

THE IDENTITY



HANDCRAFTED LEATHER

TEN HANDS

The Modern
Drover.

Brand identity, production artwork and
application standards.

OCTOBER 2026

01 / BRAND FOUNDATION

A Western soul. A modern standard.

Premium. Authentic. Established. Inviting.

Ten Hands pairs handcrafted leather with a warm, considered experience. The identity feels grounded in Western craft, but it is never a costume.

THE CREATIVE IDEA

Dark cinematic atmosphere. Natural leather.
Restrained bronze accents. Warm ivory. Editorial type.
Human craftsmanship.

THIS RELEASE

The supplied visual board remains the approved mood reference.
The vector marks are newly drawn production interpretations.
Exact colors and font choices are specified here for consistent future use.

02 / POSITIONING AND LANGUAGE

Craft is the product. Connection is the feeling.

FOR THE CLIENT

Corporate events, weddings and celebrations are the working audience in the project brief. Describe only services and capabilities that Ten Hands confirms.

THE EXPERIENCE

Lead with the human moment: choosing, making, personalizing and receiving. Show the craft and the people together, not only a finished product.

THE PROMISE

A thoughtful personal touch, expressed through handcrafted leather. Do not invent years in business, a founding date, material certifications or durability guarantees.

WORKING MESSAGE

A personal touch. A lasting impression.

Sample marketing line for client approval. The fixed logo descriptor remains HANDCRAFTED LEATHER.

03 / PRIMARY LOGO

The primary crest.

Use the complete crest when the name, symbol and descriptor have enough room to breathe.



DEEP LEATHER ON WARM IVORY



ANTIQUE BRONZE ON RICH CHARCOAL

04 / RESPONSIVE LOGO SYSTEM

One family. Different jobs.



Primary full

Hero, presentation, larger print



Primary compact

Name and symbol with less detail



Secondary TH

Hardware, tags, social identity



Wordmark

Headers and narrow layouts



Horizontal crest

Wide applications and signage



Round badge

Stickers and large seals

05 / SECONDARY MARK

The TH is a signature, not an abbreviation.



KEEP THESE FEATURES

The horned T

Upturned horns remain symmetrical and continuous with the T stem.

The slender H terminals

The lower legs finish with restrained, tapered feet. Do not add heavy slab serifs.

The shared structure

T and H meet as a single solid mark. Never separate, redraw or rebuild the letters from a font.

06 / ALTERNATE ARRANGEMENTS

Wordmarks for the spaces a crest cannot fit.

TEN HANDS

HORIZONTAL NAME

TEN HANDS

HANDCRAFTED LEATHER

NAME WITH DESCRIPTOR

TEN
HANDS

HANDCRAFTED LEATHER

STACKED NAME

The logo letters are supplied as outlines. Keep spacing exactly as delivered. Use Cormorant Garamond for supporting design typography, not to retype the logo.

07 / CLEAR SPACE AND PLACEMENT

Space is part of the identity.



A SIMPLE RULE

Measure the visible artwork width, not the file canvas. Leave at least 12% of that width clear on every side of the full crest or TH monogram.

For a horizontal wordmark or lockup, leave at least half of the visible name cap height clear on all sides. More room is preferred in luxury layouts.

Center the mark optically. Use the supplied canvas proportions. Do not let text, trim edges, holes, seams or photographs enter the clear area.

08 / MINIMUM SIZES

Use less detail as the mark gets smaller.

Starting limits for clean reproduction. These are design recommendations, not vendor-tested manufacturing tolerances.



360 px / 75 mm

Full descriptor and horn detail.



180 px / 38 mm

No small descriptor or ornaments.



40 px / 10 mm

Preferred small brand identifier.



16 to 32 px icon

Optical version for tiny applications.

For leather stamps, embroidery, foil and casting: send the simplified masters, then approve the vendor sample at the final size before ordering tooling or a full run.

