

THE WILMOT

A place of work.

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A PLACE OF WORK

SERVICED OFFICES.

BREAKOUT SPACES. TABLE TENNIS. FLIP FLOPS.

TO DRAW IN PROFESSIONALS, IT SEEMS THEY USE THE MOST UNPROFESSIONAL OF INCENTIVES.

BUT WHAT IF THERE WAS ANOTHER WAY?

WHAT IF THERE WAS A PLACE WITHOUT DISTRACTIONS?

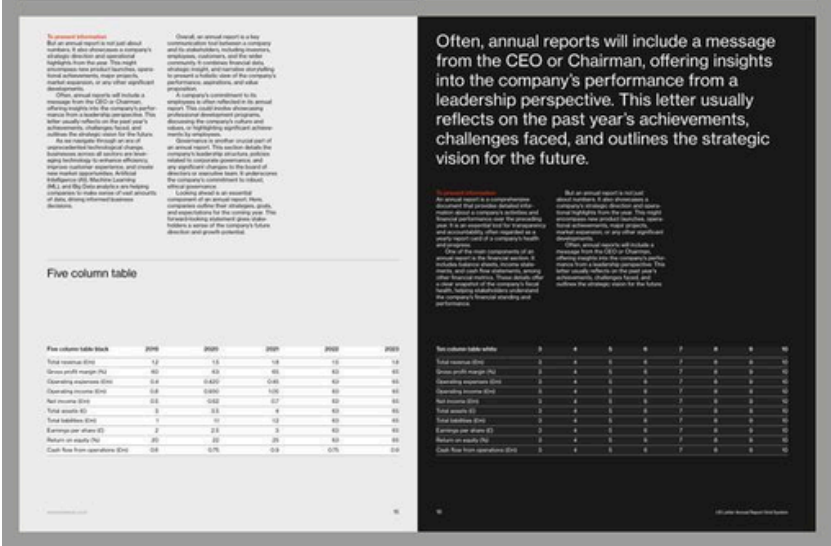
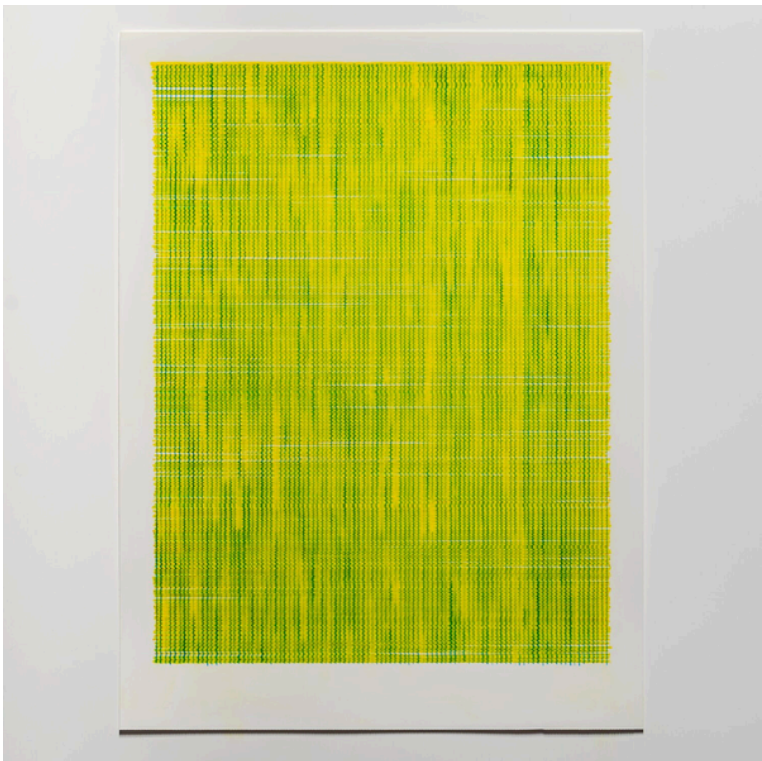
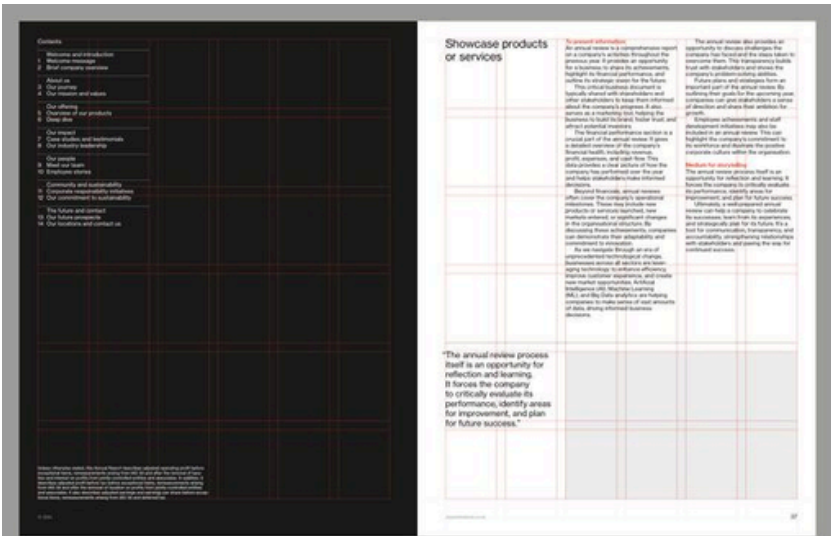
WHAT IF THERE WAS A SERVICED OFFICE THAT WAS ACTUALLY GEARED TOWARDS WORK?

