



ELF
ASSEMBLY

Brand Identity Style Guide

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Our mission is to design and make toys with care, purpose, and collective pride.

Elf Assembly exists to prove that joyful, beautifully crafted products can be made without sacrificing fairness, dignity, or sustainability. As a worker-owned cooperative, we believe the elves who do the work should shape how the work is done. That belief informs every decision, from how we organise the workshop to how we design, make, and share what we create.

We are here to build toys that last, support meaningful work, and reflect a model of production rooted in shared ownership, mutual respect, and long-term thinking. The goal is not simply to make more things, but to make better things, in better ways, together.

Our values



Equality

Every elf has an equal voice, stake, and responsibility within the Assembly. Decisions are made collectively, information is shared openly, and success is owned by everyone. We value fairness in pay, opportunity, and recognition, and we reject hierarchies that exist for status rather than purpose.

Labour

Good work deserves respect. We take pride in skilled craft, patience, and attention to detail, believing that quality is a direct result of care and time. Labour at Elf Assembly is never invisible or rushed. It is valued, protected, and celebrated as the heart of everything we produce.

Friendship

We work better when we work together. Collaboration, generosity, and trust define how we treat one another, both inside the workshop and beyond it. Friendship is not a soft extra, it is a practical value that strengthens teamwork, supports wellbeing, and creates a culture people want to belong to.

Our logo

This section explains how the logo, icon, and supporting marks are constructed, used, and protected, setting clear rules to ensure consistency, recognition, and long-term integrity across all applications.

Our primary logo

The Elf Assembly logo is designed to express confidence, craft, and collective purpose.

While rooted in a festive world, the mark avoids leaning into magic or novelty. Instead, it presents a bold, considered identity that feels professional without becoming corporate, and approachable without drifting into whimsy. This balance allows the logo to work across formal communications, workshop settings, digital platforms, and physical applications.

The wordmark is strong and grounded, signalling reliability, shared ownership, and long-term thinking. Paired with the icon, the full logo functions as a clear mark of quality and craftsmanship. It represents the Assembly at its most formal and should be used wherever authority, trust, and recognition are required.



Our mark

The icon centres on the craftsman's apron, a symbol of shared labour, skill, and responsibility.

Worn by every elf, the apron reflects equality across roles and reinforces the value placed on making and care. The central pocket subtly suggests a wide smile, referencing friendship and enjoyment in work.

The apron ties frame the mark into a crest-like form, giving the icon authority and permanence. Used on its own, it acts as a stamp of quality, representing the Assembly's standards, values, and commitment to craft.



Logo variations

Inline logo



Stacked logo



Horizontal logo



Icon



Logo variations – Reversed

Inline logo



Stacked logo



Horizontal logo



Icon



Our badges

The **Quality Stamp** is a functional mark used to signal craftsmanship and approval.

It does not identify the organisation on its own, but instead supports the brand by confirming that a product or asset meets Elf Assembly standards.

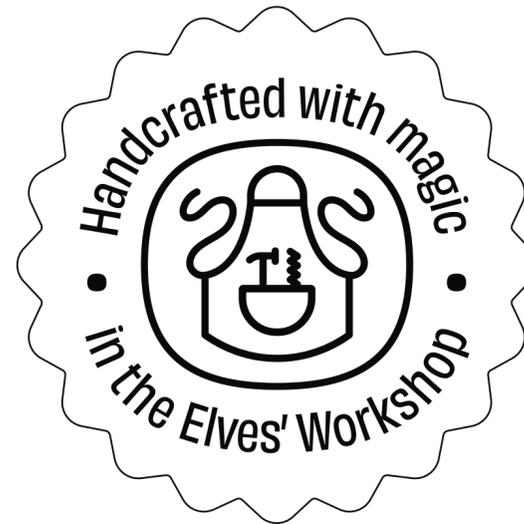
Its role is to reinforce trust and attention to detail, and it should be applied selectively to avoid dilution.

The **Workshop Approval Badge** confirms provenance and collective responsibility.

It is used to indicate that an item has been assembled, reviewed, or signed off within the Elf Assembly workshops. This mark is particularly suited to packaging, documentation, internal signage, and digital confirmations.

The badge should never be used as a substitute for the logo. Instead, it functions as supporting proof, adding reassurance and context to the wider brand system.

