FICTIONAL SAMPLE

Fieldnote - identity system

Fieldnote

FOLIO WORKS / BRAND IDENTITY

The idea: practical clarity

Fieldnote is a fictional strategy studio for independent businesses. Its identity should feel clear, thoughtful and capable.

The visual direction uses confident typography and a restrained color system to support practical decision-making. This is a creative proposal, not a claim about an existing client.

Sources: S1

Who we are speaking to

The intended audience is independent business founders, ages 30-55, who need practical strategic clarity. They should be able to recognize the offer quickly and understand the next step.

The identity avoids elaborate symbolism and puts readable language first.

Sources: S1, S4

Direction one - Clear Signal

Cobalt blue provides the primary signal, supported by near-black type and clean white space. Orange is reserved for a small call to action or emphasis.

A compact sans-serif wordmark keeps the identity legible in documents and on screens. This is the selected sample direction.

Sources: S1

Direction two - Considered

A deep green foundation and a warm amber accent create a quieter alternative. A serif wordmark adds editorial character while supporting the same practical positioning.

The package includes this alternative as a starting direction. The client selects one direction before refinement.

Sources: S1

The wordmark

Use the supplied editable vector wordmark. Primary, reversed, monochrome and compact variants are included.

Maintain clear space equal to the height of the lowercase f. Do not stretch, outline, rotate or add shadows. The SVG remains editable text and uses the documented system font stack; convert text to outlines in a vector editor when a printer requires it.

Sources: S1

Color system

Primary cobalt: #244AF6. Accent orange: #EF5A28. Ink: #151A22. Paper: #FFFFFF.

Use ink on white for long reading. Use white on cobalt for short headings. Orange is an accent, not the default color for body text. Check contrast at the actual type size before publishing.

Sources: S1

Typography

Use Arial or a metrically similar sans-serif for headings, body text and interface labels. Use Georgia sparingly for editorial emphasis.

These are system font recommendations; no third-party font files or font licenses are bundled. Maintain clear hierarchy through size, spacing and weight.

Sources: S1

Layout principles

Lead with a clear statement, leave enough breathing room and align content to a consistent grid. One dominant message per surface is more useful than competing decorative elements.

Use cobalt for the key signal and keep supporting information quiet.

Sources: S1

Voice and writing

Write directly, thoughtfully and concretely. Prefer a clear next action over a vague promise. Explain what a workshop or plan produces.

Do not claim awards, clients or results that are not supported by evidence. Sample headings in the templates are editable demonstration copy.

Sources: S1

Digital applications

The package includes six editable digital templates: square social post, vertical story, profile banner, proposal cover, presentation cover and email signature.

Replace the sample text with approved content. Check the dimensions and safe areas against the destination before publishing.

Sources: S1

Consistency checklist

Use one selected direction across an application. Keep the wordmark proportional, use approved colors and maintain a consistent text hierarchy.

Check contrast, spacing, spelling, file format and the final crop at the intended display size.

Sources: S1

Files and usage

This fictional identity package includes SVG source assets, an HTML guide, an editable document and a PDF. All files are demonstration materials.

Trademark clearance, naming clearance and guaranteed registrability are outside the package. Review the identity in context before adopting it.

Sources: S1

Clear Signal

Direct, confident and practical.

#171815 / #ef5a28

Typography: Arial, Helvetica, sans-serif

Considered

Calm editorial character.

#3f5143 / #d59135

Typography: Georgia, serif

Review & provenance

FICTIONAL SAMPLE

All organizations and results are fictional.

Review source facts, visual fit and editable files before real use.

Source register

S1 - Approved source material

S2 - Project goal

S3 - Opportunity / output requirements

S4 - Audience

Full source text is included in the editable document and evidence-register.json.