PROTECTION, WITHOUT COMPROMISE.

Forth & James

Brand guidelines

Identity, colour, typography and voice for a professional security services company.

EDITION 01 · 2026

CONFIDENTIAL

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01 — BRAND ESSENCE

Security that becomes *part of your team.*

Forth & James provides licensed, vetted security personnel and risk management for residential, commercial, retail and event clients. We should feel like a high-end private consultancy, never a generic guarding firm.

Our presence is calm, composed and quietly effective. The brand mirrors that: generous space, restrained colour and confident serif type.

Discreet

Effective without being intrusive. We blend into the environment we protect.

Reliable

The same officer, every shift. Consistency is the promise.

Considered

Every deployment starts with assessment and a written plan.

Accountable

Transparent reporting and a named account manager.

02 — LOGO & WORDMARK

A quiet *signature.*

The wordmark is set in Cormorant Garamond Light. Always write the name as “Forth & James” with the ampersand; never “Forth and James” or all caps in running text.

Keep clear space equal to the cap height of the F on all sides. Never stretch, recolour outside the palette, or add effects.



PRIMARY · ON CHALK



REVERSED · ON DEEP NAVY

03 — COLOUR PALETTE

Restrained, warm, *and dark.*

Obsidian	Deep Navy	Chalk	Parchment	Stone	Dune Gold	Ash
#1A1A18	#0F1B2D	#FAFAF8	#F2EFE9	#E8E5DF	#B8A98A	#8C8880
RGB 26 26 24	RGB 15 27 45	RGB 250 250 248	RGB 242 239 233	RGB 232 229 223	RGB 184 169 138	RGB 140 136 128
Primary text, solid buttons	Hero & feature backgrounds	Page background, text on dark	Alternate sections, cards	Borders, dividers, rules	Accent only — eyebrows, rules	Secondary text, captions

Proportion guide: roughly 60% Chalk & Parchment, 30% Deep Navy & Obsidian, 10% Dune Gold & Ash. Gold is an accent, never a fill for large areas.

04 — TYPOGRAPHY

Editorial serif, *quiet sans.*

Headlines use Cormorant Garamond Light with tight tracking (-2%). Body copy uses Inter Light. Italics in the serif highlight the closing phrase of a headline.

Weight 300 throughout; 400 is the heaviest we go. Never use bold display type.

DISPLAY · CORMORANT GARAMOND LIGHT

Aa Bb Cc 123

ITALIC ACCENT · CORMORANT GARAMOND ITALIC

part of your team.

BODY · INTER LIGHT 10–17PT

Professional security personnel and risk management for residential, commercial, retail and event clients.

EYEBROW / BUTTON · INTER LIGHT, UPPERCASE, +22% TRACKING

WHY FORTH & JAMES

H1	H2	H3	BODY	EYEBROW
72–84px	48–60px	24px	16–17px	12px

05 — INTERFACE ELEMENTS

Signature *details.*

Buttons are square-cornered, uppercase and generously padded. Cards sit on Parchment with a Stone border; on hover they turn Deep Navy with a 2px Dune Gold left rule.

Thin gold rules (40px wide, 1px) separate headings from body text. No rounded corners, shadows or gradients.

BUTTONS

GET A QUOTE

OUR SERVICES

CARD · DEFAULT / HOVER

Full compliance

Fully insured and regulated, with rigorous vetting.

Full compliance

Fully insured and regulated, with rigorous vetting.

06 — PHOTOGRAPHY

Composed, real, *unstaged.*

Imagery should feel like a moment observed, not a performance. Every photo must reinforce discretion and professionalism.

DO	AVOID
Officers in tailored dark suits, calm posture	Aggressive stances, weapons or tactical gear
Modern lobbies, retail floors, corporate interiors	Saturated colour, heavy filters or clip-art
Natural light, muted cool tones, generous negative space	Cheesy handshakes and thumbs-up stock poses
A subtle navy overlay on hero imagery	Crowded frames or busy backgrounds

07 — VOICE & TONE

Measured, direct, *assured.*

- Keep every paragraph under three sentences.
- Use British English: colour, organise, licence.
- Lead with the client's outcome, not our features.
- Sentence case for headlines; uppercase only for eyebrows and buttons.
- No jargon, exclamation marks or emojis.

WE SAY

“Same officer, every shift. A standard you don't have to think about.”

WE DON'T SAY

“Best-in-class, cutting-edge security solutions!!”

Forth & James

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