SMITH BROS

1898

BRAND GUIDELINES

Version 1.1 · November 2026

A family business since 1898

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Everything you need to use the Smith Bros identity properly: the logo, colour, type, imagery, tone of voice and how it all comes together on real things.

If something isn't covered here, get in touch.

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A FAMILY BUSINESS SINCE 1898

Smith Bros has been printing in Hebburn, South Tyneside, since 1898.

It started with the Smith family. In 1964, after Miss Smith died, Howard Paterson took over the running of the shop, and later bought it. In 1973 the business moved to 44 Glen Street, where it still is today.

So it has been a family business the whole way through, just not the same family.

WHAT WE DO

- Print
- Signs & Displays
- Workwear
- Branded Merchandise
- Food & Drink Packaging
- Funeral Stationery

IN NUMBERS

1898
Established

1,400+
Customers

4,000+
Amazon orders a year

Customers from our own records. Amazon orders from October 2025 to October 2026.

WHAT WE STAND FOR

CRAFT

We care how the finished job looks and feels, whether it's 50 business cards or 5,000 booklets.

STRAIGHT TALKING

Plain answers on price, on what we need from you and on what happens next. No jargon.

FAMILY

A family business since 1898. We treat people the way we'd treat anyone who walks in off Glen Street.

MODERN HERITAGE

Over 125 years of print know-how, run on today's presses and software.

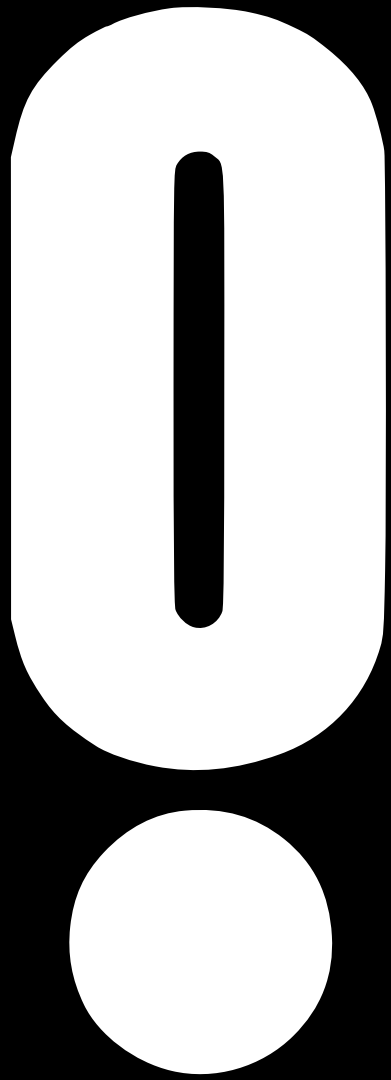
WHERE WE SIT

PERSONAL SERVICE AND PROPER ADVICE, AT FAIR PRICES.

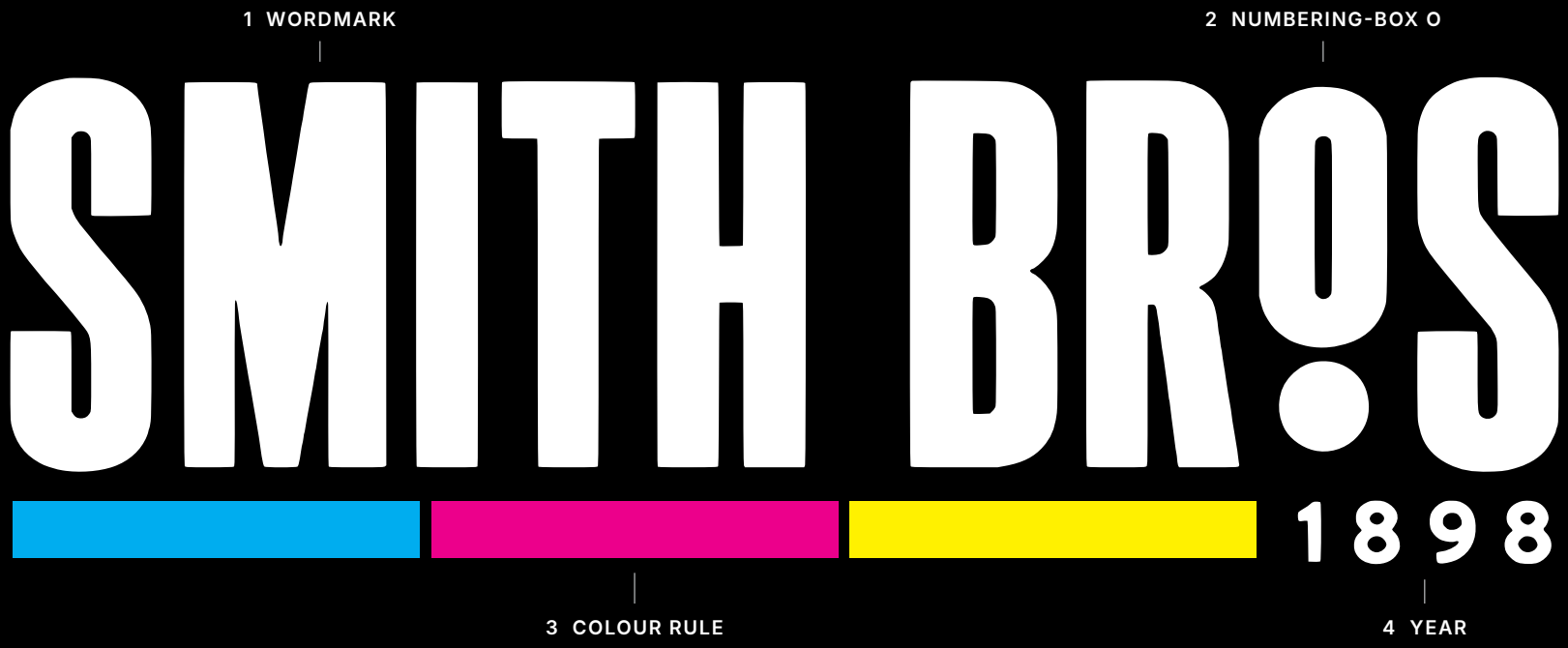
Between the cheapest online printers and expensive design agencies. Big enough to handle a 10,000-piece campaign, small enough to sort out a single order of service properly.

