

Worcestershire Chemicals Ltd Brand Guidelines

Prepared for Worcestershire Chemicals Ltd

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Cosmic Dogg & Domainstar Professional Brand Identity Standards

Reference Logo:

https://www.chemi-kal.co.uk/wp-content/uploads/2026/05/WCL_Logo_1500x1500.png



01. Brand Overview

Worcestershire Chemicals Ltd is the brand owner of Chemi-Kal. It is predominantly a Word Mark, with a supplementary logo. The company manufactures custom cleaning chemicals in bulk and brands them for other companies. This is a separate business unit from Chemi-Kal which manufactures, distributes and markets under its own brand.

The Worcestershire Chemicals Ltd brand identity communicates strong regional heritage and technical expertise in the manufacture of custom blended chemicals.

The visual identity should always express heritage, experience and quality.

02. Brand Personality

Core Trait	Meaning
Professional	Commercially credible and technically capable
Industrial	Your manufacturer of custom white-label chemicals
Reliable	Expertise at standing behind your brand and
Efficient	Blend to order from 1L to 1000L
Sophisticated	Depicting a strong regional identity

03. Logo Usage

The Worcestershire Chemicals Ltd logo depicts Worcester Cathedral, the River Severn, Worcester bridge and a chemical flask.

NB Since the reference logo is defined with a white space border, it does not require a separate border.



- 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.

04. Colour Palette

Colour	HEX	Pantone
WORCESTERSHIRE word mark	#01264C	655 C
CHEMICALS LTD word mark	#617A3B	575 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	The Northern Block	Traditional and reliable
Body Copy	The Northern Block double space	Traditional, reliable, readable

06. Photography Style

Imagery should focus on industrial environments, manufacturing, hygiene processes, warehouse operations, cleaning systems, PPE and professional commercial environments.

- 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

WCL communications should feel authoritative, dependable, practical and commercially focused. The tone should be of a long-term manufacturing partner rather than a transactional supplier of off-the-shelf products.

- Quality and gravitas
- Decades of experience
- Technical experts
- Accustomed to supplying blue-chip OEMs
- An obsession with quality & customer care

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