A PLACE OF PROPER BUSINESS.

A PLACE OF FOCUS.

A PLACE WHERE YOU CAN GET SHIT DONE WITHOUT COMPROMISING ON STYLE.

IT'S WHAT WILMOT WOULD HAVE WANTED.



01

BREATHE

Before you enter your place of work, you'll walk through a tunnel, with a mural. Out of the rain, and into The Wilmot. You hang up your coat, make yourself a coffee, and breathe. You're ready to focus.

02

FOCUS

Multi-tasking never got you anywhere. It's time to think about what it is you need to achieve, break it down into realistic component tasks, then roll up your sleeves and get ready to slip into work mode.

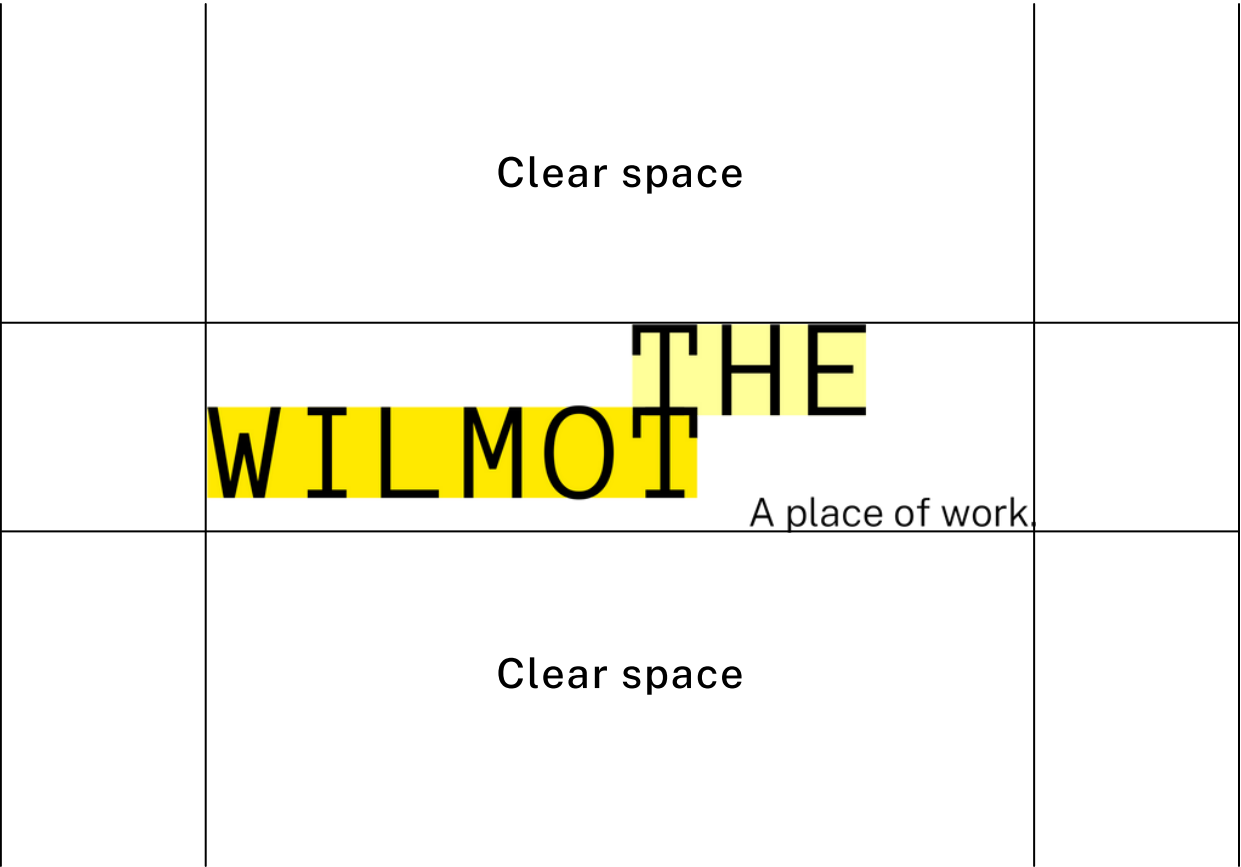
