

WILMOT THE

A place of work.

A PLACE OF WORK	00
MOOD BOARD	00
BREATHE	01
FOCUS	02
PRODUCE	03
MAIN LOGO	04
MAIN MESSAGE	05
DEMOGRAPHIC MARKERS	06
COLOUR PALETTE	07
TYPEFACE	08
PHOTOGRAPHY (OLD)	00
PHOTOGRAPHY (NEW)	00
APPAREL	09
APPAREL	10
SUSTAINABLES	11
SUSTAINABLES	12
SUSTAINABLES	13
MISCELLANEOUS	14

# 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.



**Company**

- Business and production
- Financial statements
- Company
- Shareholders and investors
- Our strategy
- Our business
- Our products and services
- Our people
- Our environment
- Our governance
- Our risks and opportunities
- Our brand
- Our history and culture
- Our business model

**Showcase products or services**

The annual review process itself is an opportunity for reflection and learning. It forces the company to critically evaluate its performance, identify areas for improvement, and plan for future success.

One of the main components of an annual report is the financial section. It includes balance sheets, income statements, and cash flow statements, among other financial metrics. These details offer a clear snapshot of the company's fiscal health, helping stakeholders understand the company's financial standing and performance.

**75%** **123** **£73**

As a company, we are committed to providing our customers with the highest quality products and services. We are proud to have achieved a 75% increase in customer satisfaction over the past year. This is a testament to our commitment to excellence and our dedication to our customers.

With a history spanning 123 years, we have built a strong reputation for reliability and quality. Our commitment to excellence is reflected in our 75% increase in customer satisfaction over the past year. This is a testament to our commitment to excellence and our dedication to our customers.

Our financial performance is a reflection of our commitment to excellence and our dedication to our customers. We are proud to have achieved a 75% increase in customer satisfaction over the past year. This is a testament to our commitment to excellence and our dedication to our customers.

Financial Metric	2021	2020	2019
Revenue	123	100	80
Profit	75	60	40
Assets	150	130	110
Liabilities	80	70	60
Equity	70	60	50
Debt	10	10	10
Operating income	120	100	80
Net income	75	60	40
Total assets	150	130	110
Total liabilities	80	70	60
Return on equity	10%	8%	6%
Dividend yield	2%	2%	2%



RESTRICTED AREA GATE 1-8 Bus Station

AIRPORT PROPERTY AUTHORIZED AREA Airport F4

ONLY AUTHORIZED PERSONNEL, SECURITY, AND BAGGAGE CHECKERS ARE ALLOWED BEYOND THIS POOL

Arrivals ↑

Check-in →

Information ↶

Baggage ↓

D35-84 Rapid 01

**foid** Logical Style future Hertz

08.20.70 Tokyo + London

03.40.60 New York + Zurich

09.35.10 Milan + Leipzig

14.24.80 Wellington + Berlin

16.48.35 Seoul + Orléans

07.48.21 Lyon + Wellington



Often, annual reports will include a message from the CEO or Chairman, offering insights into the company's performance from a leadership perspective. This letter usually reflects on the past year's achievements, challenges faced, and outlines the strategic vision for the future.

**Five column table**

Financial Metric	2021	2020	2019	2018	2017
Revenue	123	100	80	60	40
Profit	75	60	40	30	20
Assets	150	130	110	90	70
Liabilities	80	70	60	50	40
Equity	70	60	50	40	30
Debt	10	10	10	10	10
Operating income	120	100	80	60	40
Net income	75	60	40	30	20
Total assets	150	130	110	90	70
Total liabilities	80	70	60	50	40
Return on equity	10%	8%	6%	5%	4%
Dividend yield	2%	2%	2%	2%	2%

