

A considered digital identity

Selected wordmark direction / October 2026

The wordmark for Harley Digital Works is displayed in a clean, white, sans-serif typeface against a dark blue background. The word "HARLEY" is positioned on the top line, and "DIGITAL WORKS" is on the line below. The letter "H" in "HARLEY" is stylized with a white, curved swoosh that starts under the first vertical stroke and ends under the second, creating a sense of motion and connection to the Harley brand identity.

HARLEY
DIGITAL WORKS

Part of The Harley Group

Deep midnight blue. Clear typography. A distinctive H.

Harley Digital Works, with an endorsement from The Harley Group.

The primary logo

Use the endorsed wordmark where the full identity can remain legible.



Part of The Harley Group

The agency name leads. The group endorsement remains secondary.

This pack rebuilds the approved visual concept as clean outlined artwork.

Small differences from the generated mockup are expected in the vector reconstruction.

A flexible logo family

Three forms, each with a clear purpose.



Endorsed / website footer, proposals, business cards

Compact / narrow headers and placements where the endorsement is too small

H symbol / avatars, favicons and supporting graphic accents



Deep blues, warm contrast

Use midnight and ivory as the dominant pair.



Midnight
#081B30

Ivory
#F6F3ED



Supporting blue
#173C62



Slate
#526479

Supporting blue and slate are accents, not replacements for the main logo colors.
Use navy text on ivory, or ivory text on navy. Check contrast for each new application.
Print colors are RGB references; a printer should approve a CMYK proof before production.

Typography and hierarchy

Clean, familiar lettering supports the custom mark.

HARLEY DIGITAL WORKS

Headings / Arial Bold

Body / Arial Regular, with comfortable line spacing

Digital fallback / Arial, Helvetica, sans-serif

Logo / fixed outlined artwork, not typed replacement text

No font files are bundled. The outlined logo works without a font installation.

Use a licensed font available in your environment for editable documents.

Space and small sizes

Preserve proportions, contrast and breathing room.



Clear space: at least one H stem width
around every side of the visible logo.

Recommended starting widths:

Endorsed: 320px digital / 60mm print

Compact: 200px digital / 40mm print

Symbol: 32px digital / 8mm print

These are conservative starting sizes; approve legibility in the actual placement.

Do not stretch, rotate, add effects, rearrange the lettering or alter the endorsement.

Use the symbol or compact logo when the endorsement would become unreadable.

Applications

Practical starting templates, ready for real content.



Social avatar / 1024px PNG and SVG

Cover / 1584 x 396px PNG and SVG

Business cards / 85 x 55mm trim, 3mm bleed; printer proof required

Letterhead / A4 SVG. Email signature / editable HTML with placeholders.

Use the pack with confidence

Files, status and the next production step.

SVG / outlined, scalable artwork for web and design tools

PNG / transparent endorsed, compact and symbol variants

Templates / social post, card front and reverse, letterhead, email signature

Reference / the approved generated concept for comparison

Brand tokens / the shared color and naming reference

Artwork is supplied as a reviewable first brand pack, not a trademark clearance.

Replace all contact placeholders and proof print templates before ordering.

Website documentation and deployment are separate from these local deliverables.