03
THE LOGO

Anatomy, story, family, construction, space, versions and misuse.



THE LOGO

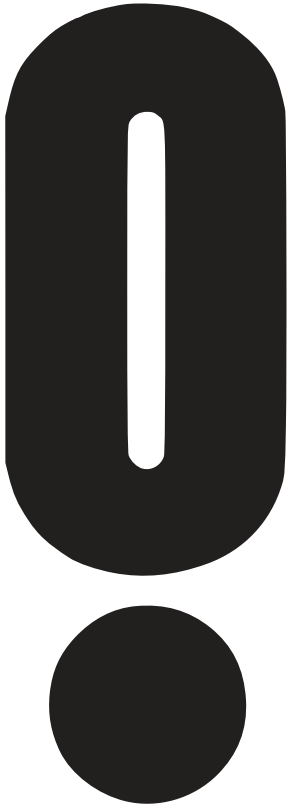


1 WORDMARK
Tall, condensed capitals. It is drawn artwork, not a typeface, so it is never retyped.

2 NUMBERING-BOX O
The solid circle under the O comes from the old numbering boxes. See the next page.

3 COLOUR RULE
Cyan, magenta and yellow in three equal parts: the inks every print job is built from.

4 YEAR
1898, the year the business began. Always in the same colour as the letters.



THE DETAIL BENEATH THE O

The small solid circle beneath the O comes from the numbering box: the bit of kit that put the No on our receipt books, raffle tickets and invoice pads for decades. Howard Paterson brought numbering boxes into the shop when he joined in 1952, and ran Smith Bros from 1964. The dot is a reminder of where we've come from, and of him.

The logo still has to work for someone who has never heard the story, so it never needs a caption.

Rules for the circle

It is always solid. Never a ring, a full stop after BROS, or a slash through the O.

It sits centred under the O, clear of both the letter and the colour rule.

It is always the same colour as the letters: black with black, white with white.

ONE FAMILY, THREE ROLES



HORIZONTAL · PRIMARY

Our main logo. Use it wherever there's room: website header, signs, stationery, quotes, invoices, vehicles.



