2025

HUB Brand Book

HUB
LUXURY WOODWORKS

02 intro
03 the logo design
08 colours
09 typography
11 applications
18 brand directions
21 web
22 social media

intro

This brand has been meticulously developed to embody the essence of luxury, sophistication, and exclusivity within the high-end custom woodworking market. The visual identity leverages carefully selected colors, elegant fonts, and refined shapes that collectively evoke a sense of timeless elegance and premium quality. Every element has been designed to communicate the brand's commitment to masterful craftsmanship and distinguished style, positioning it as a symbol of refinement and exclusivity for discerning clients.

03

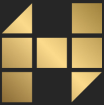
the logo design

The core identity of the brand remained unchanged during the redesign, as it is already well established and recognized within the market. However, to refine and elevate the brand’s visual presence, minor adjustments were made to smooth out design details and enhance its overall sophistication. Additionally, new color palettes were introduced to better resonate with the high-end luxury audience, ensuring that the brand effectively communicates its exclusivity and aligns with the refined aesthetic preferred by discerning clients. These updates serve to strengthen the brand’s position while maintaining its core integrity and recognition.

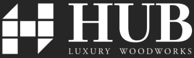
04

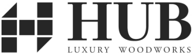
HUB
LUXURY WOODWORKS

05



06

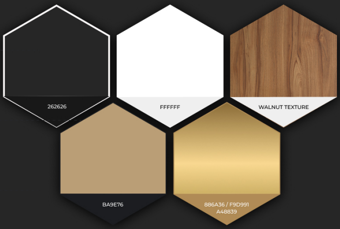

HUB
LUXURY WOODWORKS


HUB
LUXURY WOODWORKS

07

08

colours


262626
FFFFFF
WALNUT TEXTURE
BA9E76
886A36 / F9D991
A48839

09

typography

Adobe Hebrew

The Aktiv Grotesk family is a 21st century interpretation of a grotesque sans typeface. It takes an authoritative but neutral position, lending your message support, without overpowering it.

Grotesque fonts have been hugely popular over the last fifty years, with designers and font-users choosing them for their neutrality, contemporary feel, utilitarianism, and seriousness; these are fonts which can be applied in a broad range of contexts and media. Aktiv Grotesk is therefore an ideal choice for branding exercises which require a diverse use of type, or where quiet authority is needed. Unlike many other grotesque font families, Aktiv Grotesk was specifically designed to stay true to the grotesque tradition. You will find that Aktiv Grotesk pairs well with robust serif fonts, such as the Cordale, King's Caslon, and Lexia font families.

Regular *Italic* **Bold** ***Bold Italic***

complementary typography

Montserrat

The Aktiv Grotesk family is a 21st century interpretation of a grotesque sans typeface. It takes an authoritative but neutral position, lending your message support, without overpowering it.

Grotesque fonts have been hugely popular over the last fifty years, with designers and font-users choosing them for their neutrality, contemporary feel, utilitarianism, and seriousness; these are fonts which can be applied in a broad range of contexts and media. Aktiv Grotesk is therefore an ideal choice for branding exercises which require a diverse use of type, or where quiet authority is needed. Unlike many other grotesque font families, Aktiv Grotesk was specifically designed to stay true to the grotesque tradition. You will find that Aktiv Grotesk pairs well with robust serif fonts, such as the Cordale, King's Caslon, and Lexia font families.

Thin ExtraLight Light Regular Medium SemiBold **Bold** **ExtraBold** **Black**

applications

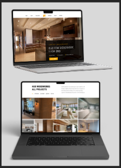
The importance of projection couldn't be overstated. These renders enable you to step into a world where your new brand exists in physical form. To envision the possibilities of what can be, but also serving as a launchpad for your own imagination to flow, flying even further beyond the visuals we created.