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

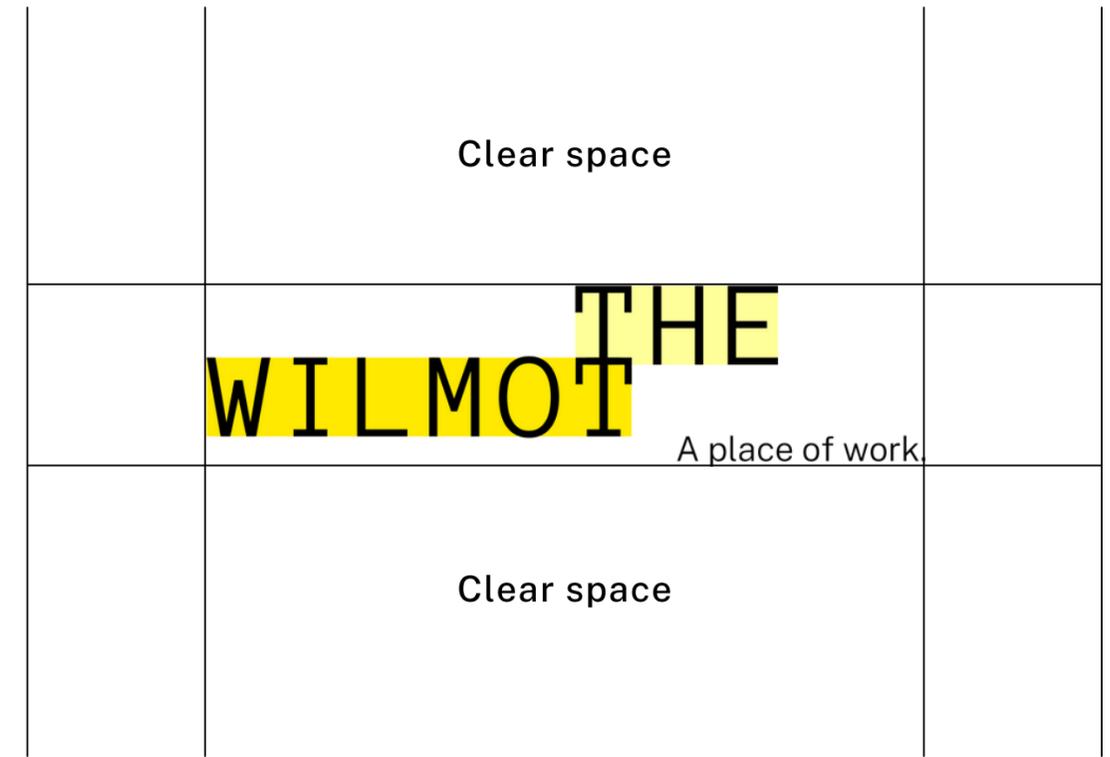
**PRODUCE**

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.

04

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.

---

THE  
WILMOT A place of work.

---

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.

---

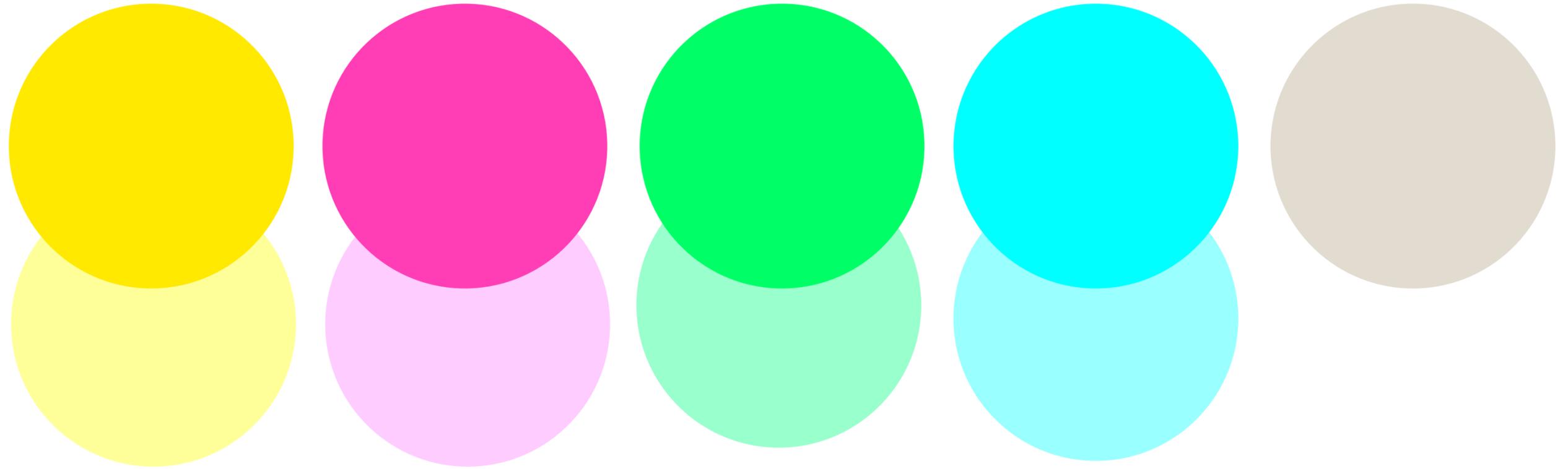
THE  
WILMOT A place of work  
for freelancers.