STACKED

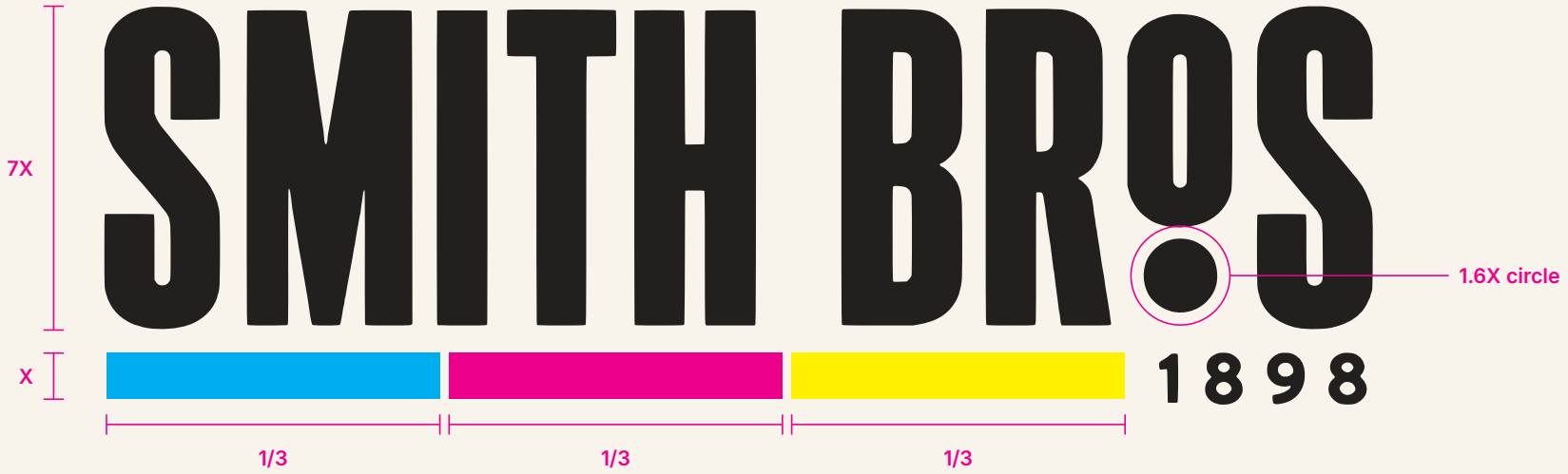
For square and narrow spaces: social profile pictures, workwear, labels. It drops the 1898 so it stays clean when small.



NUMBERING-BOX O

A supporting symbol, never a replacement for the name. Favicons, small details, the back of a card, once the full name has already appeared.

CONSTRUCTION



X is the height of the colour rule. Every other measurement comes from it.

Letter height 7X · Gap from letters to rule 0.5X · Gaps between colour segments 0.2X

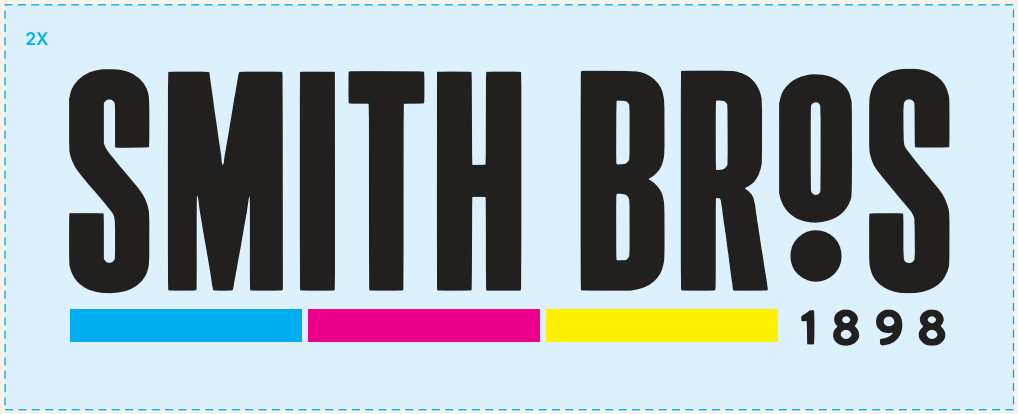
Solid circle 1.6X across, 0.25X below the O · 1898 is 1.15X tall, 0.75X after the rule, finishing in line with the S

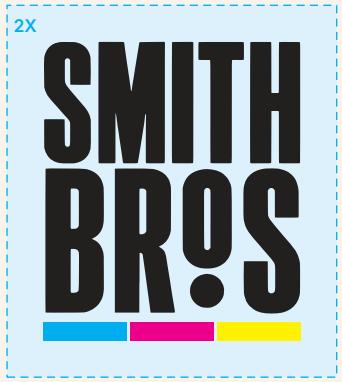
The three colour segments are always exactly equal. **Change made in this version:** the traced horizontal logo from 22 October had a cyan segment about 17% longer than the others. The master in this guide corrects it.

BUILT FROM THE MASTER

These numbers were measured from the master artwork, so the logo is never redrawn from them. Always copy the master files (page 28 and the logo folder). They exist so a sign-maker or embroiderer can check a proof.

CLEAR SPACE AND MINIMUM SIZE





Keep a clear space of 2X (twice the height of the colour rule) on every side. No text, edges, other logos or busy picture detail inside it. It doesn't need to be filled with a colour.

MINIMUM SIZES · SHOWN AT ACTUAL SIZE WHEN PRINTED AT 100%



Horizontal

Print 35 mm wide · Screen 140 px wide

Below this the 1898 fills in. Switch to the stacked logo.



