



Collins Webb Architecture Brand Guidelines

Defining Our Voice, Style, And Visual Identity



Why Guidelines Matter

These guidelines ensure consistency across all brand touchpoints – from proposals and presentations to websites and social media. They define who Collins Webb Architecture is, how we sound, and how we present ourselves visually.

Brand Purpose

To partner with clients as a trusted leader in architecture and design, solving complex challenges with approachable expertise.

Goals

- Elevate brand perception to attract larger, more sophisticated projects
- Be selective in project work, focusing on high-value, repeat clients
- Maintain approachability and fun while scaling into larger, more complex projects

Who We Serve

Primary Clients

Commercial developers, general contractors, business owners, and organizations looking for thoughtful, well-coordinated architectural solutions.

Ideal Clients

Clients who value expertise, collaboration, and clear communication – the kinds of relationships that lead to long-term partnership. More than half of our work each year comes from teams who choose to work with us

Best Fit

We're at our best when we're working with clients who appreciate a defined process, want proactive guidance, and understand that strong design and smart decisions go hand-in-hand with successful projects.

If CWA Were a Person

Approachable But Elevated

Fun & Lighthearted

Quietly Confident, Never Arrogant

Authentic, Generous, Trustworthy

How We Speak

Voice Characteristics

- **Approachable:** Clear, simple, jargon-free
- **Confident:** Expertise without arrogance
- **Fun:** Warm, human, and energetic
- **Sophisticated:** Elevated where it matters most

Tone in Practice

- **Proposals:** Professional & polished
- **Marketing:** Conversational & inviting
- **Client Communication:** Direct & transparent

Our Brand in 10 Words

Approachable | Authentic | Confident | Fun

Generous | Genuine | High-quality | Passionate

Sophisticated | Trustworthy

Logo Usage



Logo Usage Do's and Don'ts

- Do use correct full-color logo or all white
- Do use appropriate scaling
- Do maintain sufficient clear space around logo
- Don't rotate the logo
- Don't distort, compress, or stretch the logo
- Don't place on busy backgrounds
- Don't add special effects such as a drop shadow

Typography System

Headline

Subheadline

“De hominibus architectura est.”

– Francis Kere

“Architectura est scaena in qua vitam
nostram agimus.”

– Mariam Kamara

Bambino New Bold

Bambino New Regular

Bambino New Thin

Color System

HEX	#4F4840	HEX	#EF4C23	HEX	#EDEDEC	HEX	#FFFFFF
RGB	79, 72, 64	RGB	239, 76, 35	RGB	237, 237, 236	RGB	255, 255, 255
CMYK	58, 59, 67, 44	CMYK	0, 84, 90, 0	CMYK	6, 4, 4, 0	CMYK	0, 0, 0, 0

Standing Out in the Market

Competitors

Mid-size firms in KC with polished sales but inconsistent delivery

Collins Webb Advantage

Always the “A Team,” proactive, accountable, fun to work with

Positioning Statement

Collins Webb Architecture is the approachable yet sophisticated partner who delivers high-quality design proactive leadership, and an authentic client experience.



Quiet Confidence. Approachable Expertise.