

A quieter kind of clean.

A practical guide to the FIELD visual identity.
Six pages for clear, consistent everyday use.

Brand guide / September 2026

One simple promise.

Make everyday spaces feel a little calmer.

CALM / CLEAR / CONSIDERED

Use plain language, generous space and useful detail.
Every element should make the next step easier.



Give the wordmark room.



FIELD

Minimum clear space: one cap-height around the wordmark.

Keep the wordmark horizontal. Use forest on cream or cream on forest.
Minimum size: 90 px on screen. Avoid outlines, stretching and shadows.

A palette with breathing room.



Forest

#243B30

Cream

#F5F2EA



Sage

#A3B59F



Ochre

#D7BE77



Clay

#B56F51

Forest + cream for text. Sage for soft panels. Ochre and clay for restrained accents.

Two voices. One rhythm.

A little more
room to live.

GEORGIA / EDITORIAL HEADLINES

Aa Bb Cc 0123456789

ARIAL / CLEAR BODY COPY

Body 16–20 px
Line height 1.5–1.6
Headlines 40–80 px
Sentence case by default

Use system fonts for easy editing. Keep long paragraphs left aligned.

Designed to be used.

FIELD

Make room
for your day.

Plan your next clean →



Social post: one message, one clear action.

Photography: daylight, warm neutrals, useful space.