Stacked

Print 15 mm wide · Screen 48 px wide

Social avatars, labels, small garment prints.



Numbering-box O

Print 6 mm tall · Screen 16 px

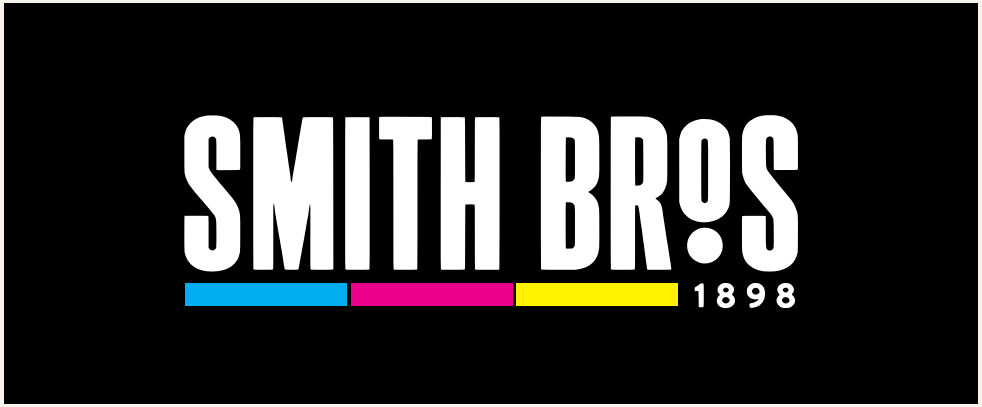
Favicon size. Check the gap under the O survives.

Print a proof at actual size the first time you use any new size or method.

COLOUR VERSIONS



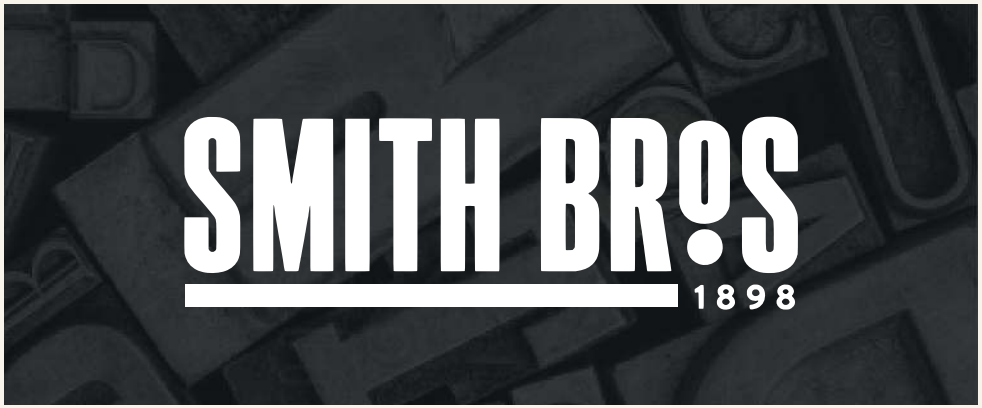
FULL COLOUR ON LIGHT
White, Bone and pale stock. Stationery, documents, packaging.



FULL COLOUR ON DARK · PREFERRED
Website, social media, signs, dark garments. Our default look.



ONE COLOUR BLACK
Only when the method can’t print colour: one-colour screen print, stamps, embossing, black-only forms.

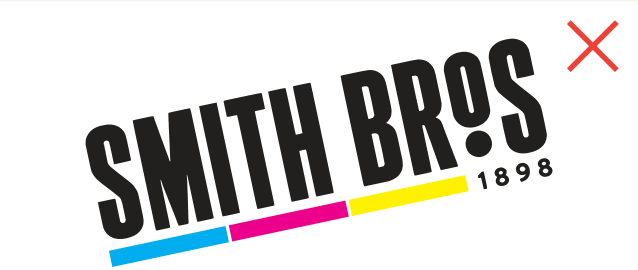


ONE COLOUR WHITE
Reversed out of a dark colour or a dark area of a photo. Foil, vinyl, single-colour garment print.