03

PRODUCE

Put your headphones in. Start. Don't like what you did? Doesn't matter. Delete it. Start again. Go as many times as you need. You'll know when you've got it right. Smile when you reach the peak.

MAIN LOGO

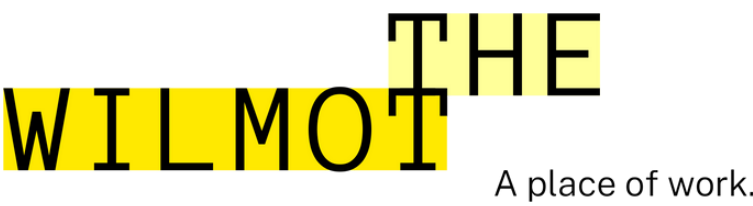
The main logo is composed of:
THE WILMOT in “Anonymous Pro”
A PLACE OF WORK in “Public Sans”
Luminous Yellow Highlight.



05

MAIN MESSAGE

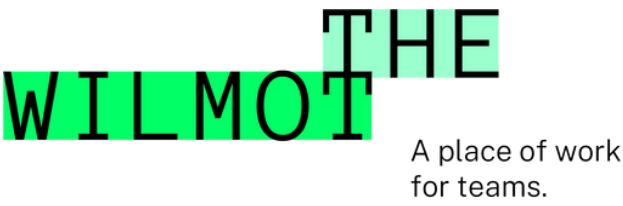
We're proud of our building's pedigree. It's comfortable, but not opulent. Beautiful, but not beautified. Old, but not old-hat. That's why we've developed this simple message.



