

||| BRAND GUIDELINES

Every line matters.

The logo, colours, type and graphic elements of 108 Electricline, and how to use them.

Version 2.0 · September 2026



One look, everywhere.

This book explains how the 108 Electricline brand works and how to use it. Keep it next to you whenever something new gets the logo on it: shirts and hoodies, the van, cards, signs, stickers, the website, social media, quotes and invoices.

It is written for the team and for anyone who works with you: printers, sign makers, embroiderers and web designers.

Every logo comes with this book as SVG, PDF and PNG files in each colour version. The list of files is on the last page.

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Who we are.

108 Electriclline Ltd is an electrical company from Uxbridge. Since 2020 the team has wired, protected and connected homes and businesses across West London.

Customers remember three things: the team turned up in azure uniform when they said they would, everything was explained in plain words, and the place was tidy when they left. The brand exists to say exactly that before anyone picks up the phone.

COMPANY

108 Electriclline Limited, no.
16934776

DIRECTOR

Peteris Ciganovics

BASED IN

Uxbridge, working across West
London

ON THE TOOLS

Since 2020

Six services, one team



Home electrics

Rewires, fuse boards, lighting, sockets and repairs.



Commercial

Fit-outs, LED lighting, boards and maintenance.



CCTV

HD and IP cameras, recording, live view on your phone.



Security

Intruder alarms, door entry, access control.



Fire alarms

Smoke and heat alarms, alarm systems, emergency lighting.



Smart home

Smart lighting, heating controls, Wi-Fi and data.

Every line matters.

The whole brand comes from one idea: the parts of a job you never see, behind the plaster and under the floor, get the same care as the parts you do.



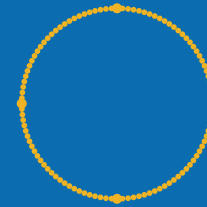
The lines

Every stroke of the 108 is five parallel lines, like five cables clipped side by side. The lines never merge. Where the 8 crosses itself, one bundle passes over the other with a small gap, the way a tidy installer crosses cables.



The circle

A closed circuit. It opens only at the bottom, where LTD sits between two terminals. A job is finished when everything is connected, tested and explained.



The number

108 has long stood for wholeness. A good number for a trade where nothing is left half done.

NEAT

Straight cable runs, labelled boards, dust sheets down.

RELIABLE

On time, in uniform, everything tested before we leave.

STRAIGHT-TALKING

Clear prices and plain words. No surprises.

BRIGHT

Good light, modern kit and a friendly face.

How we talk.

Like a good electrician explaining a job at the kitchen table: calm, clear and to the point.

- 1 **Say what happens next.** Dates, times, prices and who is coming.
- 2 **Short sentences, everyday words.** Explain technical terms the first time: "an RCD, the switch that cuts the power in a fault".
- 3 **Be exact.** Numbers beat adjectives.
- 4 **Friendly, never pushy.** No capitals, no exclamation marks, no fear.

WE SAY

WE WOULD RATHER NOT SAY

- | | |
|---|--|
| ✓ We will test every circuit and show you the results. | ✗ Industry-leading electrical solutions. |
| ✓ Your fuse box has no RCD, so it will not cut the power if someone touches a live part. | ✗ Your installation is non-compliant. |
| ✓ We can come on Tuesday between 8 and 10. | ✗ We will be in touch ASAP. |
| ✓ £480, including the new board, testing and the certificate. | ✗ Prices from £££. Call for details. |
| ✓ Tidy, tested, explained. | ✗ We are passionate about electrical excellence! |