Quality stamp



Workshop approval badge



Core visual system

This section covers colour, typography, and supporting visual rules that bring structure and clarity to the identity, ensuring the brand remains cohesive, legible, and consistent wherever it appears.

Brand colours

The Elf Assembly colour system balances craft, warmth, and clarity.

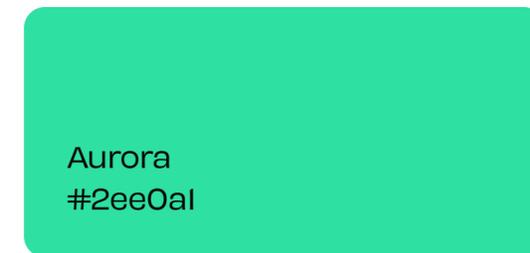
Primary colours form the foundation of the identity and should dominate most brand uses, particularly backgrounds, large surfaces, and structural elements. They anchor the system visually, ensuring the brand remains grounded, confident, and recognisable.

Secondary colours are used to introduce contrast, emphasis, and moments of warmth. They are intended for highlights, accents, and calls to action, and should be applied sparingly and with purpose, typically layered onto primary backgrounds.

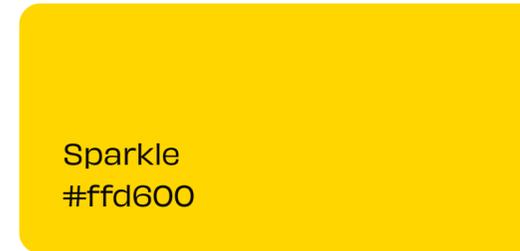
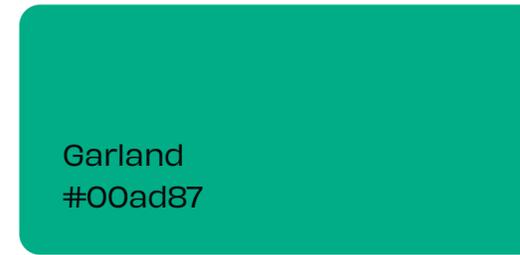
The **neutral palette** supports legibility and balance. These colours are used for typography, content-heavy layouts, and functional elements, providing visual breathing room alongside more saturated tones.

Used together, the system allows the brand to feel distinctive and characterful without becoming noisy or overly seasonal.

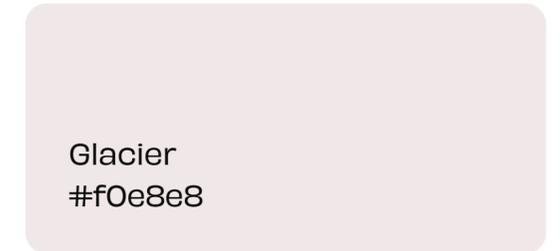
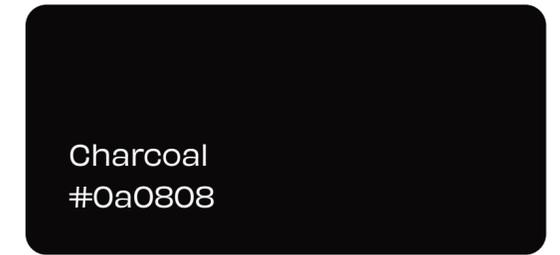
Primary



Secondary



Neutral



Colour combinations

Text on dark background

Aa
Nordmann background
White text

Aa
Nordmann background
Aurora text

Aa
Garland background
Charcoal text

Aa
Garland background
Nordmann text

Aa
Poinsettia background
White text

Aa
Poinsettia background
Candy text

Aa
Berry background
Charcoal text

Text on light background

Aa
Aurora background
Charcoal text

Aa
Aurora background
Nordmann text

Aa
Candy background
Charcoal text

Aa
Candy background
Poinsettia text

Aa
White background
Charcoal text

Aa
White background
Nordmann text

Aa
White background
Poinsettia text

These combinations meet a color contrast ratio of 4.5:1, conforming with the WCAG 2.1 Level AA standards for body text. No other combinations should be used. Employing accessibility best practices improves the experience for all users.

Brand typography

The Elf Assembly type system is built around clarity, contrast, and purpose.