stationery

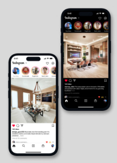
sign

uniform

web

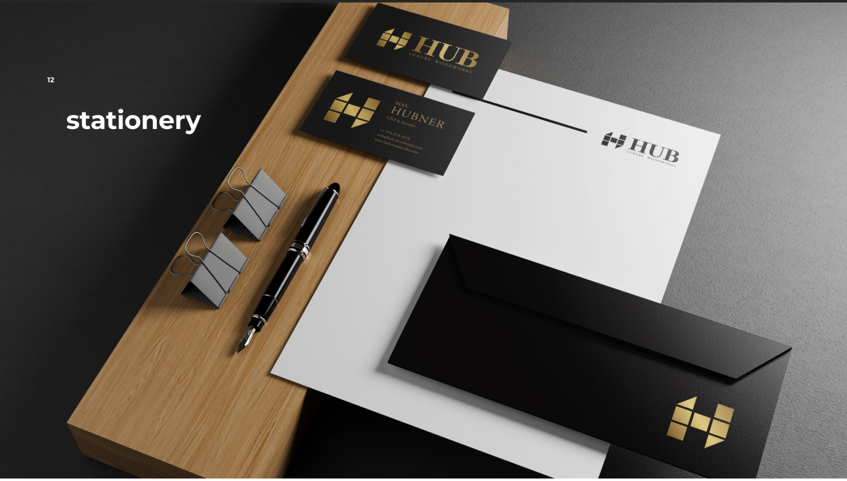


social media



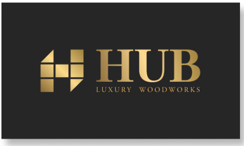
12

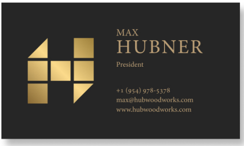
stationery


HUB
LUXURY WOODWORKS
MAX
HUBNER
CEO & Founder
HUB
LUXURY WOODWORKS

13

business cards


HUB
LUXURY WOODWORKS

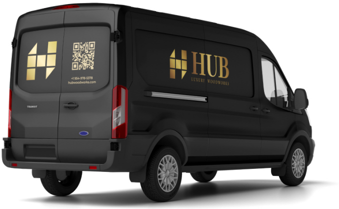

MAX
HUBNER
President
+1 (954) 978-5378
max@hubwoodworks.com
www.hubwoodworks.com

13

sign

HUB
LUXURY WOODWORKS

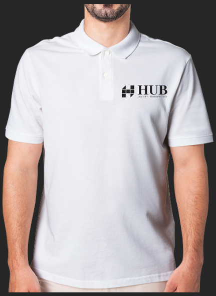
HUB
LUXURY WOODWORKS

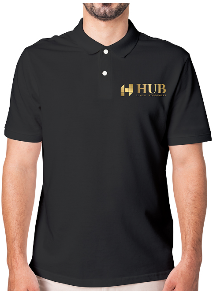

+1 954-978-5378
hubwoodworks.com
TRANSIT
HUB
LUXURY WOODWORKS

The fleet of vehicles features a striking design in black and gold, colors that are synonymous with luxury and elegance. This color scheme has been carefully selected to capture the attention of the high-end market as the vehicles navigate the streets. The sophisticated palette not only enhances the visual appeal but also helps the discerning audience identify with the brand's luxurious essence. These carefully chosen colors serve as a mobile representation of our commitment to exclusivity and craftsmanship, ensuring that the brand stands out and resonates with the desired clientele.

HUB
LUXURY WOODWORKS

uniform


HUB
LUXURY WOODWORKS


HUB
LUXURY WOODWORKS

16

HUB
LUXURY WOODWORKS

HUB
LUXURY WOODWORKS

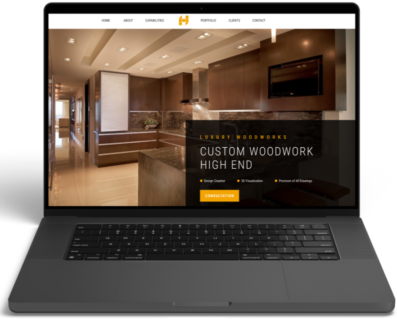
17

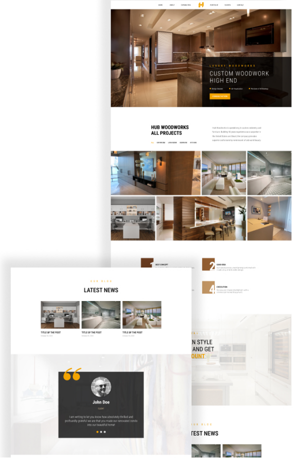
HUB
LUXURY WOODWORKS

HUB
LUXURY WOODWORKS

13

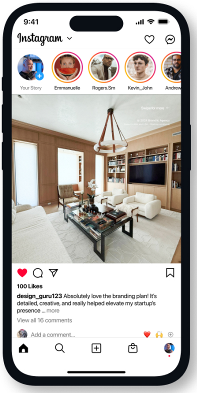
web


HOME
ABOUT
CAPABILITIES
PORTFOLIO
CLIENTS
CONTACT
LUXURY WOODWORKS
CUSTOM WOODWORK
HIGH END
Design Creation
3D Visualization
Provision of All Drawings
CONSULTATION