09 / EXACT COLOR SYSTEM

The palette is warm, not orange.



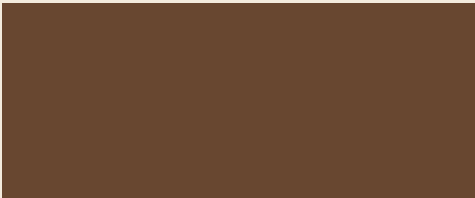
Rich Charcoal

#1C1A17
RGB 28, 26, 23
CMYK approx. 0, 7, 18, 89



Dark Chocolate

#34231B
RGB 52, 35, 27
CMYK approx. 0, 33, 48, 80



Deep Leather

#684730
RGB 104, 71, 48
CMYK approx. 0, 32, 54, 59



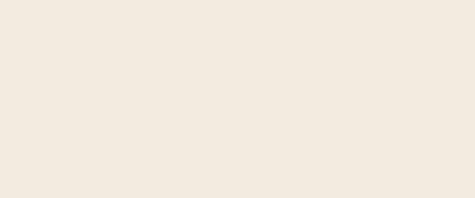
Saddle Tan

#B68A63
RGB 182, 138, 99
CMYK approx. 0, 24, 46, 29



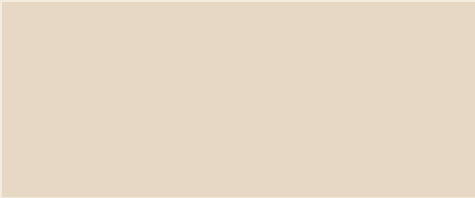
Antique Bronze

#B88A55
RGB 184, 138, 85
CMYK approx. 0, 25, 54, 28



Warm Ivory

#F3EBDD
RGB 243, 235, 221
CMYK approx. 0, 3, 9, 5



Soft Cream

#E7D8C5
RGB 231, 216, 197
CMYK approx. 0, 6, 15, 9

sRGB is the digital reference. CMYK values are mathematical approximations, not ICC-profiled press matches. Approve printed samples on the actual stock. Antique Bronze is a flat color; true metallic foil or ink is selected with the vendor.

10 / CONTRAST AND BALANCE

Color combinations with a job to do.

TEN HANDS

14.67:1 contrast

Normal text AA

TEN HANDS

5.63:1 contrast

Normal text AA

TEN HANDS

7.00:1 contrast

Normal text AA

TEN HANDS

5.63:1 contrast

Normal text AA

Normal text needs at least 4.5:1; large text needs 3:1 under WCAG AA [3]. The logo itself is exempt, but navigation, captions and buttons are not. These tests cover flat color pairs, not complete website compliance.

Use charcoal or ivory as the dominant field, leather as the warm secondary, and bronze as a restrained accent. Do not use bronze or tan for small text on ivory.

11 / TYPOGRAPHY

Editorial headlines. Clear supporting text.

CORMORANT GARAMOND

The art of
making it personal.

Display family: Medium 500 and Semibold 600. Use generous leading, natural mixed case and restrained italics. Avoid setting paragraphs in the display serif.

INTER

Thoughtful craft.

A clear supporting voice for dates, event details, booking forms, captions and instructions.

Body: Regular 400. Labels: Medium 500. Buttons: Semibold 600. Keep supporting text legible and avoid exaggerated tracking in paragraphs.

Production font choices, selected to match the supplied direction. The original image did not identify font files. Official source and license links are provided; font files are not bundled. [1, 2]

12 / TYPOGRAPHIC HIERARCHY

A type scale that does not shout.

Hero headline	Cormorant Garamond Medium Line height 1.02 to 1.12	64 to 88 px
Section headline	Cormorant Garamond Medium Line height 1.10 to 1.20	36 to 48 px
Body paragraph	Inter Regular Line height 1.50 to 1.70	16 to 18 px
Interface label	Inter Medium Line height 1.3; restrained tracking	12 to 14 px
Print body	Inter Regular Line height 1.4 to 1.5	10 to 11.5 pt

The logo is artwork, not editable body type. Use delivered vector files rather than approximating the arch, spacing or monogram with live fonts.