Obviously Narrow Bold is used for primary headlines. Its condensed, confident form gives structure and authority to key messages, allowing headlines to carry weight without occupying excessive space. It reflects strength, focus, and the practical nature of the Assembly.

Larken Medium is used for secondary headlines. Its softer, more traditional character introduces warmth and balance, supporting the primary headline without competing for attention.

Obviously Regular is used for body copy. Clear and highly legible, it is suited to longer passages of text across both digital and physical applications. Its straightforward tone ensures content remains accessible and easy to read.

Together, these typefaces create a clear hierarchy that supports readability, reinforces professionalism, and reflects the care and craft at the heart of the Elf Assembly brand.

Primary headline

Obviously Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Secondary headline

Larken Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Body copy

Obviously Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Imagery

Our brand imagery is split into three themes: Our Workshops, Our Village, and Our Landscape.

Workshop imagery focuses on the spaces where work is done and shared.

Images should feel warm, practical, and lived-in, showing tools, materials, benches, and communal areas rather than staged scenes. Wood, texture, and soft lighting are key, reinforcing craft, care, and time spent making things properly. While the environment is welcoming, the emphasis is always on work, not decoration.

These images are used to give context to the labour behind the work.

Our workshops



Imagery

Village imagery shows the wider context of the Assembly at work.

Exterior shots should highlight workshops and buildings within the Elf village, using the contrast between warm interior light and cold, snowy surroundings. This balance reinforces ideas of shelter, community, and collective effort within a harsh environment.

Village imagery helps situate the Assembly as a real, functioning place, not an abstract setting, and should feel calm, grounded, and purposeful.

Our village



Imagery

Landscape imagery provides scale, atmosphere, and breathing space.

These images draw from the wider North Pole environment, featuring open snowfields, mountains, night skies, and the Northern Lights. They are intentionally broader and more atmospheric than workshop or village imagery, offering contrast rather than detail.

Landscape imagery should be used sparingly, acting as a backdrop that reinforces place and mood without distracting from the elf and craft-led focus of the brand.

Our landscape



Icons

The Elf Assembly icon system is made up of two distinct but complementary sets.

Department icons are bespoke to the brand and have been designed specifically for the Assembly. They use a consistent stroke weight, rounded forms, and simple construction, drawing on tools and materials associated with each department. These icons are illustrative in nature and help communicate role, function, and craft within the organisation.

General icons are sourced from the Huge Icons library and are used for common actions, navigation, and UI elements. They have been selected to align closely with the Assembly's visual language and should be used as supplied, without modification.

Both icon sets should be applied with care and consistency. Colour, scale, and alignment should be handled in a way that maintains a cohesive system, ensuring that bespoke and third-party icons feel part of the same visual family.