THE  
WILMOT A place of work  
for teams.

THE  
WILMOT A place of work  
for enterprise.

---

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

08

## 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.

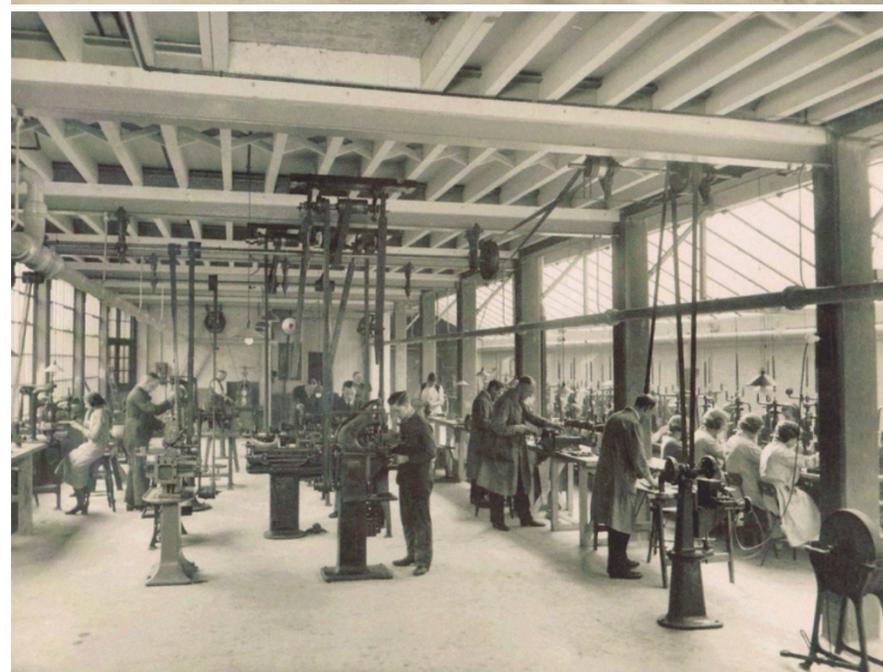
# PUBLIC SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

