



ARTISAN CRAFTERS, LLC

Your home remodeling, roofing,
flooring, tilework, and
drywall specialists.

Brand Colors

Artisan Gold
#C8922A
Primary Accent — logos, borders, headlines

Light Gold
#E8B84B
Highlights & Gradients

Cream White
#F5F0E8
Primary Text on Dark

Deep Black
#0A0A0A
Background / Base

Charcoal
#1A1A1A
Cards & Surface Backgrounds

Dark Gold
#8B6914
Shadows & Depth Elements

Brand Fonts

PLAYFAIR DISPLAY — DISPLAY / HEADING FONT

Aa Bb Cc

Used for: Company name, headings, signage, hero text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & . ! ?

WORK SANS — BODY / UI FONT

Aa Bb Cc

Used for: Body copy, contact info, descriptions, navigation

300 Light

Your Home Specialists

400 Regular

Your Home Specialists

600 SemiBold

Your Home Specialists

700 Bold

Your Home Specialists

Business Card

04 / CORRESPONDENCE

Letterhead Design



FRONT



BACK

PRINT SPECS

Size: 3.5" × 2" (standard)

Bleed: 0.125" all sides

Resolution: 300 DPI

Color Mode: CMYK

Finish: Matte laminate (recommended)

Paper: 16pt card stock

WHERE TO PRINT

▣ Vistaprint.com

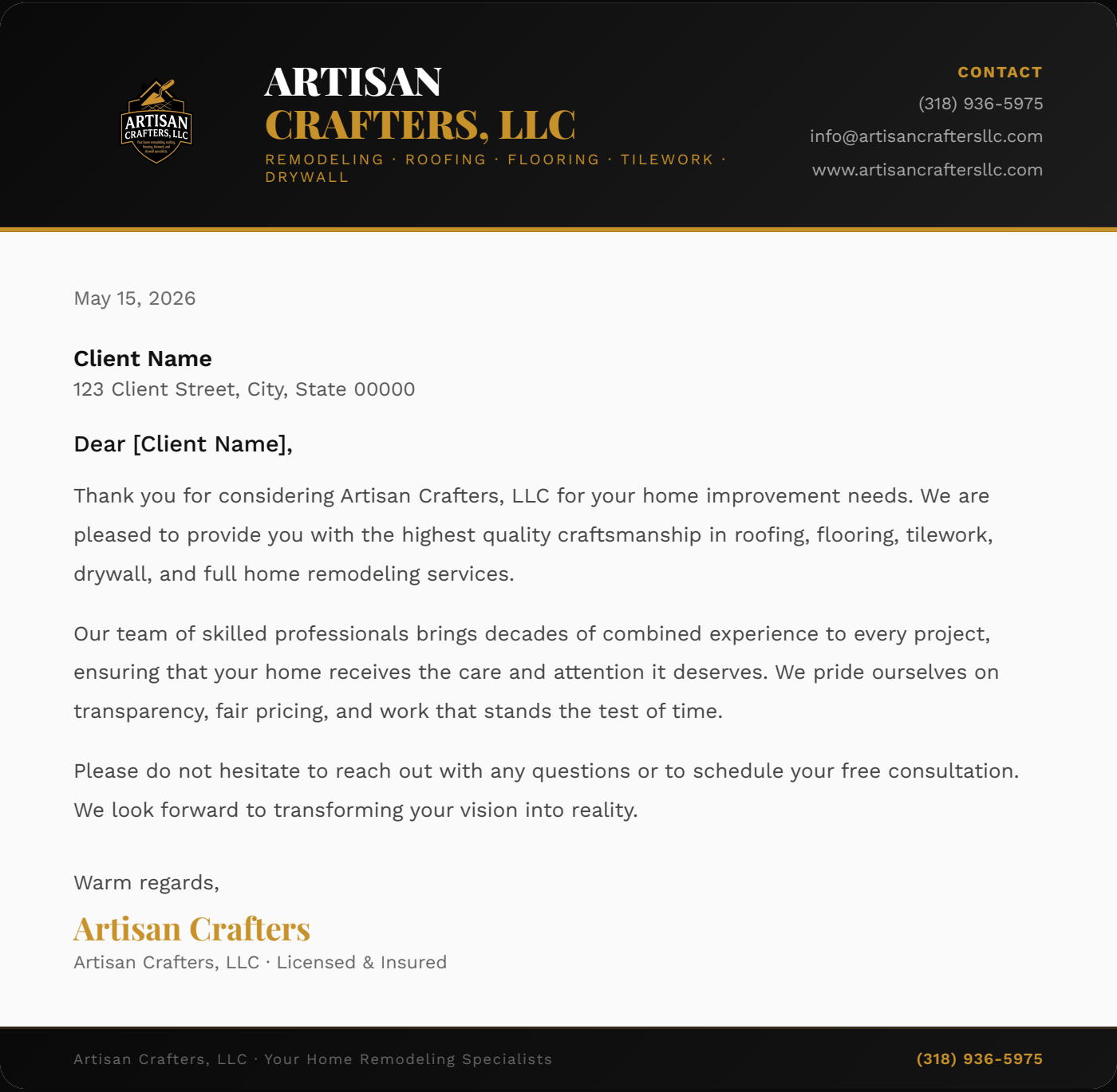
▣ Canva Print

▣ GotPrint.com

▣ Moo.com (premium quality)

▣ 48HourPrint.com

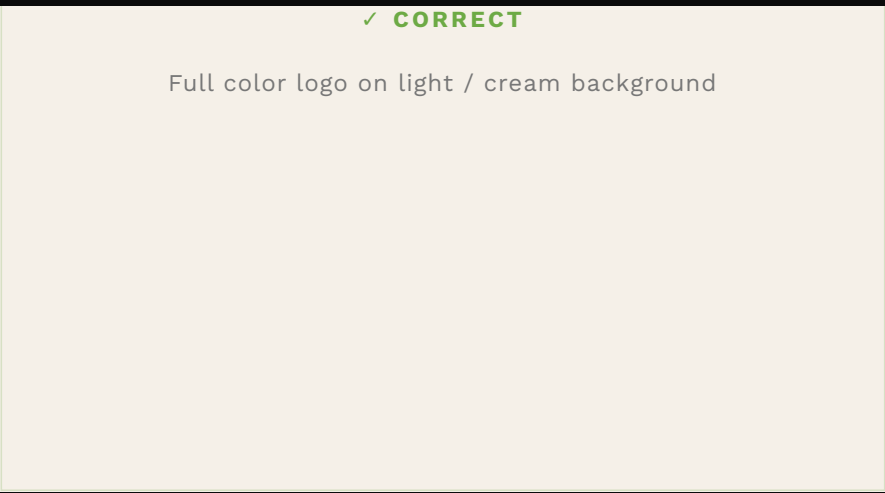
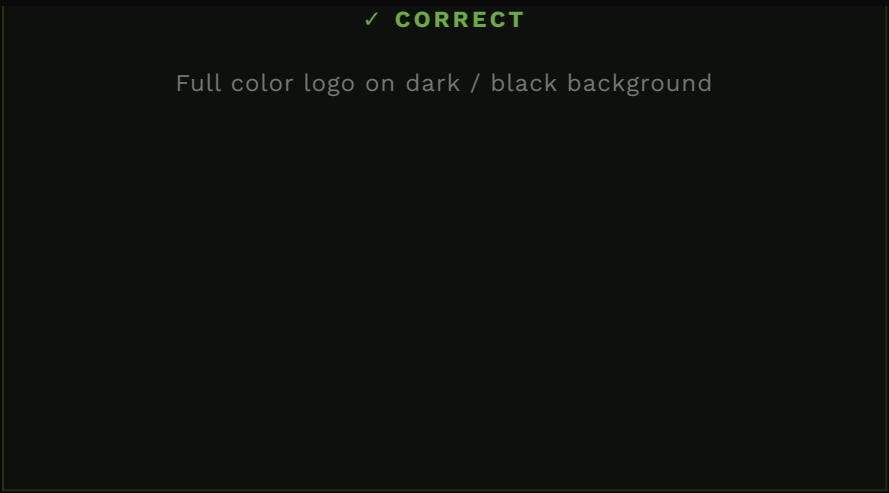
▣ Local print shops (Austin / Leander)



05 / LOGO SYSTEM

Logo Usage Guidelines

Letterhead is 8.5" × 11" · 300 DPI · For estimates, proposals, and official correspondence