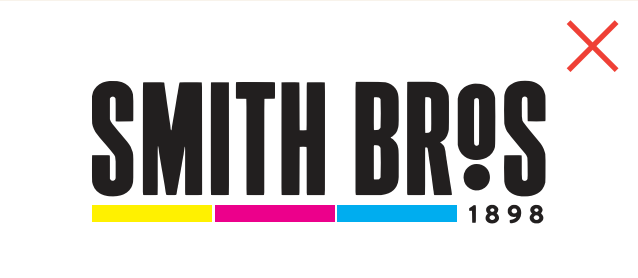
WHAT NOT TO DO



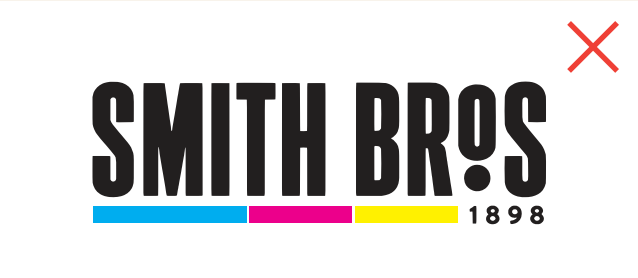
× Don’t stretch or squash it



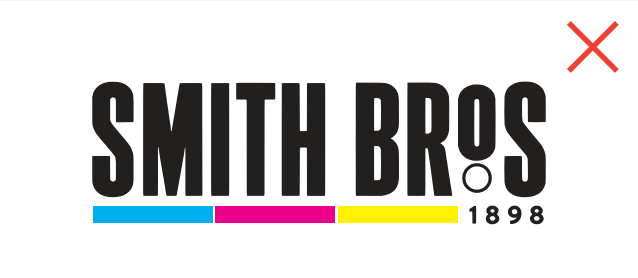
× Don’t rotate it



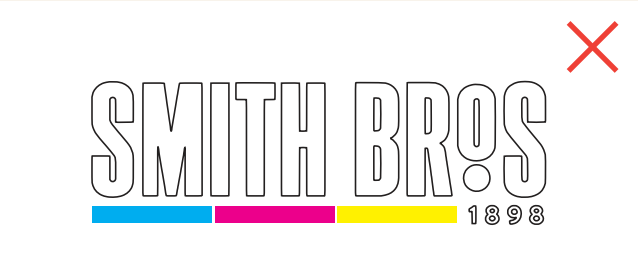
× Don’t change the colour order



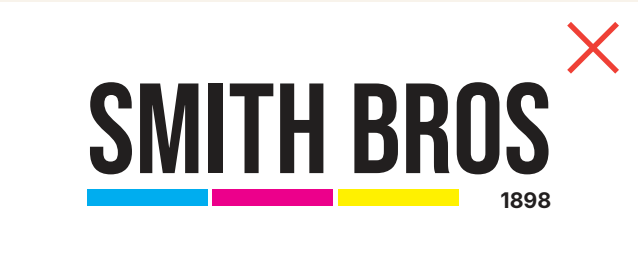
× Don’t make the segments unequal



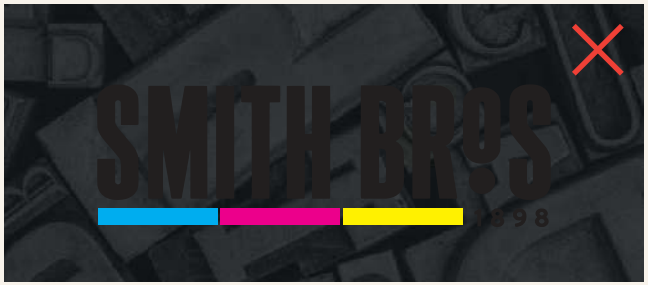
× Don’t swap the circle for a ring



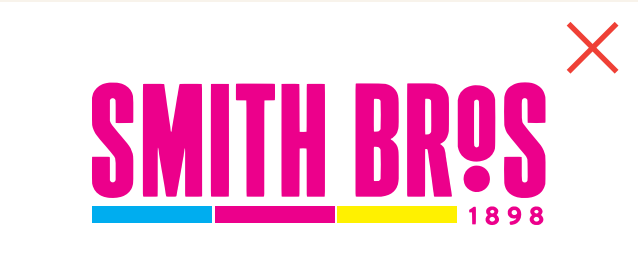
× Don’t outline it or add effects



× Don’t retype it in a font



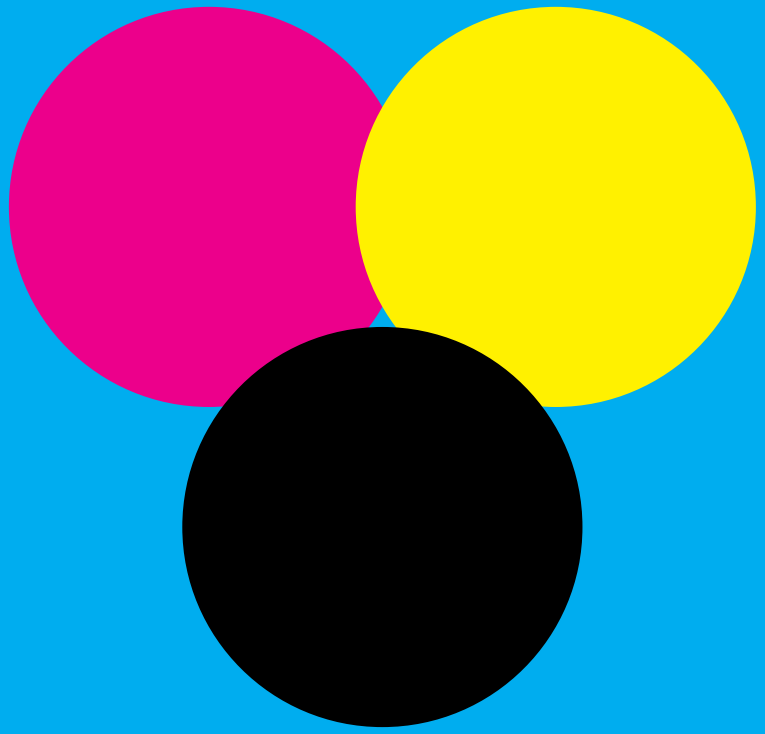
× Don’t put it on a busy background



× Don’t recolour the letters

04
COLOUR

The palette, how much of each, and the CMY rule.



COLOUR PALETTE

CYAN

CMYK C100 M0 Y0 K0
RGB R0 G174 B239
HEX #00AEEF
Pantone Process Cyan C

MAGENTA

CMYK C0 M100 Y0 K0
RGB R236 G0 B140
HEX #EC008C
Pantone Process Magenta C

YELLOW

CMYK C0 M0 Y100 K0
RGB R255 G242 B0
HEX #FFF200
Pantone Process Yellow C

INK

CMYK Logo and text: K100
Large areas: C60 M40 Y40 K100
RGB R15 G15 B15
HEX #0F0F0F

SUPPORTING

Bone
#F7F4EE · C2 M3 Y6 K0
Warm light background for documents and pages.

Off
#1A1A1A
Dark panels and cards on Ink.

White
#FFFFFF
Reversed text and logos. Paper white in print.

Screen and print never match exactly. Approve colour from a printed proof on the real stock, and use the Pantone references only with a physical swatch book.

USING COLOUR

Mostly black and white, with the three print colours as the accent.
Colour should point to what matters, not cover every surface.



Ink 60% | Bone and White 28% | C M Y 12%

TEXT COLOUR PAIRINGS · WCAG CONTRAST

Get a quote

White on Ink · 19.2:1
Yes. Main reading text.

Get a quote

Ink on Bone · 17.5:1
Yes. Documents and light pages.

Get a quote