Department icons



Creative



Crafting



Finishing

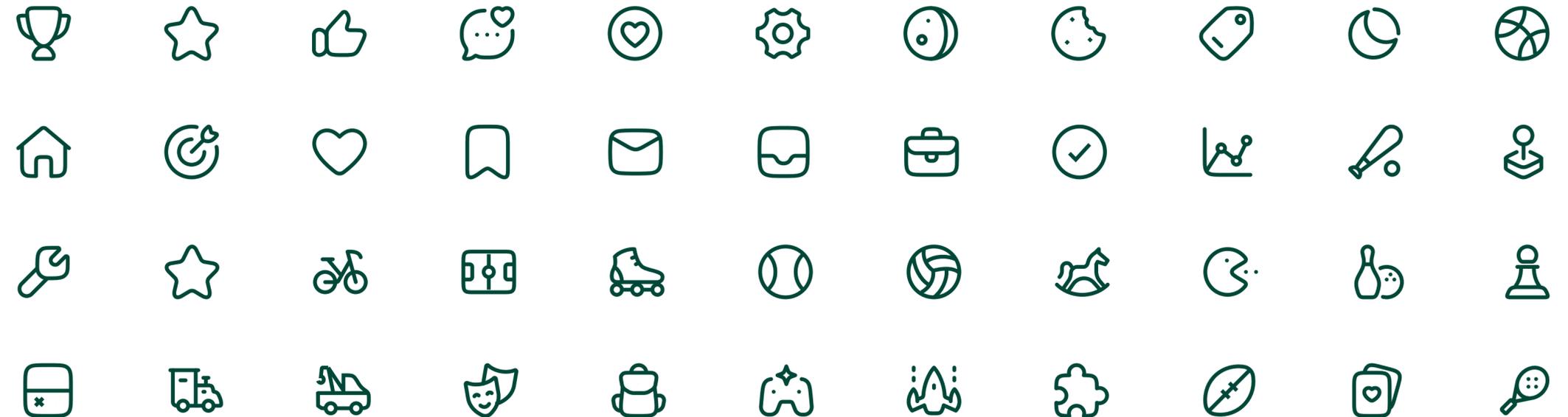


Operations



Support

General icon set

