration, etc.) should appear within this space.



Minimum Size

To maintain clarity and legibility, in print media, our primary logo should never be reproduced smaller than 1 in wide, while the secondary horizontal logo requires a minimum width of 1.5 in. For digital media, these numbers should be referenced, but, because digital resolutions vary dramatically, discretion should be used. These minimum sizes ensure that the symbol, wordmark and spacing remain clear and recognizable. For applications requiring a smaller mark, use our symbol on its own.



1"



1.5"

Monochrome Logos

Use the monochrome logo when production methods, background colours or limited-colour applications make the full-colour version impractical. Approved one-colour versions may appear in Hardwear Utility Brown, black or white, provided sufficient contrast is maintained. Do not create unapproved colour variations.



Logo Misuse

Consistency builds recognition. Always use approved logo artwork and avoid modifications that weaken the identity or reduce legibility. The logo should never be treated as decoration or adapted to suit individual layouts.

Do not use the logo on low-contrast backgrounds



Do not alter or rearrange the approved logo colours



Do not adjust the proportions of the symbol and the wordmark



Do not rearrange or separate logo elements

Brand Stamp

A MARK OF PRACTICAL CONFIDENCE

The Hardwear stamp extends the identity into packaging, labels, signage and promotional applications. It should feel like a mark of selection and reliability: straightforward, durable and unmistakably Hardwear. Use the stamp selectively. Its role is to reinforce the brand—not compete with the primary logo.



Our Brand Colours

Hardwear's colour palette comes from the visual language of work: brick, canvas, metal, utility surfaces and safety markings. The palette feels grounded and durable rather than decorative, with a distinctly Canadian character expressed through rich red rather than obvious patriotic symbolism. Colour should support recognition, hierarchy and clarity across every application.

Primary Colours

Secondary Colours

Primary Colour Palette

The Primary Colour Palette carries the strongest expression of Hardwear. Brick Red carries the strongest brand recognition and Canadian association. Brick Red should lead branded communications. Utility Brown provides depth, stability and structure. Worksite Orange is reserved for highlights, functional cues and small points of emphasis where additional visibility is useful. Concrete Grey can support backgrounds, information systems and secondary applications without competing with the core brand colours.

Brick Red

Pantone : 1797

CMYK : 0/92/72/6

RGB : 203/51/59

HEX : CB333B

Utility Brown

Pantone : 4975

CMYK : 27/90/62/83

RGB : 63/32/33

HEX : 3F2021

Worksite Orange

Pantone : 165

CMYK : 0/68/96/0

RGB : 255/103/32

HEX : FF6720

Secondary Colour Palette

The Secondary Palette softens and expands the core system. Concrete Grey can support backgrounds, information systems and secondary applications without competing with the Primary Colour Palette. Brick Dust brings warmth to backgrounds and supporting graphics, while Canvas Grey creates a neutral, practical field for product photography, typography and information. These colours should support the primary colour palette rather than replace it.

Concrete Grey

Pantone : Cool Grey 4

CMYK : 24/17/15/0

RGB : 187/188/188

HEX : BBBCBC

Brick Dust

Pantone : 475

CMYK : 0/15/23/0

RGB : 243/207/179

HEX : F3CFB3

Canvas Grey

Pantone : Warm Grey 3

CMYK : 21/20/21/1

RGB : 191/184/175

HEX : BFB8AF

Typography

Hardwear typography is direct, readable and confident. The type system should communicate strength without sacrificing clarity, making information easy to understand in-store, on packaging and across digital platforms. A consistent hierarchy keeps the brand practical and recognizable while allowing enough flexibility for headlines, product information, instructions and longer-form communication.

Rubik

Typeface Weights

One Family...

Rubik provides a flexible typographic foundation for the Hardwear identity. Its clean geometric construction complements the logo, while its broad range of weights supports everything from bold headlines to compact product information. Using one family consistently creates a unified system that feels modern, functional and easy to maintain across print and digital applications.

Rubik

ABC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

...Built for Many Jobs

Different weights within the Rubik family allow Hardwear to change emphasis without changing character. Lighter weights create breathing room for supporting information, while medium, semibold and bold weights establish clear hierarchy and confident brand presence. Keep typography simple: fewer weights, stronger contrast and clear spacing will always perform better than unnecessary styling.