13 / BRAND ELEMENTS

Details should frame the craft.



MONOGRAM REPEAT



DIAMOND DIVIDER



Use one ornamental language at a time. Small diamonds, fine rules and stitch rhythms support the logo. Do not reintroduce the earlier eye or sunburst, add decorative clip art, or suggest a tribal affiliation.

14 / ICONOGRAPHY

Icons speak softly.



Leather Tag



Craft Tools



Needle Thread



Stitching



Personalization



Calendar



Gift



Location



Email



Phone



Camera



Signature Diamond

The 12-icon set uses a shared 96-unit canvas and 2.8-unit rounded stroke. Use at 24 px or larger for interface details; keep a text label when the meaning is not obvious. These are supporting symbols, never substitute logos.

15 / PHOTOGRAPHY AND ART DIRECTION

Make the atmosphere real.



CAPTURE

Warm side lighting. Real hands and tools. Leather grain. Guest interaction. Finished details. A mix of wide event context, medium interaction and close craftsmanship.



AVOID

Orange filters, staged stock handshakes, invented customer events, crushed shadows, excess props and overprocessed metallic effects. Keep skin tones natural and leave room for type.

Images shown here are texture crops from the supplied visualization board, not authentic event photography. Obtain permission for real guest images and verify usage rights before publication.

16 / BRAND VOICE

Warm confidence. Specific words.

SOUND LIKE

A craftsperson with good taste.

Clear, gracious and assured. Use the language of materials, process, people and the occasion. Let the work demonstrate quality.

SAY

"Made by hand. Made personal."

"A personal touch. A lasting impression."

"Let's create something your guests will remember."

DO NOT SAY

Avoid unsupported "first," "only," "best" or "luxury since [year]" claims. Do not claim genuine leather, full grain, local sourcing, a warranty or lifetime durability unless verified.

BOOKING LANGUAGE

Check Event Availability

See the Experience

Working CTA language from the project brief. Sample copy is not a factual service promise; confirm it before publishing.

17 / DIGITAL APPLICATIONS

Digital essentials, already sized.



FEED



STORY



LINK PREVIEW

Also included: event and quote templates, avatars, a wide cover layout, favicon sizes, an app manifest, email signature HTML and a local UI style specimen.

Social SVG templates have editable text and photo placeholders. Preview images are examples. Confirm the current platform crop before posting, and replace every bracketed field.

18 / PRINT APPLICATIONS

The touchpoints should feel like the product.



BUSINESS CARD

Editable front and back templates, round badge sticker art, an event sign and Word letterhead are included. Contact, event, material and care information remains explicit placeholder text where it is not verified.



MADE PERSONAL.

HANG TAG



THANK YOU INSERT

Print artwork has 0.125 inch bleed and PDF TrimBox metadata. Guide files are separate. Physical size and trim should be checked with the chosen printer.

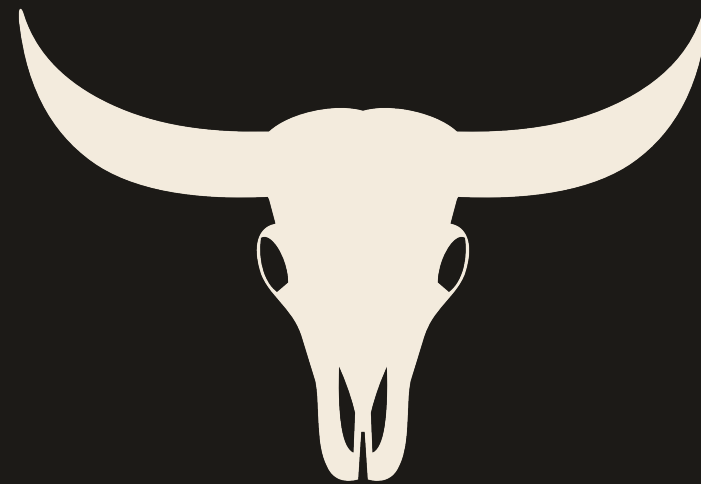
19 / STAMPING, FOIL AND HARDWARE

The finish belongs to the material.