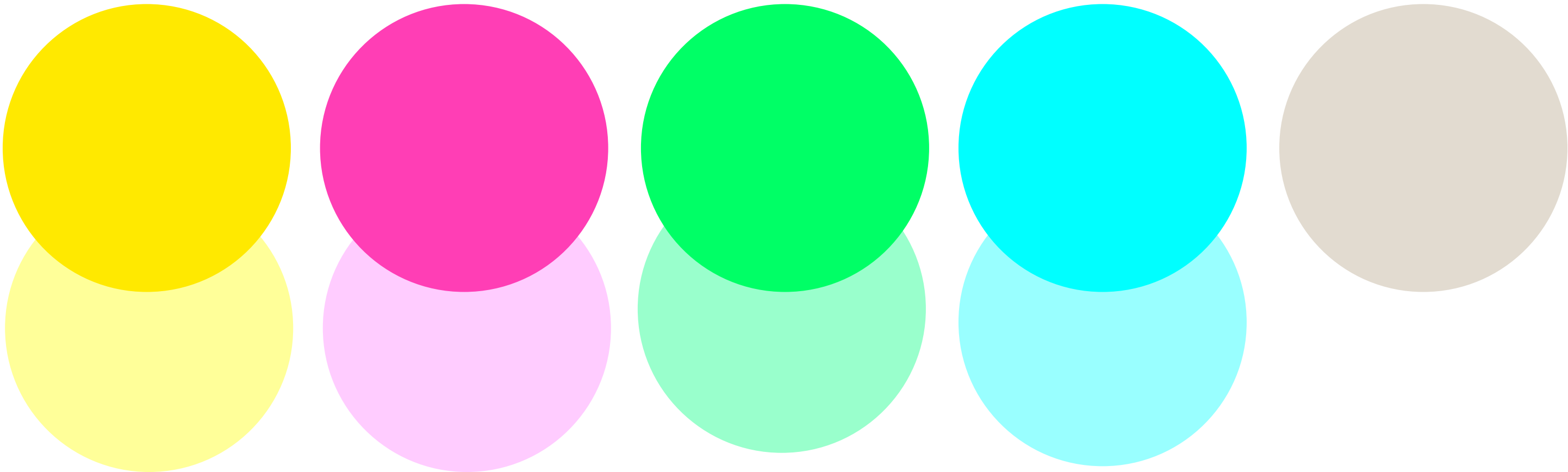
06

SUPPORTING MESSAGES

We don't try and be everything to everyone, but there are three distinct types of client here. We've differentiated them by colour, with additional client identifiers.



07
COLOR PALETTE



PRIMARIES

A	B	C	D	E
HEX CODE #FFE900 R 255 G 233 B 0 WILMOT YELLOW	HEX CODE #FF3EB5 R 255 G 62 B 181 FREELANCE PINK	HEX CODE #00FF66 R 0 G 255 B 102 TEAM GREEN	HEX CODE #00FFFF R 0 G 255 B 255 ENTERPRISE BLUE	HEX CODE #E2DBD0 R 226 G 219 B 208 NATURAL BG

ACCENTS

A2	B2	C2	D2
HEX CODE #FFFF99 R 255 G 255 B 153	HEX CODE #FFCCFF R 255 G 204 B 255	HEX CODE #99FFCC R 153 G 255 B 204	HEX CODE 99FFFF R 153 G 255 B 255

TYPEFACE

Based on Libre Franklin, Public Sans is a strong, neutral typeface for interfaces, text, and headings. It was Developed by the United States Web Design System. The family was upgraded to a variable font in May 2022.