Rubik Light

Rubik Regular

Rubik Medium

Rubik SemiBold

Rubik Bold

Rubik ExtraBold

Rubik Black

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

A B C D E F G H I J K L M

n o p q r s t u v w x y z

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

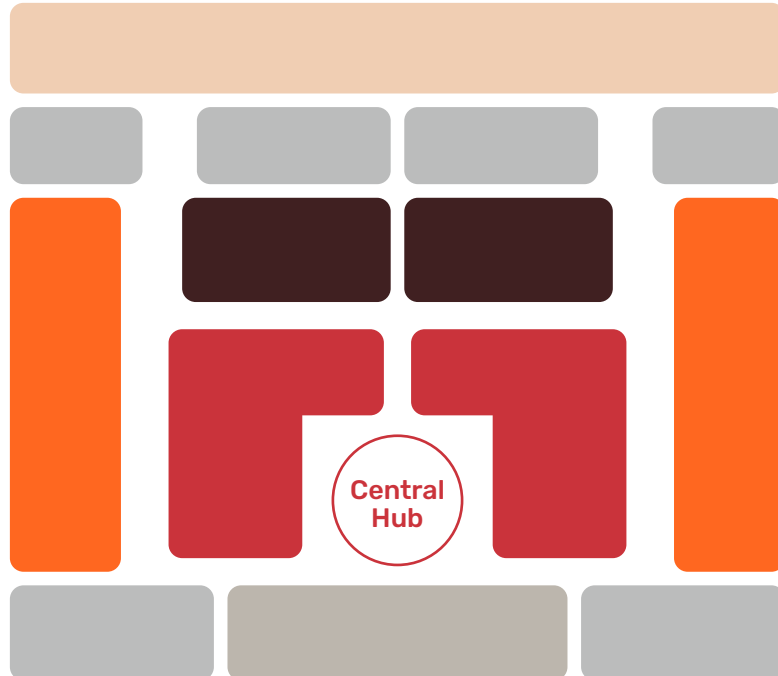
Photography

Hardwear photography should feel real, capable and focused. Show people actively working, preparing, moving and solving problems rather than posing for the camera. Choose environments with honest materials, natural texture and visible evidence of work: canvas, denim, steel, timber, brick, concrete and weather. Images may feel rugged, but they should remain clean, contemporary and deliberate. Prioritize authenticity over exaggerated toughness.



Retail Environment

The 'Brick and Mortar' retail stores of Hardwear are an important aspect of not only how we present all of our offerings, but, also how we interact with our customers on a one to one basis. The stores are laid out in a straightforward manner, with an emphasis on clear sightlines, and ease of movement both across the store, and just as easily from front to back.