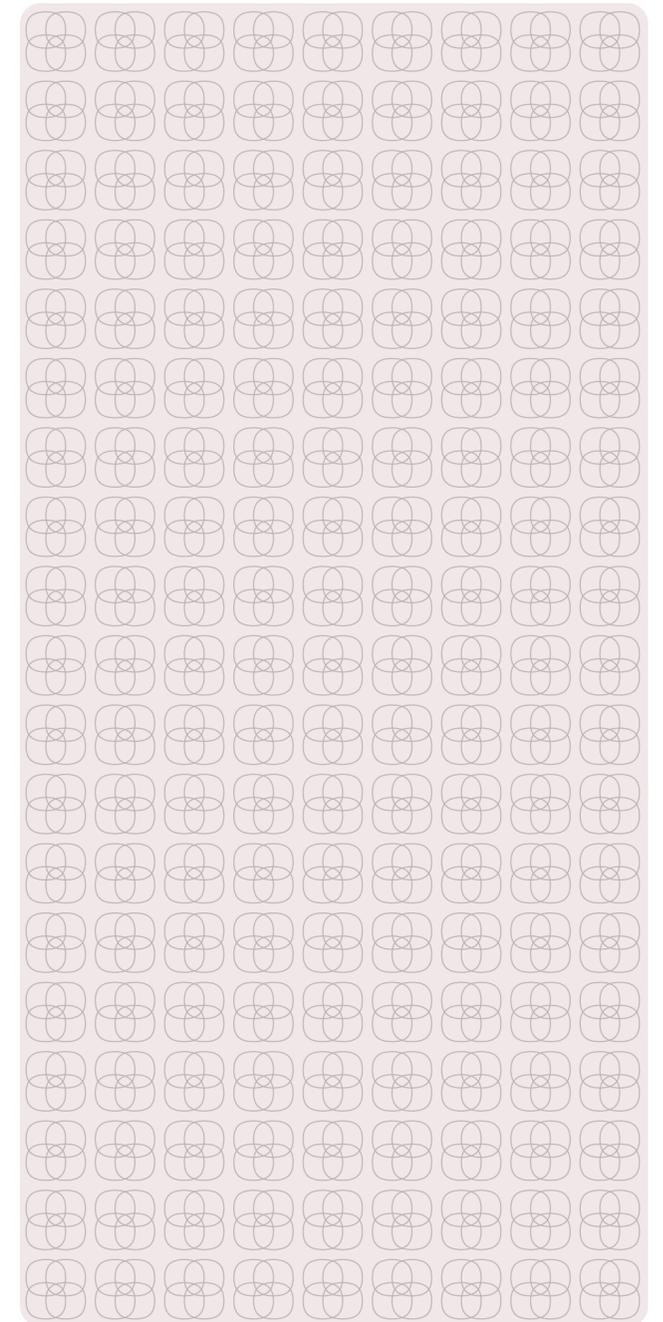
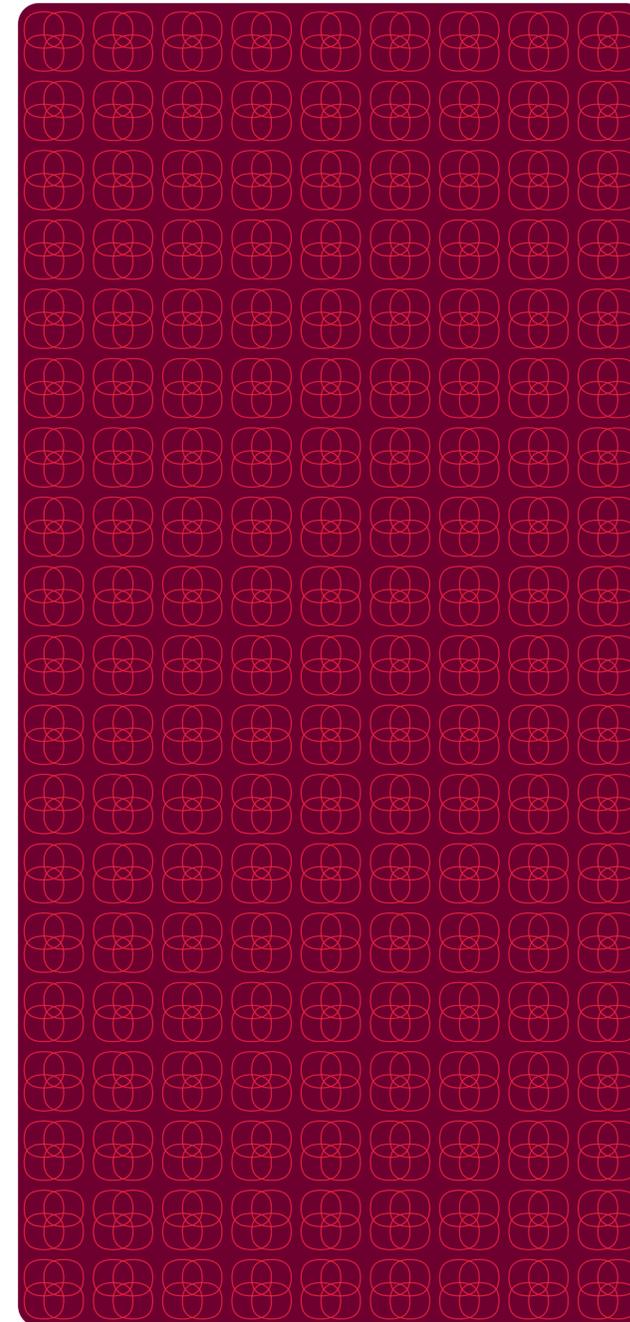
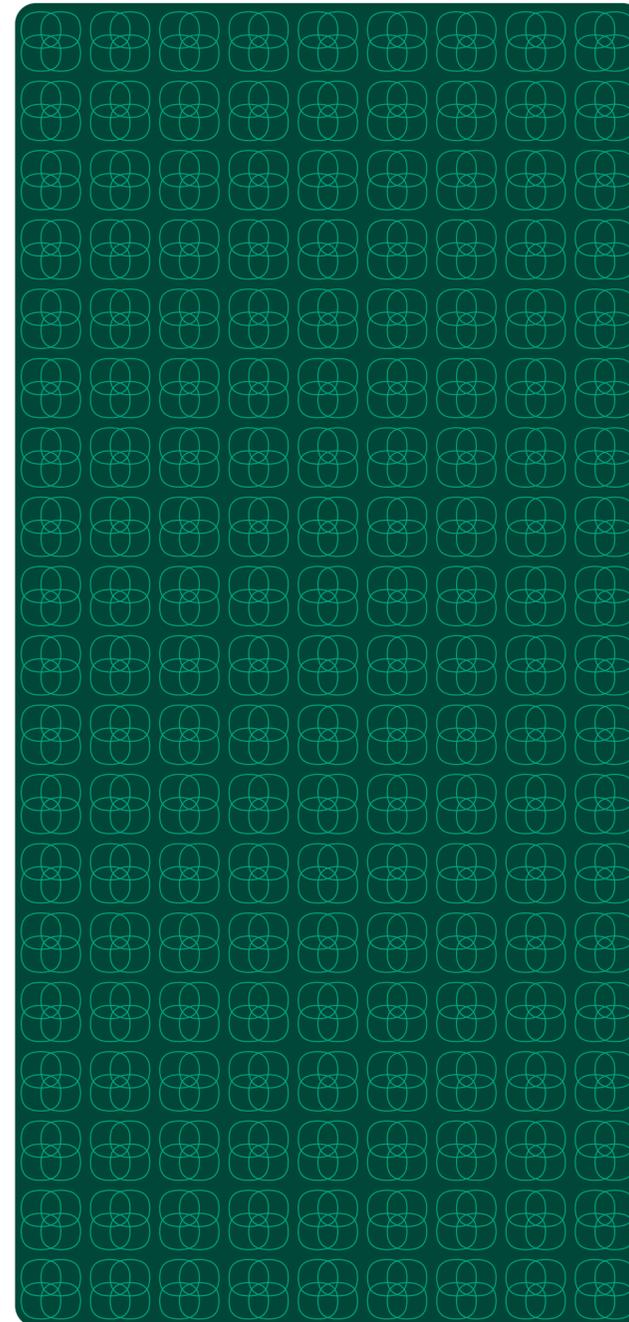