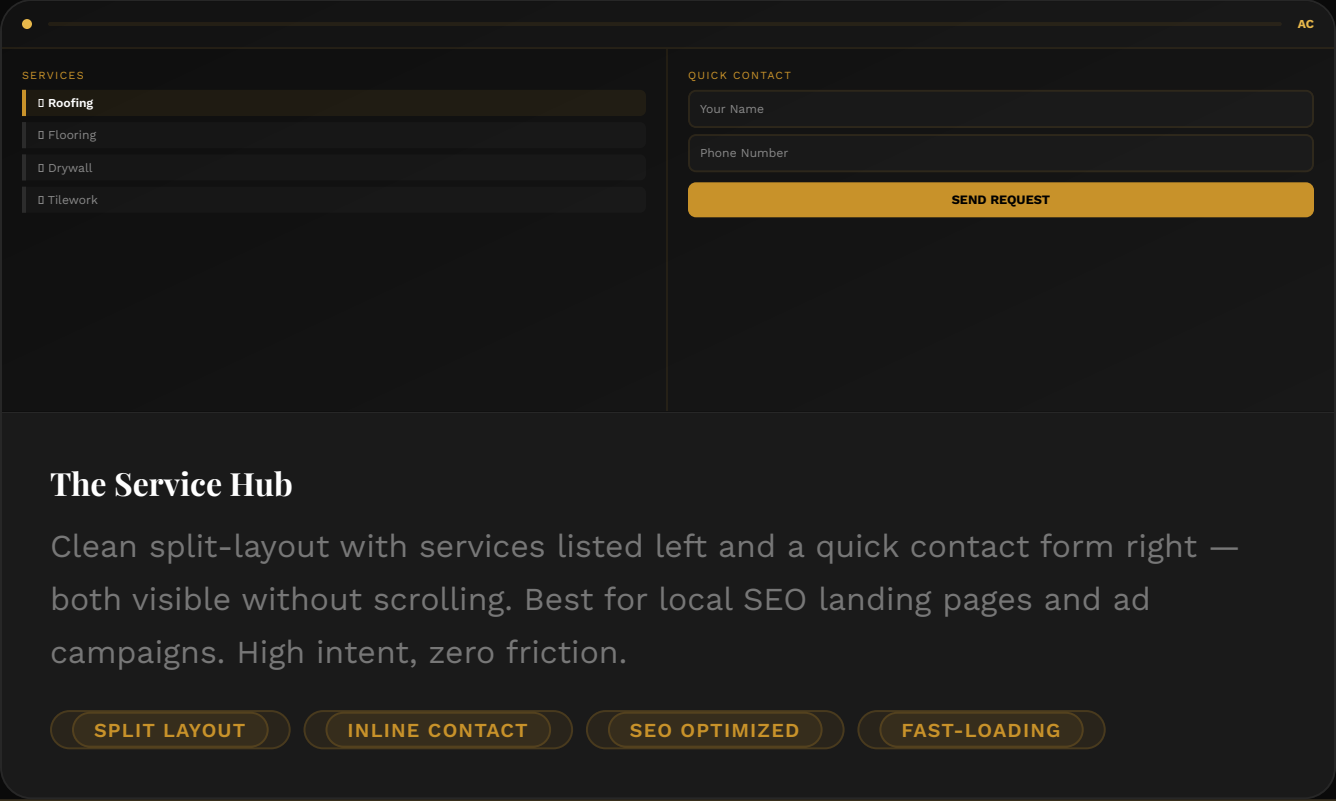
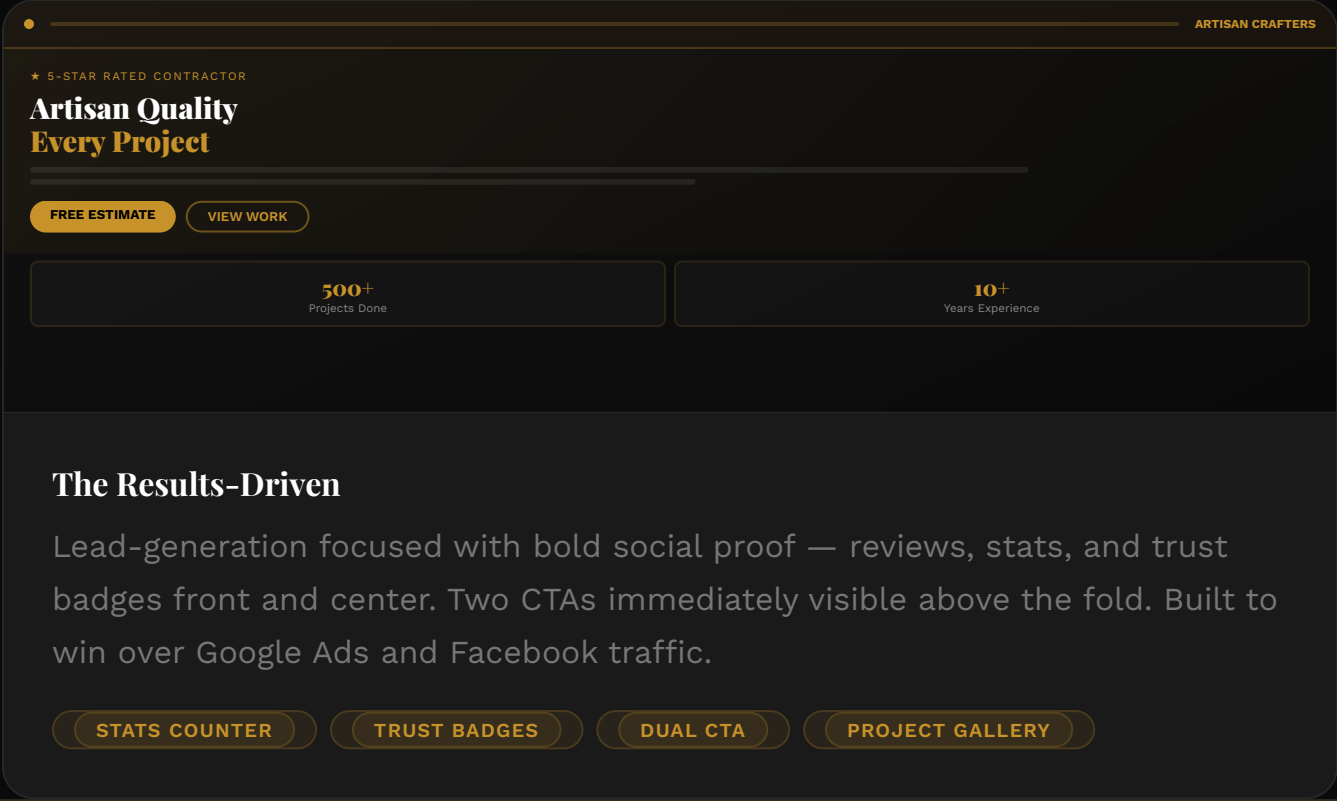
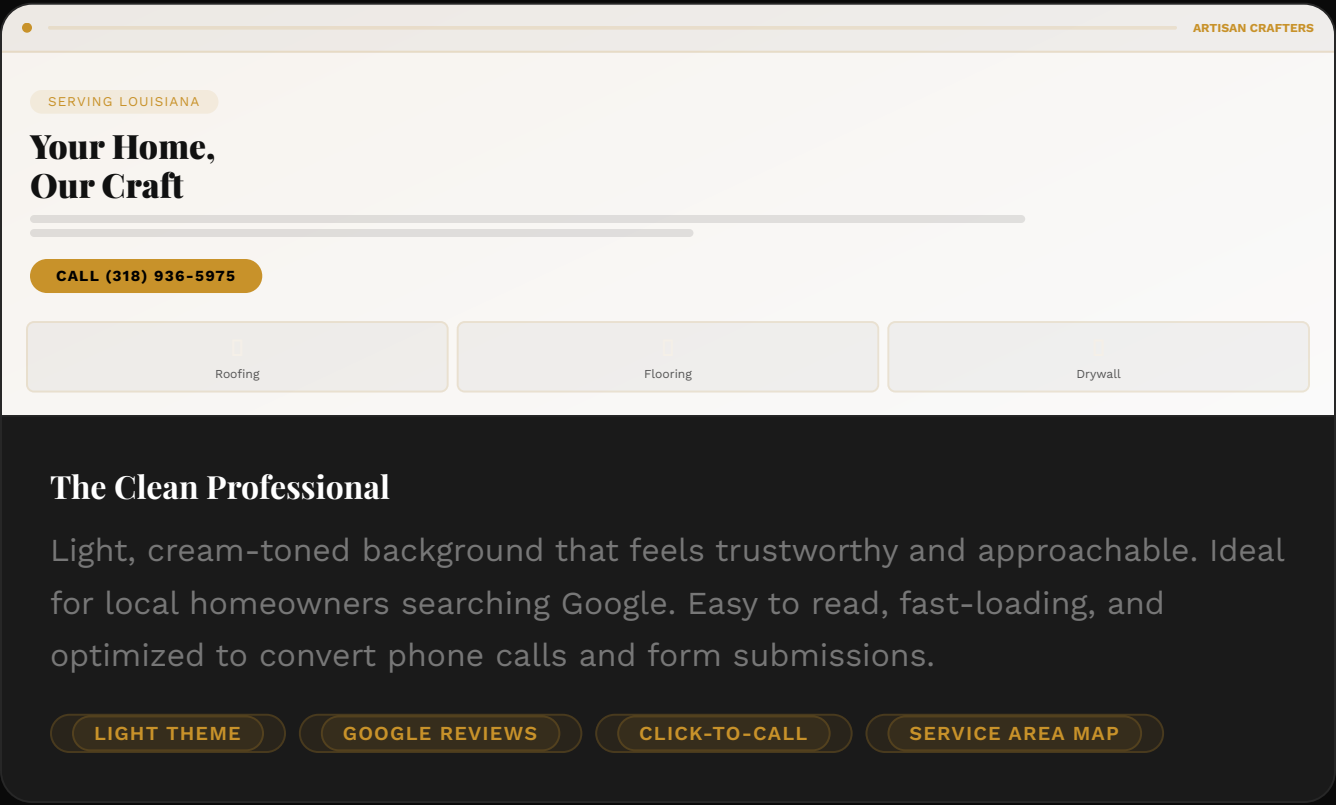
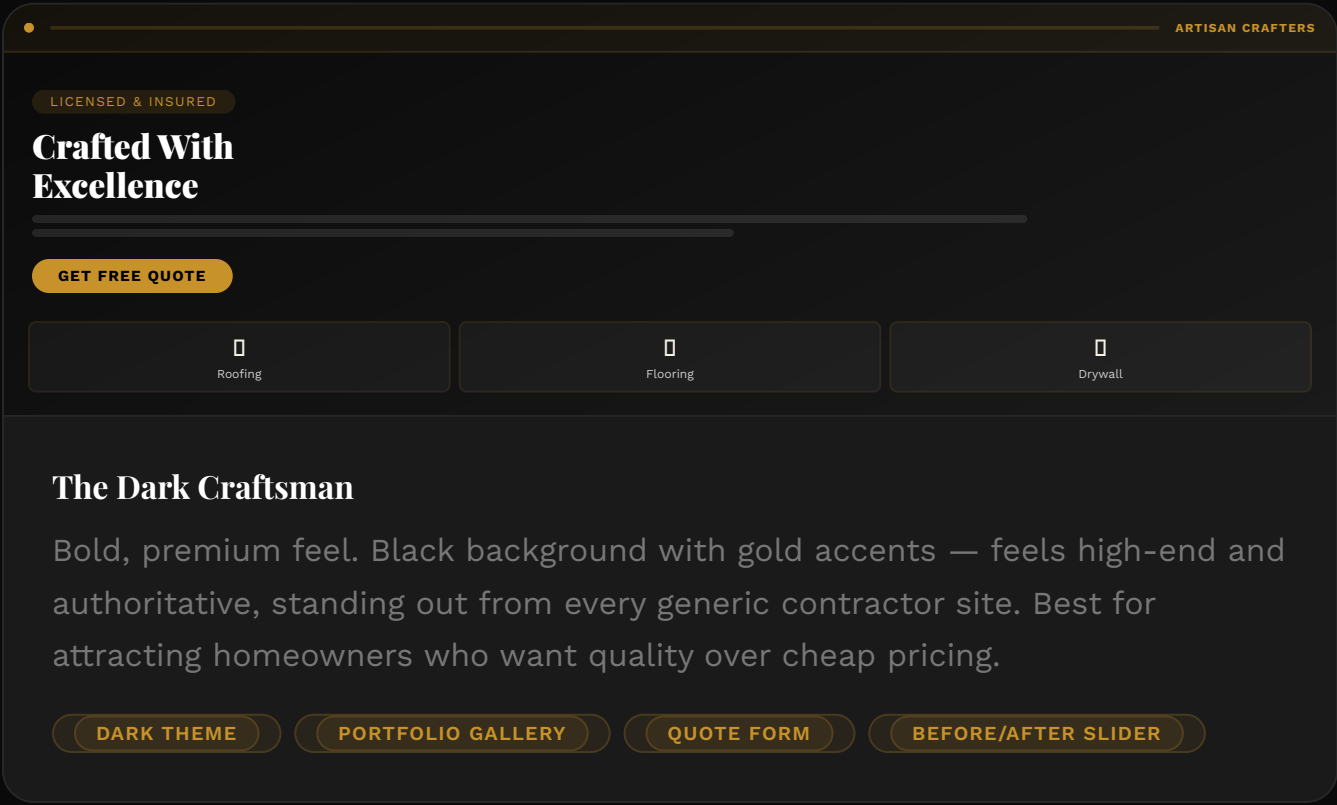


CLEAR SPACE & USAGE RULES

Always maintain a minimum clear space equal to the width of the shield's bottom point around all sides of the logo. Never crowd it with other text or imagery. Do not stretch, rotate, skew, add drop shadows, outlines, or apply effects not specified in this guide. The Artisan Gold (#C8922A) is the only approved accent color.

06 / DIGITAL PRESENCE

Website Concepts



Artisan Crafters, LLC

Your Home Remodeling, Roofing, Flooring, Tilework & Drywall Specialists

(318) 936-5975

Branding Kit — Designed for Artisan Crafters, LLC · 2026