Ink on Cyan · 7.6:1
Yes. Main buttons.

Get a quote

Cyan on Ink · 7.6:1
Yes. Links and highlights.

Get a quote

Yellow on Ink · 16.4:1
Yes. Small highlights.

Get a quote

Magenta on Ink · 4.5:1
Large text only.

Get a quote

White on Cyan · 2.5:1
No. Fails for text.

Get a quote

Yellow on White · 1.2:1
No. Never.

THE CMY RULE

Three flat bars of cyan, magenta and yellow: the process inks every print job is made from. It’s our signature, so use it with a light touch.



1/3 1/3 1/3

DO

Always cyan, magenta, yellow, left to right.

Always three equal thirds. The old 3:2:2 split is retired.

Flat, sharp-edged and horizontal.

On its own (page edges, under a key heading) the bars butt together. Inside the logo they keep their small gaps.

Once per page or section is plenty. On social: one short tab per post, or one strip along the bottom edge.

DON’T

Don’t rotate, curve, fade or angle it.

Don’t add a black fourth bar.

Don’t change the order or the proportions.

Don’t run it under every heading.

Don’t place it over busy photography.

THICKNESS

Screen
3 to 6 px

Print
1 to 3 mm

Signs
Scale with the sign: about a tenth of the logo’s letter height

Social, at 1080 px wide
Tab 144 × 10 px; edge strip 14 px

Aa

06

TYPE AND VOICE

Typography, imagery and how we write.

TYPOGRAPHY

DISPLAY

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 & £ %

Short, confident headings in capitals. Never for paragraphs, buttons or forms. Bebas Neue is not the logo: never set the company name in it.

TEXT AND INTERFACE

Inter

Regular **Medium** **SemiBold** **Bold**

Aa Bb Cc Dd Ee Ff Gg 0123456789

Everything people read: body copy, navigation, forms, captions, buttons, quotes and invoices. Sentence case. Regular and Medium do most of the work; SemiBold for labels.