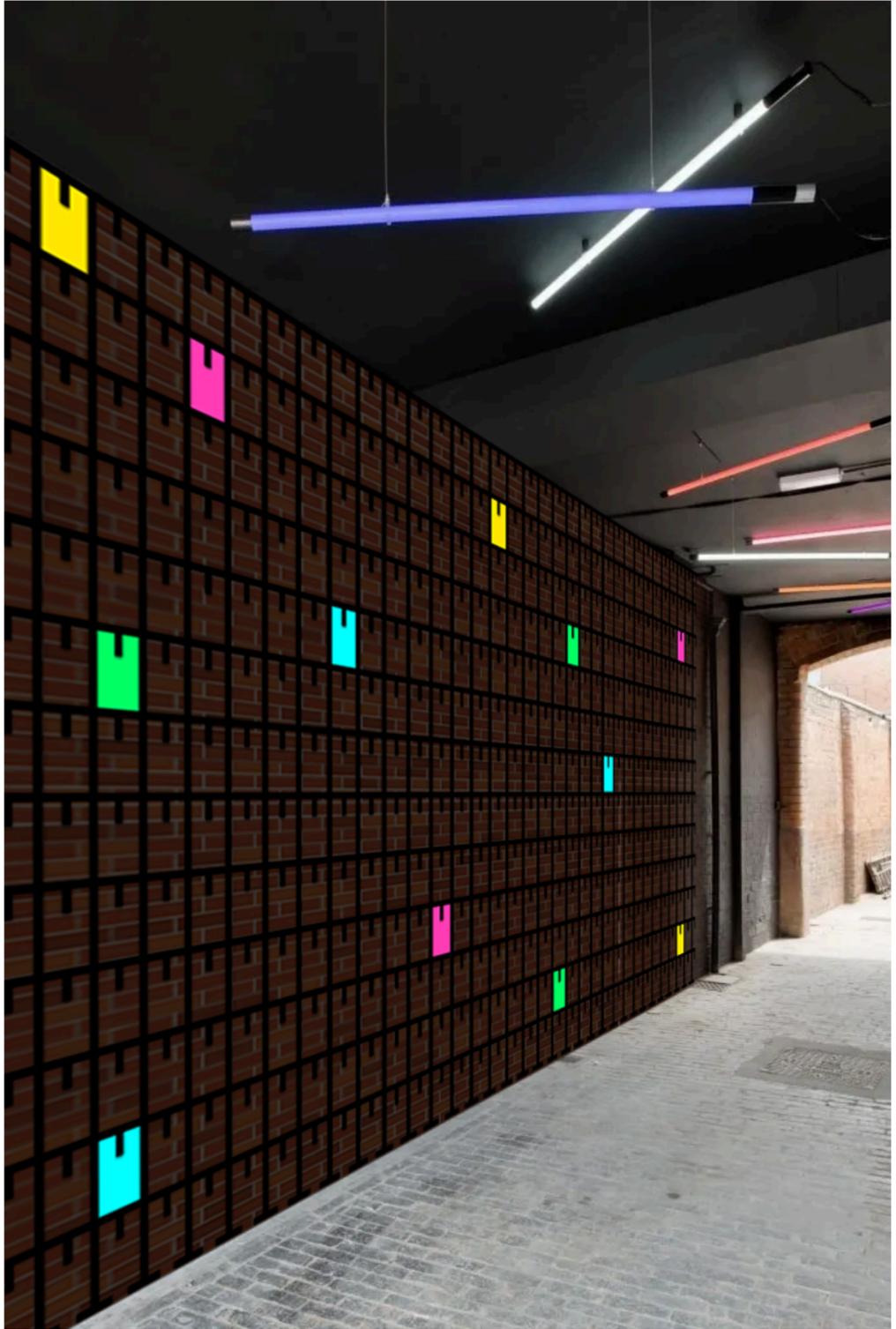
abcdefghijklmnopqrstuvwxyz

0123456789

Lorem ipsum odor amet, consectetur 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.

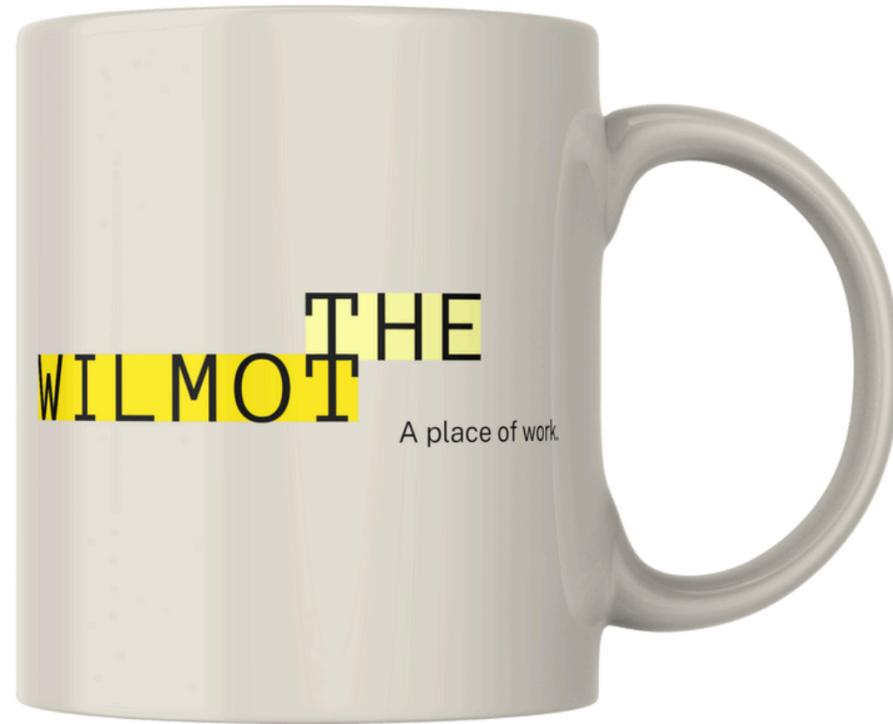


09  
APPAREL



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.

(MAIL) [HELLO@OMARBUDEIRI.COM](mailto:HELLO@OMARBUDEIRI.COM)

(TEL) [+44 \(0\) 7949 611157](tel:+44207949611157)

(IRL) 10 BRINDLEY PLACE, BIRMINGHAM, B1 2JB

(INSTA) [@OMARBUDEIRI](https://www.instagram.com/OMARBUDEIRI)

(COPYRIGHT) © 2024 OFFICE OF OMAR