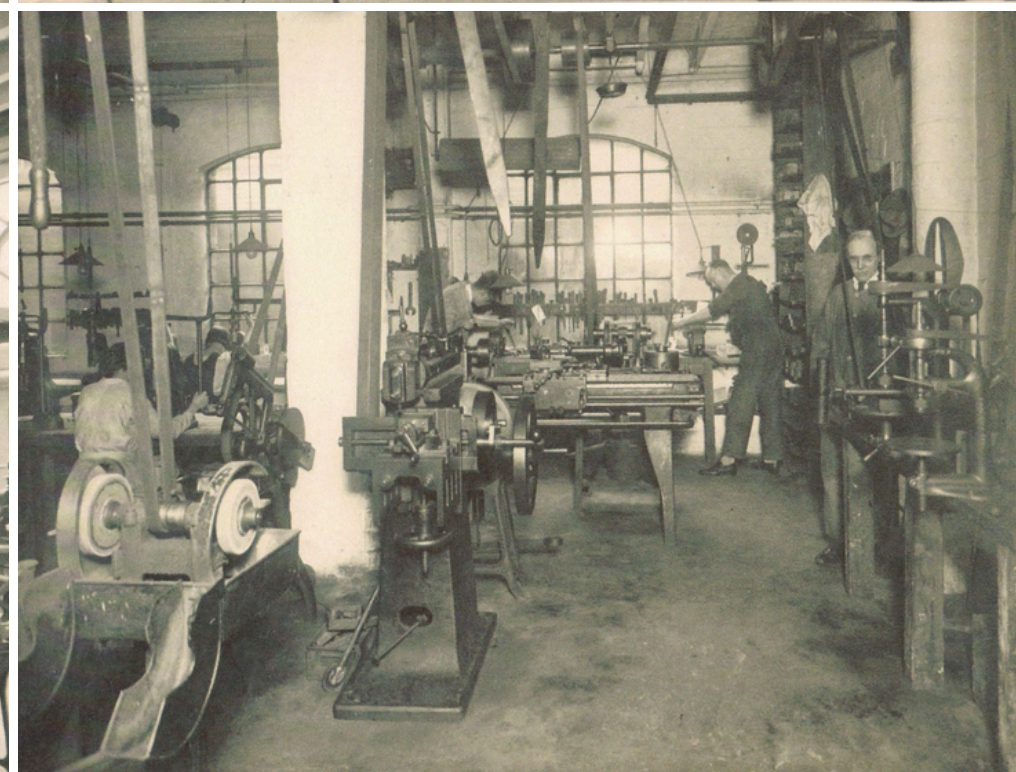
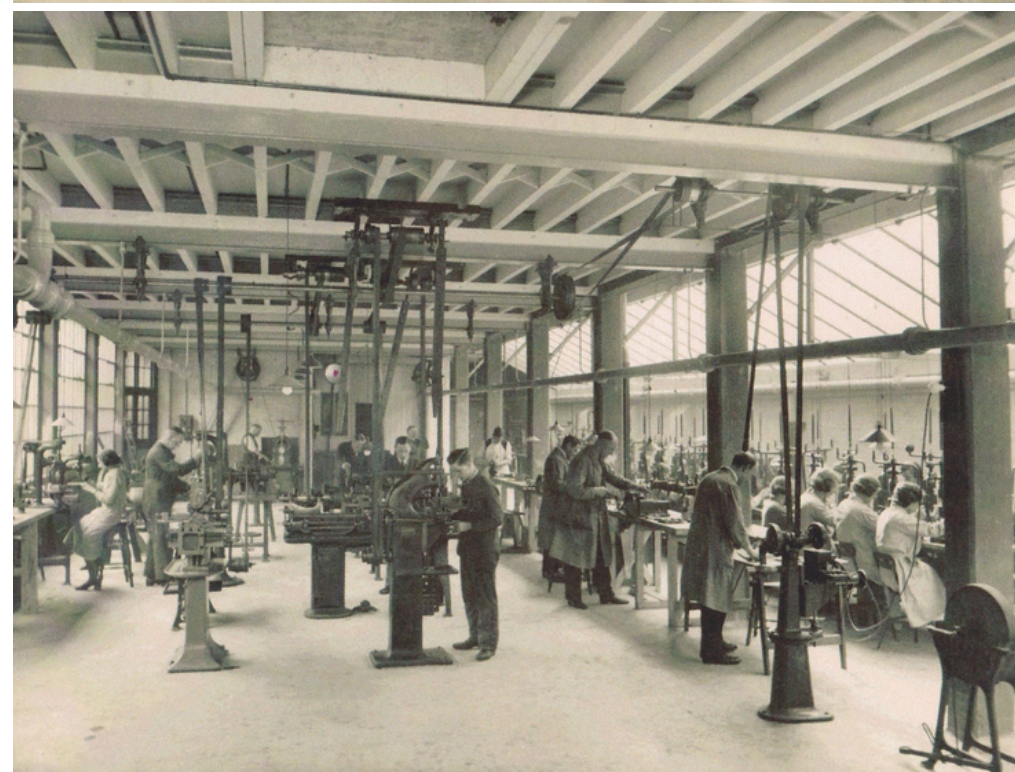
PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