FORMAL PRINT

In loving memory

Orders of service and other formal printed work use the family's choice of type. Our house style for orders of service is Palatino. It is never used for the brand itself. Both brand fonts are free (SIL Open Font License); install Bebas Neue and Inter from Google Fonts.

TYPE IN PRACTICE

FLYERS, MENUS AND CARDS

PRINTED PROPERLY

Tell us what you need printed.

Upload your artwork or ask us to help with it. We check every file and send you a proof before anything is printed, so there are no surprises.

Get a quote

See our products

Prices exclude VAT.

DISPLAY

Bebas Neue

Print 36-60 pt · Screen 48-80 px · Leading 1.05-1.15

HEADING

Bebas Neue or Inter SemiBold

Print 18-28 pt · Screen 28-40 px

LEAD LINE

Inter Medium

Print 12-15 pt · Screen 18-22 px

BODY

Inter Regular

Print 9-11 pt · Screen 16-18 px · Leading about 1.5

CAPTION

Inter Regular

Print 7-8 pt · Screen 14 px minimum

BUTTON

Inter SemiBold

Ink on Cyan, sentence case · One main button per section

IMAGERY



Our own letterpress texture, for heritage sections. Always under a dark overlay.



Concept product images. Label them as examples, never as customer jobs.

Real work, the real shop and real materials first: a stack of finished menus beats a stock handshake. On social, photos of real jobs lead.

Dark, calm sets with natural side light. Products on pale stone or wood. Colour comes from the work and the CMY rule.

Get permission before showing anyone's face or anyone's job. Funeral work never appears in promotion without the family's agreement.

AI images are for illustration only: never invent customers, staff, reviews or case studies.

TONE OF VOICE

Like talking to someone behind the counter who knows their trade.

Plain English
Say what you mean. No jargon or marketing fluff.

Warm, not gushing
Friendly and polite. Easy on the exclamation marks.

Confident, not pushy
Recommend what's right. Never hard-sell.

Honest
If we can't do it, say so, and offer what we can do.

INSTEAD OF	WE SAY
Your one-stop branding solution	Print, signs, workwear and packaging
Unlock the power of premium print	Tell us what you need printed
Seamless artwork onboarding	Upload your artwork
Expedited fulfilment within 72 business hours	We'll check the date, then confirm it

HOUSE RULES

UK English. 'We' for Smith Bros, 'you' for the customer.

Short sentences, active voice.

No long dashes. Use a comma or a full stop.

No invented reviews, customers or results.

09
IN USE

SMITH BROS
1898

Stationery, digital, signs, workwear, packaging and funeral work.

