CHEMI-KAL Brand Guidelines

Prepared for Chemi-Kal Hygiene Solutions

Last Updated LF 20 May 2026

Cosmic Dogg & DomainStar Professional Brand Identity Standards

Reference Logo:
https://www.chemi-kal.co.uk/wp-content/uploads/2026/05/Logo-5.jpg

01. Brand Overview

Chemi-Kal is an industrial cleaning and hygiene brand of Worcestershire Chemicals Limited, focused on supplying professional-grade cleaning chemicals, PPE, workwear and bespoke manufacturing solutions to commercial and industrial clients across the UK. The brand identity communicates reliability, technical expertise, compliance, cleanliness and operational efficiency.

The visual identity should always appear confident, industrial, modern and practical. Applications should feel clean, structured and functional rather than decorative.

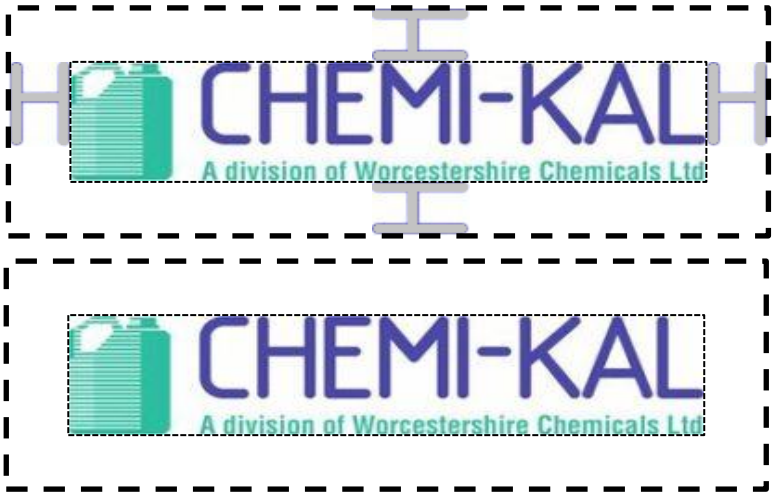
02. Brand Personality

Core Trait	Meaning
Professional	Commercially credible and technically capable
Industrial	Built for food production, hygiene, manufacturing, engineering and transport sectors
Reliable	Dependable service, consistent quality and compliance
Efficient	Fast-moving, practical and operationally focused
Clean	Sharp layouts, strong spacing and minimal clutter

03. Logo Usage

The Chemi-Kal logo is a stylized 5 litre container, as used for many of the brand's products, and is the most recognisable asset within the brand system. It should always appear clearly, with sufficient spacing around it and strong contrast.

NB Since the reference logo is defined without a border, it should always be surrounded by white space of same width as the letter H as shown here:



- Use the highest resolution logo from the web site and scale down, don't scale up.
- Always maintain clear space around the logo equal to the width of the letter **H**.
- Do not distort or stretch the logo.
- Do not apply drop shadows or effects.
- Do not rotate the logo.
- Use the full-colour version wherever possible adhering to the described colour palette.
- Use white logo versions on dark backgrounds only.

04. Colour Palette

Colour	HEX	Pantone
CHEMI-KAL word mark	#4A4AA4	7670 C
Bottle Image	#2BBEA1	7465 C
"A division of Worcestershire Chemicals Ltd"	#2BBEA1	7465 C
Background	#FFFFFF	White U

05. Typography

The recommended typography system combines modern sans-serif fonts with clear hierarchy to ensure readability across digital, packaging and print applications.

Usage	Font	Style
Headings	Montserrat Bold	Strong, modern, industrial
Body Copy	Aptos / Open Sans	Readable and clean
Technical Labels	Roboto Condensed	Functional and space-efficient

06. Photography Style

Imagery should focus on industrial environments, manufacturing, hygiene processes, warehouse operations, cleaning systems, PPE and professional commercial environments showing the products in use.

- Use authentic industrial photography.
- Avoid overly staged stock imagery.
- Prioritise clean lighting and strong contrast.
- Show operational professionalism and compliance.
- Use imagery that reflects manufacturing capability and scale.

07. Tone of Voice

Chemi-Kal communications should feel knowledgeable, practical and commercially focused. The tone should be direct and confident rather than overly corporate.

- Clear and concise
- Commercially credible
- Technical but accessible
- Straightforward and practical
- Responsive
- Solution-led and customer-focused

08. Brand Applications

- Website and social media graphics
- Business stationery, letterheads, delivery notes and business cards
- Industrial product datasheets
- Chemical drums and packaging labels
- PPE and workwear branding
- Vehicle livery
- Trade show displays and banners
- Office and warehouse signage