Pattern

Brand patterns are derived from the holding shape of the Elf Assembly icon and used to add texture and depth to the visual system.

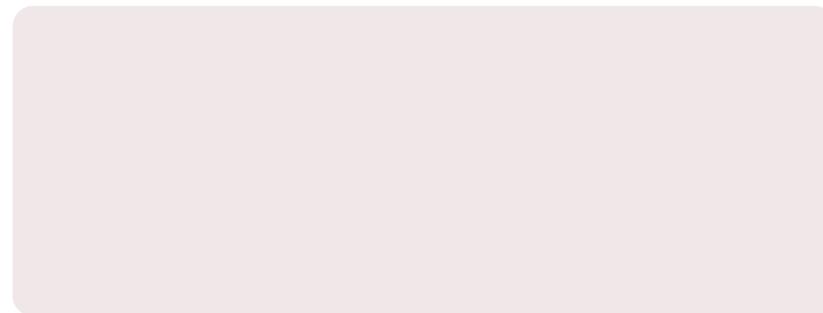
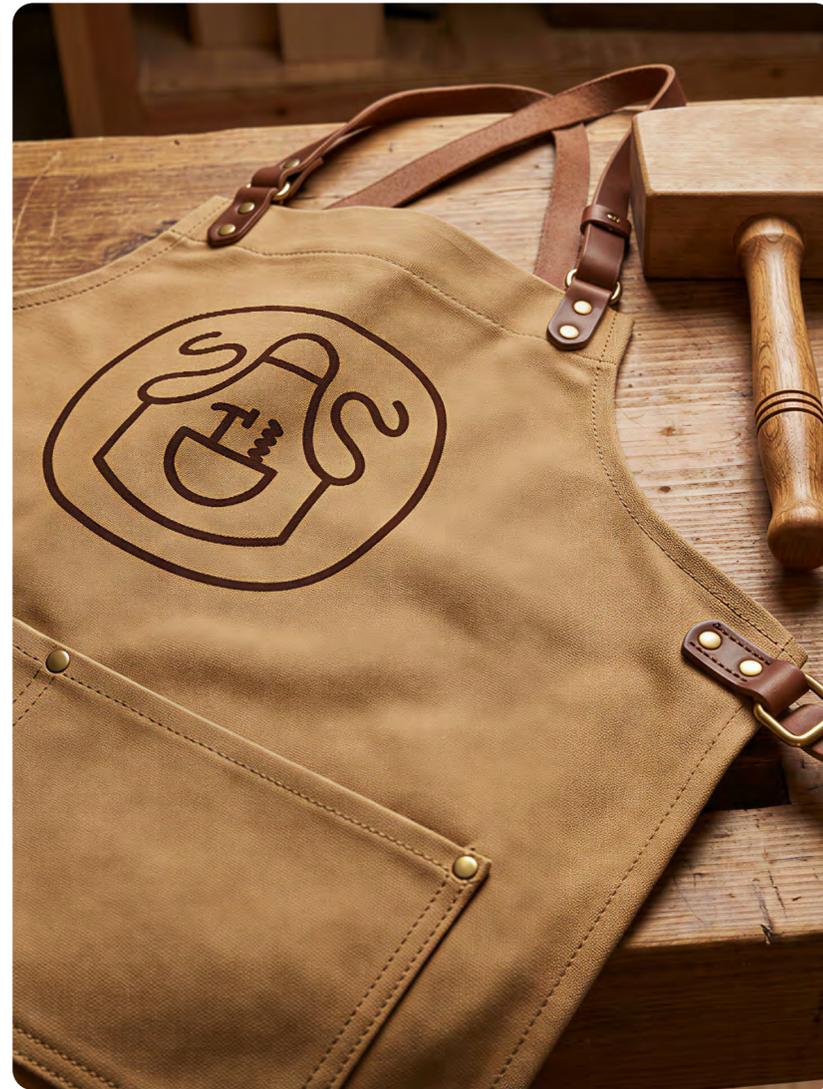
They are intended as supporting elements rather than primary features, working best as backgrounds, linings, or secondary surfaces across packaging, print, and digital applications. Patterns should feel subtle and considered, never dominant.