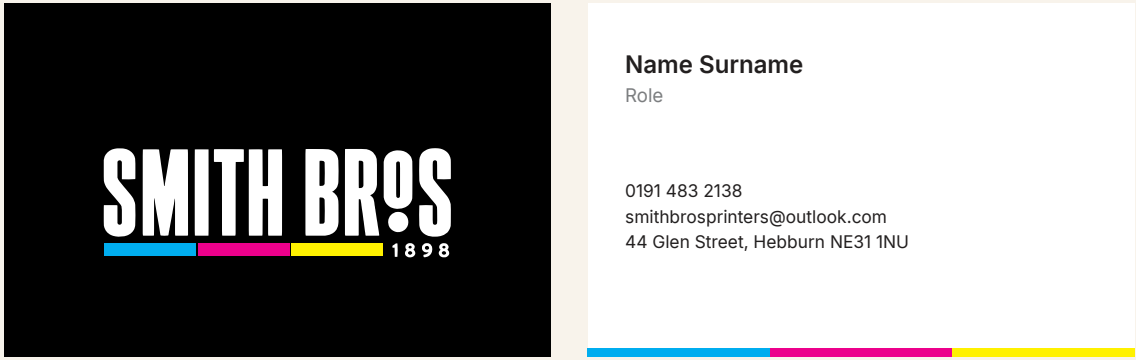
STATIONERY



Letterhead · A4



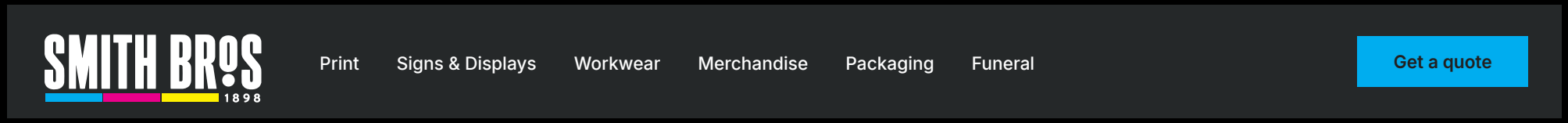
Compliment slip · DL



Business card · 85 × 55 mm, shown at 85%

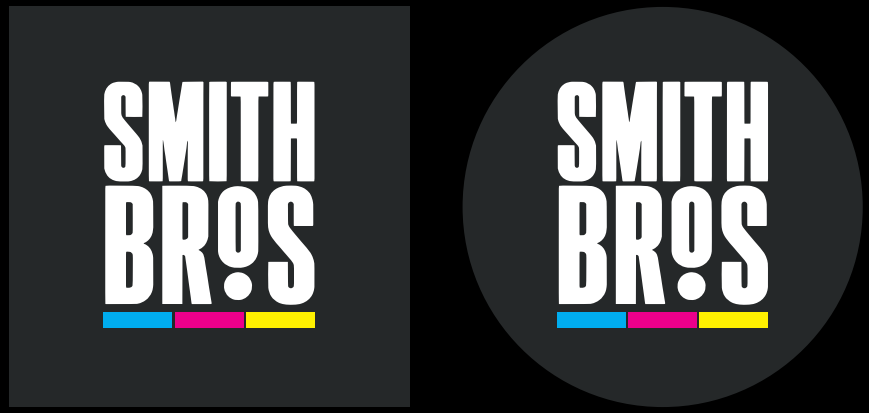
Logo top left on letters and slips, at 50-60 mm wide. Contact details in Inter, small and quiet. One CMY rule along the bottom edge.

WEBSITE AND SOCIAL



Website header: horizontal logo, white on dark, one main button in Ink on Cyan.

SOCIAL PROFILE PICTURE



Stacked logo, white with the CMY rule, on Ink. Upload 1080 × 1080 px. Keep the letters well inside the circle crop, and check the real crop after uploading. No 1898 and no contact details in the avatar.

EMAIL SIGNATURE



Plain text with a small logo image, no banners or quotes. Logo about 160 px wide. It must still read if images are blocked.

SIGNS, WORKWEAR AND PACKAGING





Concept images, for illustration.

Signs and vehicles

The name is the biggest thing on the sign. Judge it from the distance people will actually read it. Put services and contact details in a separate, smaller block. The O symbol alone is never enough on a new sign.

Workwear

Stacked logo on the left chest, white on dark garments. For embroidery, only use the horizontal logo where it can be at least 125 mm wide, so the 1898 stitches at 5 mm tall. Approve a stitched sample first.

Packaging

Work to the supplier’s template: print area, joins and repeats. A good-looking mock-up isn’t proof that a supplier can make it. Check a real sample.

FUNERAL STATIONERY



An order of service belongs to the family. It is not an advert for the printer.

Our ordering pages, emails and proofs use the Smith Bros identity, at a calmer pace and with careful, respectful wording.

The finished stationery uses the type, colours and photographs the family wants. Our house style for orders of service is Palatino.

Leave the Smith Bros logo, the CMY rule and the O symbol off the family's design. If a printer credit is used, it is small and agreed.

Never use funeral reviews or funeral work in promotion without the family's clear agreement. Funeral work is never offered with a rush charge.

GET IN TOUCH

WANT GUIDELINES LIKE THESE?

We designed these guidelines ourselves, and we can do the same for your business.

We can design a new logo, redraw an old one so it prints sharp, and set out the rules for using it, from a one-page brand sheet to a full guide like this one.

Then we print it: business cards, signs, workwear and everything else with your name on it.

Tell us what you need and we'll give you a price.

SMITH BROS 1898

Smith Bros Printers
44 Glen Street
Hebburn
Tyne and Wear NE31 1NU

0191 483 2138
smithbrosprinters@outlook.com
smithbrosprinters.com

USING OUR LOGO?

Copy it from the master artwork on the next page, never redraw it. Ask us if you need the files.

Version 1.1, November 2026.

MASTER ARTWORK · COPY FROM HERE, NEVER REDRAW

Colours: CMYK, also saved as SB swatches. Logo black is K100.

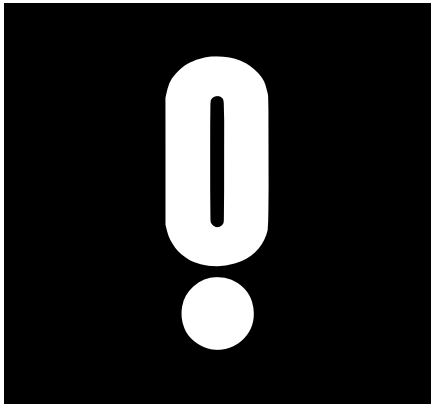












Horizontal, stacked and O symbol in full colour on light, full colour on dark, one colour black and one colour white. All vector. Ungroup a copy to use it elsewhere; keep the proportions locked when scaling.