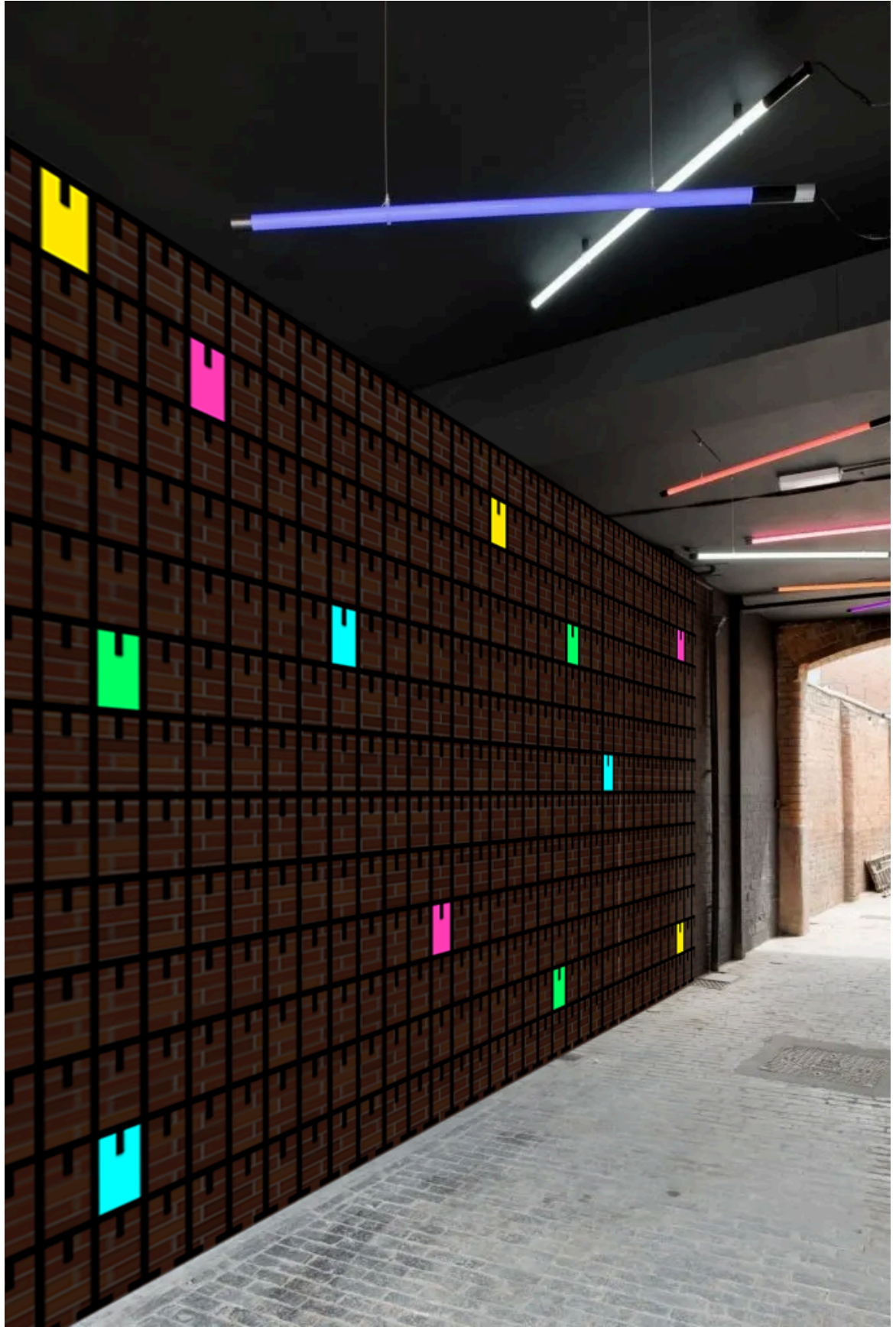
abcdefghijklmnopqrstuvwxyz

0123456789

Lorem ipsum odor amet, consectetuer adipiscing elit. Facilisi eget nibh eget sed pulvinar consectetur lacus. Sem facilisi curabitur ligula egestas magna. Maecenas tortor quam tortor aenean vulputate lacinia class. Feugiat ridiculus inceptos urna euismod elementum ligula aliquet. Dapibus accumsan aptent sodales quam eget vulputate cras ut. Ac hendrerit tristique pharetra vitae inceptos; potenti ac scelerisque. Faucibus accumsan tristique metus bibendum lacus.