CUSTOM WOODWORK
HIGH END
CONSULTATION
HUB WOODWORKS
ALL PROJECTS
LATEST NEWS
TITLE OF THE POST
TITLE OF THE POST
TITLE OF THE POST
John Doe

13

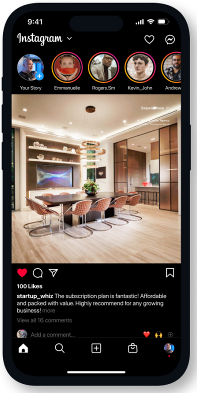
social


9:41
Instagram
Your Story
Emmanuelle
Rogers.Sm
Kevin_John
Andrew
Swipe for more
Add a comment...

100 Likes

design_guru123 Absolutely love the branding plan! It's detailed, creative, and really helped elevate my startup's presence ... more

View all 16 comments


9:41
Instagram
Your Story
Emmanuelle
Rogers.Sm
Kevin_John
Andrew
Swipe for more
Add a comment...

100 Likes

startup_whiz The subscription plan is fantastic! Affordable and packed with value. Highly recommend for any growing business! more

View all 16 comments

18

brand directions

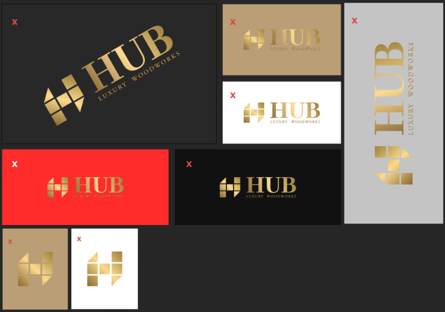
These guidelines ensure the brand remains constant in its presentation and continues to resonate with the high-end market, helping to maintain its prestige and recognition.

Consistency:

- Maintain brand consistency across all forms of communication, including digital platforms, print materials, and physical products.

1. Tone and Messaging:
   - Communicate with a tone that is both sophisticated and approachable, reflecting the brand's dual commitment to exclusivity and inviting luxury.
2. Customer Engagement:
   - Encourage engagement through personalized interactions that reflect the brand's dedication to excellence in customer service and craftsmanship.

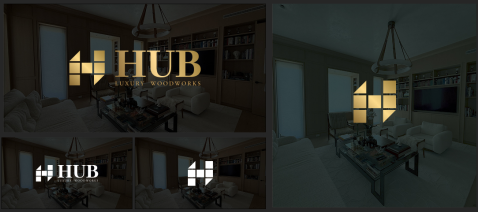
Incorrect use


x
HUB
LUXURY WOODWORKS

Incorrect Use of the Brand

1. Altering the Logo:
   - Do not distort, stretch, or alter the proportions of the logo. Avoid unapproved color variations and ensure the logo is always legible.
2. Font Substitution:
   - Avoid using unapproved fonts, as they can dilute the brand's premium image.
3. Improper Backgrounds:
   - Ensure the logo is not placed on clashing or overly complex backgrounds. It must always be clearly visible and impactful.
4. Unapproved Color Use:
   - Do not use colors outside of the approved black and gold palette for official branding materials, as this diminishes the brand's visual consistency.

Correct use


HUB
LUXURY WOODWORKS

Correct Use of the Brand

1. Logo Application:
   - Color: Always use the brand logo in its designated black and gold color scheme to maintain consistency and sophistication.
   - Clear Space: Surround the logo with adequate clear space to ensure visibility and impact. The clear space should be at least the height of the logo's emblem.
2. Typography:
   - Use the approved fonts consistently across all materials. Select fonts that are elegant and understated, reflecting the luxurious nature of the brand.
3. Visual Elements:
   - Utilize brand patterns and icons that align with the brand's identity, ensuring they complement and do not overshadow the logo.
4. Imagery:
   - Include high-quality, professional images that showcase the craftsmanship and exclusivity of the products. Images should convey refinement, quality, and artistic elegance.

HUB

LUXURY WOODWORKS

Brandbook designed and written by Infinite.
All rights reserved - 2025.