



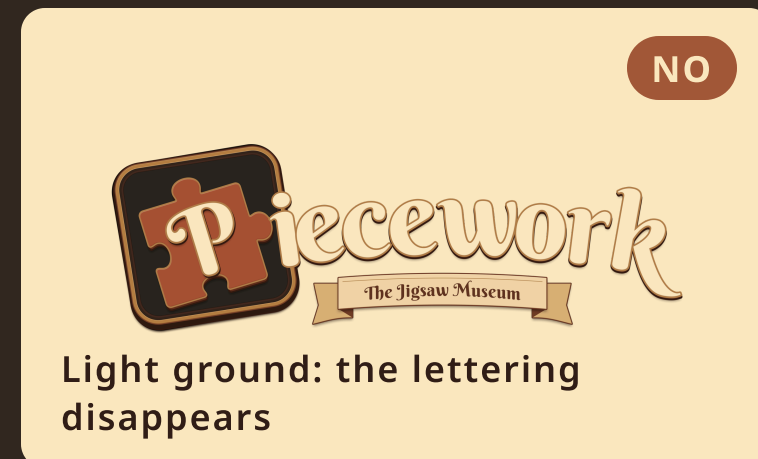
STYLE GUIDE

How to present **Piecework: The Jigsaw Museum** in articles, videos and thumbnails.

Write it the way the store does

✓	Piecework: The Jigsaw Museum	Full title, first mention
✓	Piecework	Short form, after that
✗	PieceWork · Piece Work · PIECEWORK	Piecework is one word, capital P only
✗	Piecework - The Jigsaw Museum	The separator is a colon
✗	The Jigsaw Museum	The subtitle never stands alone

Use the files, on a dark or mid-tone ground



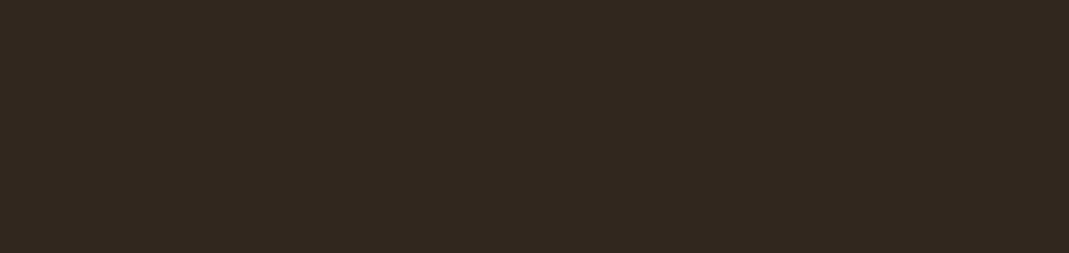
Do

- ◆ Use the logo files from the kit as they are.
- ◆ Keep clear space of a quarter of the logo's height on every side.
- ◆ Keep it at least 320 px wide on screen, 50 mm in print, so the subtitle stays legible.

Don't

- ◆ Recolour, stretch, rotate or add shadows and outlines: the depth is already drawn in.
- ◆ Retype the wordmark in Berkshire Swash; the letters are hand-set.
- ◆ Separate the emblem from the wordmark; use the icon file for a square mark.
- ◆ Place it on a light or busy area without darkening the ground behind it.

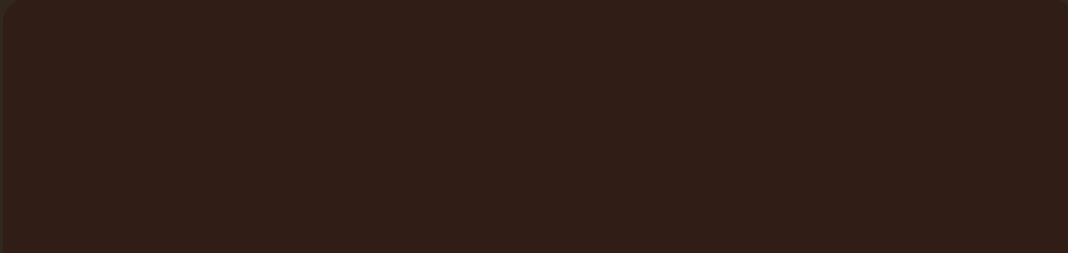
Six colours, all taken from the logo



Gallery Charcoal

#31271F · RGB 49 39 31

The museum wall behind the emblem. Default dark ground.



Walnut

#301D16 · RGB 48 29 22

Outlines and depth. Text colour on light grounds.



Terracotta

#A15737 · RGB 161 87 55

The jigsaw piece. The one accent colour.



Brass

#B88651 · RGB 184 134 81

Frame rims and ribbon tails. Secondary accent, rules.



Ribbon

#E9CC9C · RGB 233 204 156

The subtitle ribbon. Light ground, paper.



Cream

#FAE7BE · RGB 250 231 190

The lettering. Text colour on dark grounds, instead of white.

Three typefaces, all free to use

Piecework

Berkshire Swash

The logo's typeface. Use it only for a short display line such as a thumbnail title, never for the game's name in place of the logo, and never for running text.

Every painting
gets its moment

Noto Serif

Headings, as in the game's menus. Semibold.

Thirty masterpieces, nearly
twenty-eight thousand
pieces.

Noto Sans

Body text and captions, as in the game's interface.