THIS BUILDING HAS BEEN A PLACE OF WORK SINCE 1830.
REMEMBER THAT.

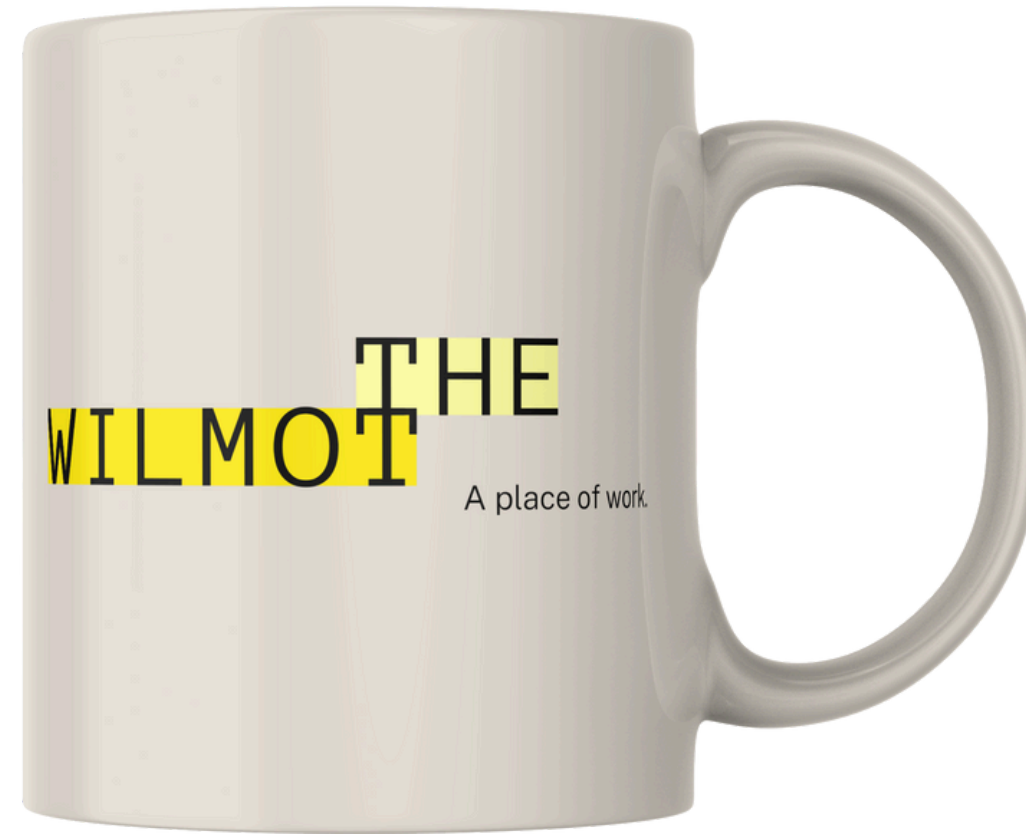


09
APPAREL



10
APPAREL







13
SUSTAINABLES



14
MISCELLANEOUS



THIS BRAND BOOK IS PREPARED BY OFFICE OF OMAR.
A CREATIVE CONSULTANCY THAT DOES BRAND IDENTITY.
AREAS OF EXPERTISE:

NAMING, BRAND ARCHITECTURE, VISUAL IDENTITY, VISUAL SYSTEMS, CONTENT STRATEGY,
COPYWRITING, BRAND MANUALS, INFORMATION ARCHITECTURE, EDITORIAL, PUBLICATION
DESIGN, PACKAGING, WAYFINDING, SIGNAGE SYSTEMS, EXHIBITION DESIGN, UI/UX WEB
DESIGN AND DEVELOPMENT, SOCIAL MEDIA.

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