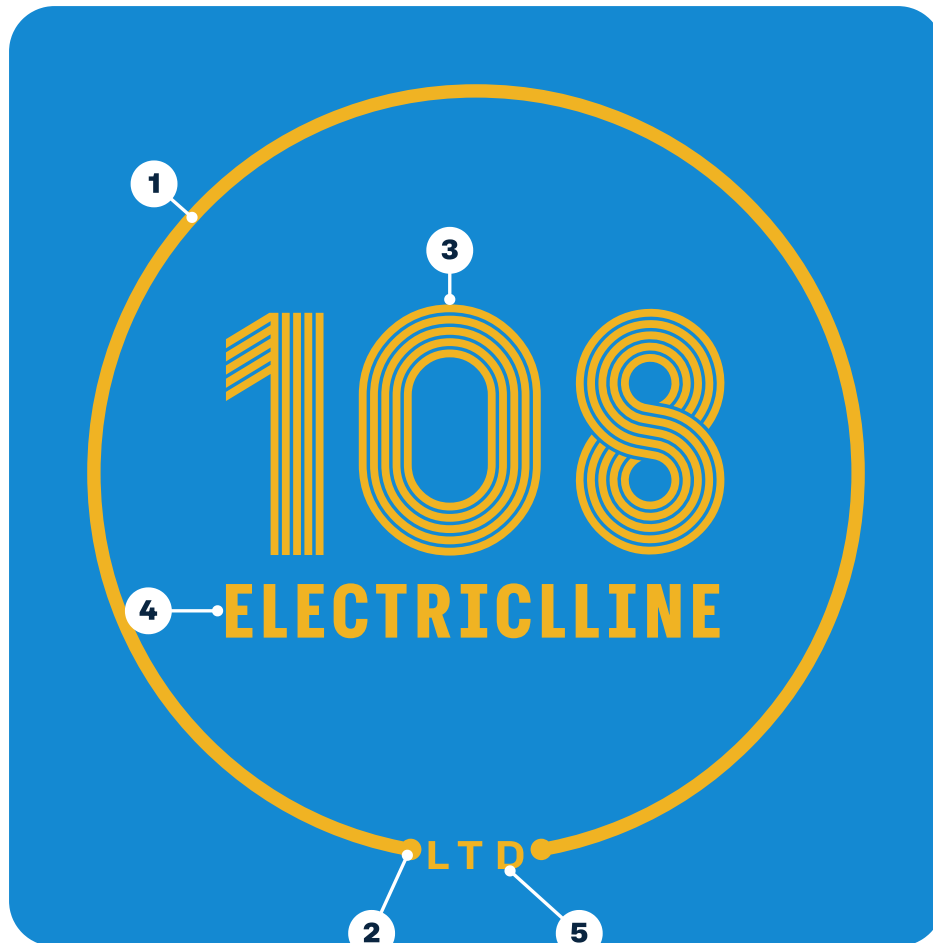
The name is written **108 Electriclline**, with two Ls as registered at Companies House. In full on documents: **108 Electriclline Ltd**.

The line **Every line matters**. ends videos, the back of the van and the website. Always with the full stop, never reworded.

The badge, part by part.

The primary logo is the badge the team already wears on the chest. Use it in gold on azure whenever you can.

- 1 **The ring.** A closed circuit around everything else.
- 2 **Two terminals.** The ring opens at the bottom and ends on two contact points, like the ends of a cable.
- 3 **108 in five lines.** The signature. It is never set in a normal font.
- 4 **ELECTRICLINE.** Solid condensed capitals, exactly as wide as the 108, as on the embroidery.
- 5 **LTD.** Sits in the opening of the ring, so the company name is complete.



How the 108 is built.

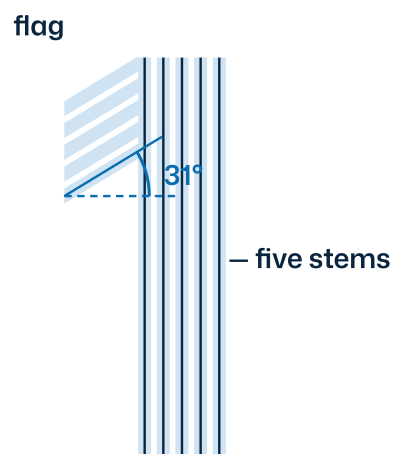
The logo is drawn from simple geometry, not traced from a picture, so it stays sharp from a phone icon to the side of a van. Three rules make every stroke.



RULE 1

One stroke is five lines.