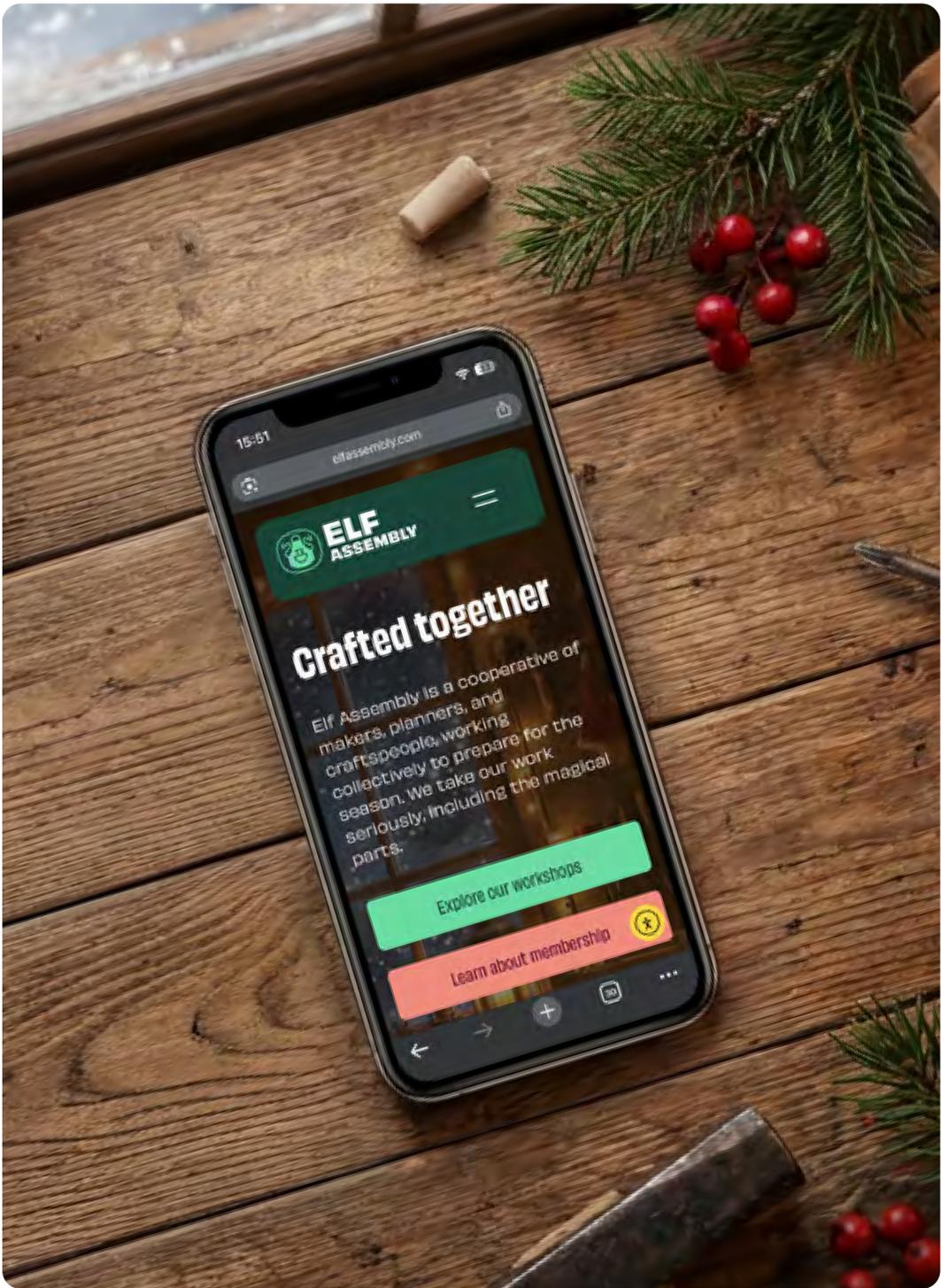
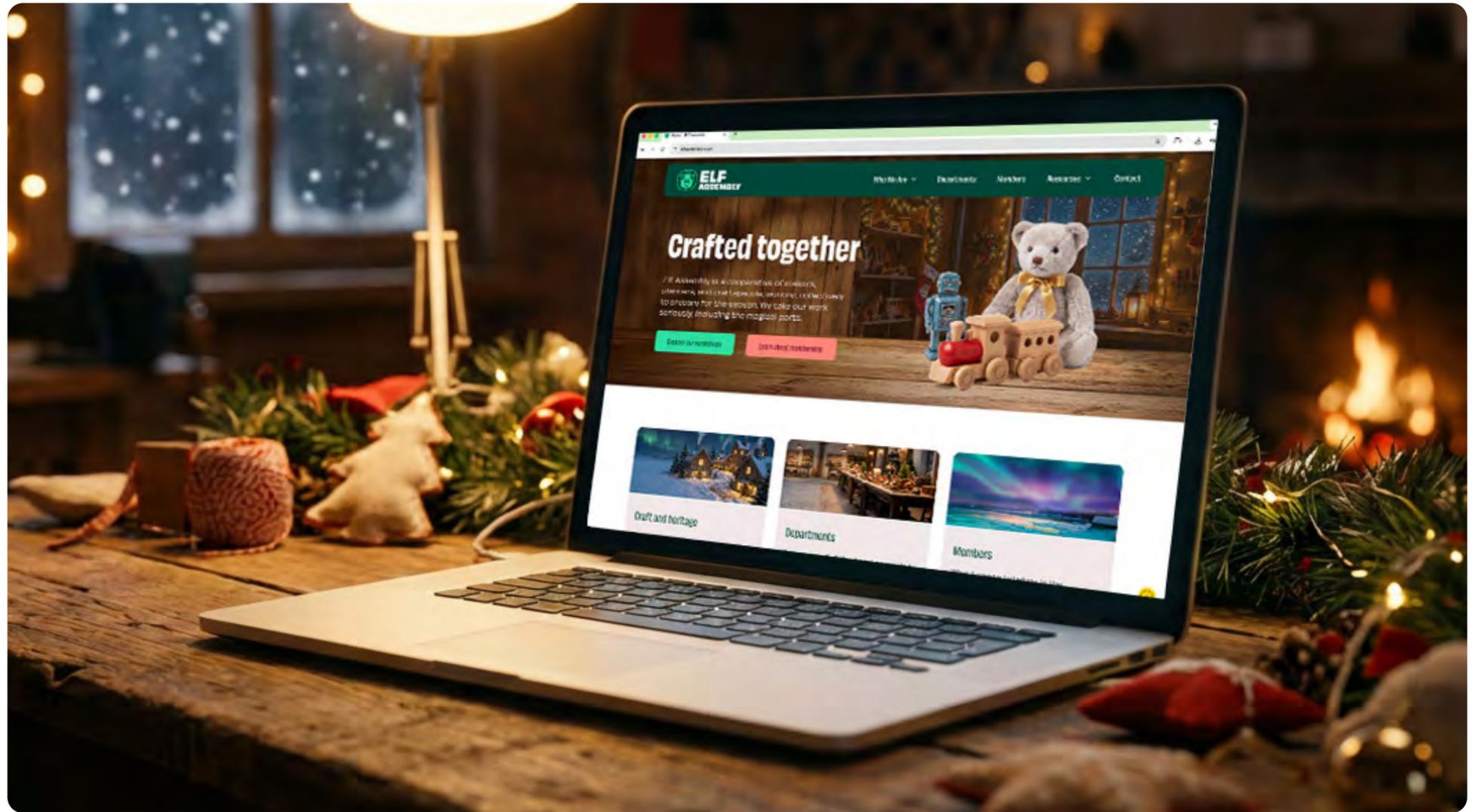
Used sparingly, they reinforce brand recognition and craft detail without distracting from content or core messaging.



Our brand in action

This section shows real-world examples and product mockups. It demonstrates how the identity comes together across materials, environments, and touchpoints, translating guidelines into clear, usable outcomes.







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