Men & Women's Workwear

Tops, Pants, Jackets, Coats,
Rainwear, Overalls, Coveralls, Vests



Men & Women's Accessories

Eye & Hearing Protection,
Gloves, Headwear



Men & Women's Footwear

Work Boots, Safety Shoes, Rubber
Boots, Winter Boots, Hikers



Changerooms/ Washrooms/Cash



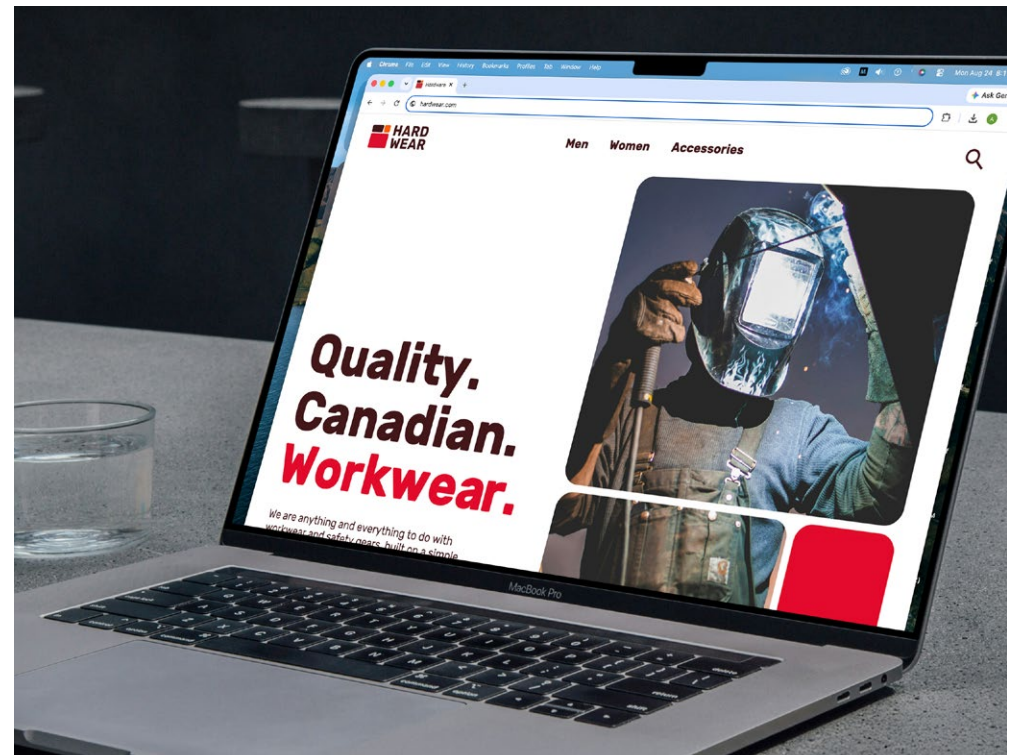
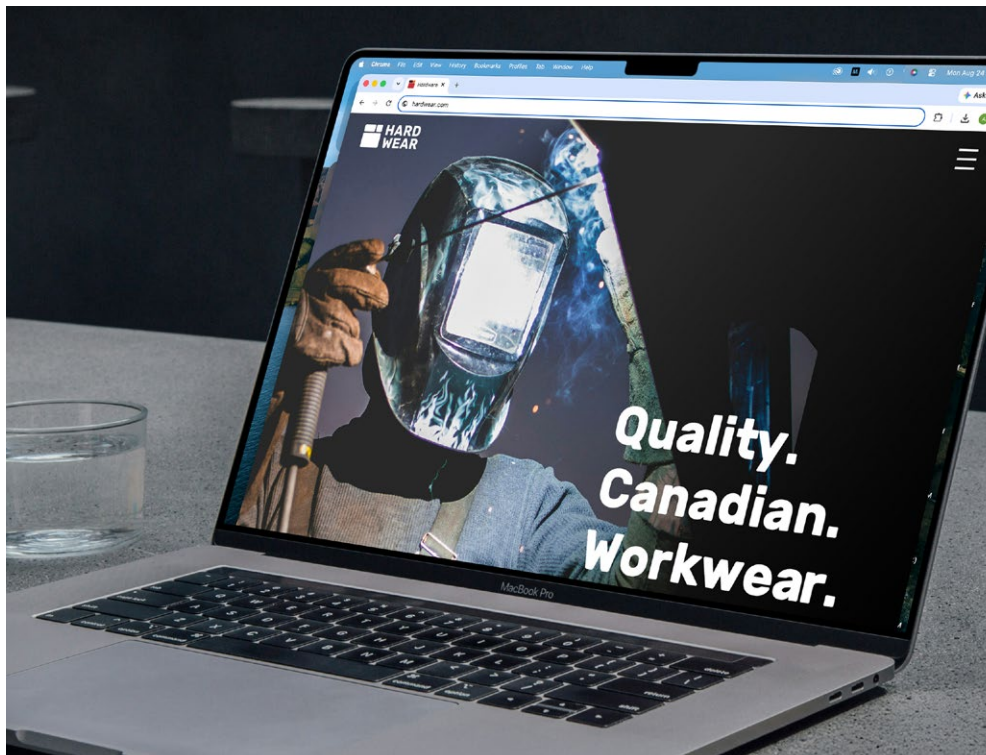
Decompression Zone



Storage Area

Digital Media – Website

The Website and digital online store of Hardwear is a valuable continuation of Hardwear's brick and mortar retail environment. Bold, clean, clear and uncluttered are the strengths of Hardwear's digital retail offerings. Of note, as shown below, is Hardwear's striking splash page of our website, with bold imagery, which then transitions to a bright clear environment that is both welcoming and easy to navigate.



Digital Media – Mobile App

Hardwear's mobile app is a convenient and strong continuation of the clean and clear offerings of our website. brick and mortar retail environment. Bold, clean, clear and uncluttered are the strengths of Hardwear's mobile. Of note, and shown below, similar to our website, is the striking splash page of our mobile app, with bold imagery, which then transitions to a bright clear environment that is both welcoming and easy to navigate.





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THANK YOU