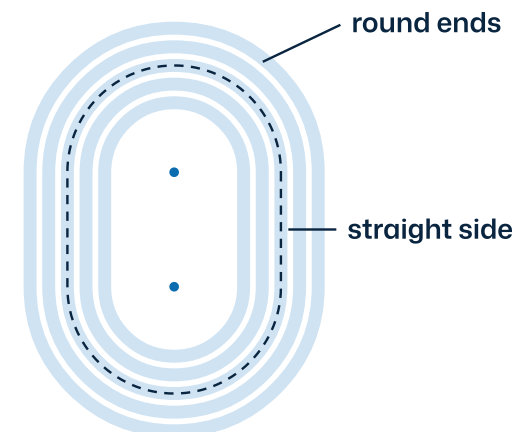
Five lines of equal width with equal gaps, each gap a bit under half a line. Every part of the 108 follows this rule.



RULE 2

The 1 is straight lines.

Five upright stems, and a flag of five lines rising at 31°.

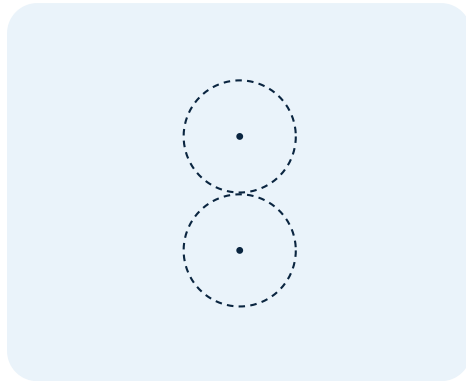


RULE 3

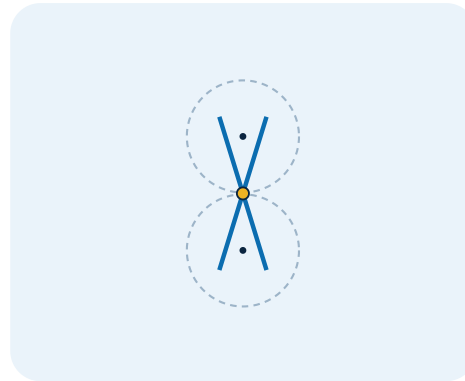
The 0 is five stadiums.

A stadium is a rectangle with fully round ends, like a running track. Five of them sit one inside the other.

The 8: two circles and one neat crossing.



- 1 Two equal circles, one above the other.



- 2 Two straight lines touch both circles and cross in the middle. Geometers call them crossing tangents.



- 3 Draw both paths as five-line strokes. Where they cross, the lines would tangle.



- 4 So one bundle passes over the other. That is the finished 8.



The crossing, close up

The bundle running from top left to bottom right **passes over**. The other bundle **passes under**: it stops just short on each side, leaving a small gap, like one cable laid over another.

This is the only place in the logo where lines cross. They never touch and never merge.

Six versions, one shape.



Badge

The primary logo. Uniform, signs, cards, social avatar.



Horizontal

Wide spaces: letterheads, quotes, email, the side of the van.



Compact horizontal

Tight spaces: the website header, stickers, pens.



108 mark

When the name is already nearby.



Small badge

Three lines instead of five, for small print and embroidery.

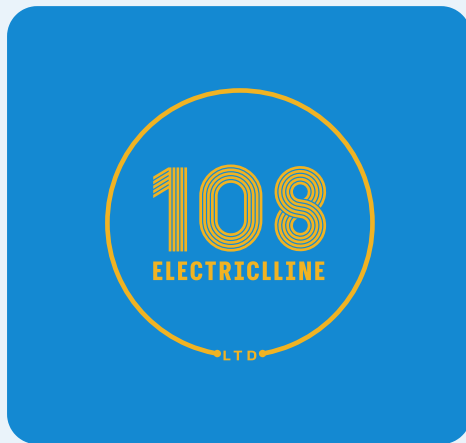


App icon

Two lines, for favicons and app icons.

Which one where.

Start from the space you have. If in doubt, use the badge.