STAMP / DEBOSS / EMBOSS

Start with the optical TH or simplified skull. Black represents the positive artwork area. Do not invert, mirror or assume relief depth without the vendor's instructions.



FOIL / CAST METAL / EMBROIDERY

The bronze color is not a finish specification. Select a physical foil or metal sample. Embroidery requires digitizing and a stitch test; the artwork is not a DST file.

20 / FILE FORMATS AND PRODUCTION

Give each specialist the right source.

SVG	Scalable outlined logo artwork. Open in vector design tools. Logo files contain no linked images or font dependencies.
PDF	Vector logo exports and print layouts. Logo PDFs use RGB unless explicitly marked otherwise. Print layouts include bleed and trim metadata.
PNG	Transparent logo exports at 600 and 2400 px on the longest side. White logos are intentionally invisible on white backgrounds.
EPS / TIFF	Black EPS logo masters and selected 1-bit stamp artwork. EPS is supplied for compatibility; SVG remains the editing source.
PPTX / DOCX / HTML	Editable presentation, document and digital templates. Install the official typefaces before editing live text. No native AI, PSD or font files are claimed.

21 / INCORRECT USE

Protect the quiet confidence.



DO NOT STRETCH

Keep the original proportions. Resize from a corner with aspect ratio locked.



DO NOT SHRINK THE CREST

Switch to the TH or compact mark before detail becomes unreadable.



NO BUILT-IN EFFECTS

Shadows and metal texture belong in mockups, not the master logo files.



DO NOT DECORATE THE MARK

Do not add outlines, clip art, a new eye, sunburst or an unverified founding date.

Use the original supplied board as an art-direction reference. Do not cut logos from the mockup collage when clean production files are available.

22 / ROLLOUT CHECKLIST

From files to a consistent brand.

- 01 Approve the production drawing**
Compare the flat crest and TH against the supplied moodboard. Check name spelling, letter spacing and the slender H feet.
- 02 Install the typography**
Use official Cormorant Garamond and Inter sources. The outlined logo assets are ready without installing fonts.
- 03 Replace the placeholders**
Insert confirmed names, phone, email, booking URL, event details and any verified product or care language.
- 04 Test the real applications**
Check small icons and mobile text. Request a physical print, leather stamp or foil sample at the actual size.
- 05 Roll out from one source**
Use this kit for the website, social accounts, proposals, tags and vendors. Archive earlier exploratory logo variations.

23 / HANDOFF RECORD

Release notes and reference sources.

VERSION 1.0 / OCTOBER 19, 2026

Built from the client supplied Ten Hands Leather Branding Board. The vector crest, monogram, wordmarks and application templates are production redraws, not extracted native source files. Texture, lighting and 3D material effects remain in the reference board.

This kit defines a coherent working system. It does not establish trademark registration or exclusive ownership, provide trademark clearance, create embroidery machine files, specify a manufacturer's die, or certify printing and accessibility across every application.

OFFICIAL TYPOGRAPHY AND ACCESSIBILITY REFERENCES

[1] Cormorant / Catharsis Fonts

[2] Inter / Rasmus Andersson

[3] W3C WCAG 2.2 / Contrast minimum

The supplied board is retained unchanged in 09_Reference_And_Previews. Audience and CTA language follow the Ten Hands project decision dated September 1, 2026. New marketing lines are proposals for approval. Font sources and usage instructions are in 04_Colors_And_Type. No font files are distributed.