SQUARE OR ROUND SPACE

→ Badge

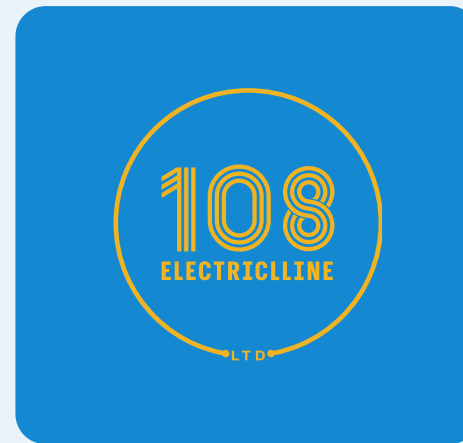
Shirts, hoodies, stickers, social avatar, the front of the card.



WIDE, SHORT SPACE

→ Horizontal

Van sides, letterheads, quotes, email signatures, banners.



VERY SMALL

→ Small badge or app icon

Under 20 mm in print or 80 px on screen, embroidery under 6 cm.

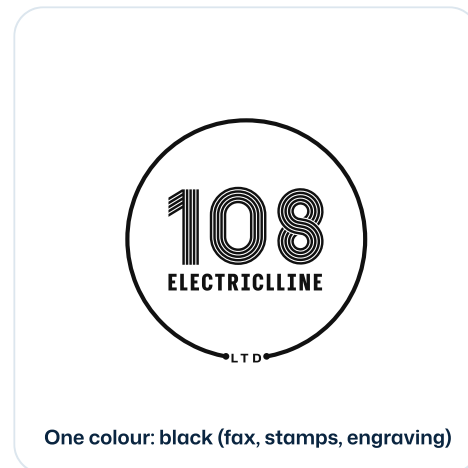
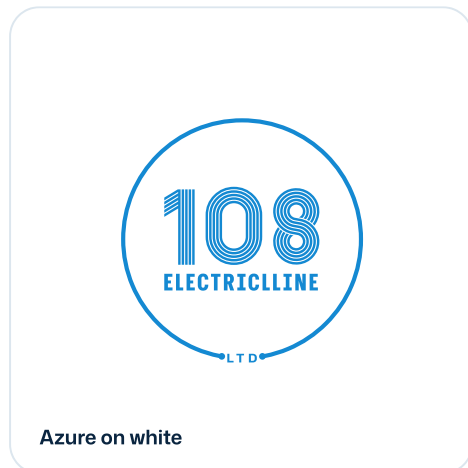
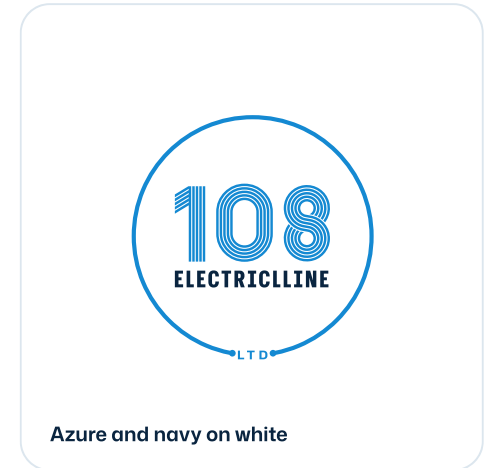
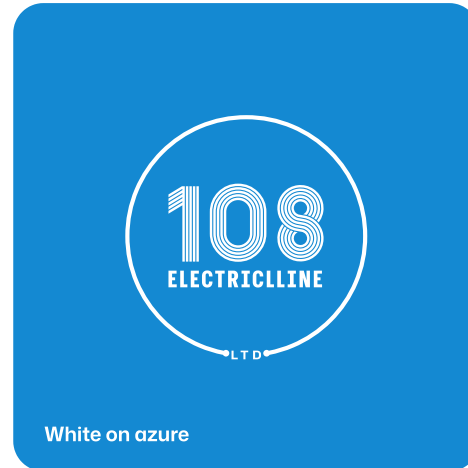


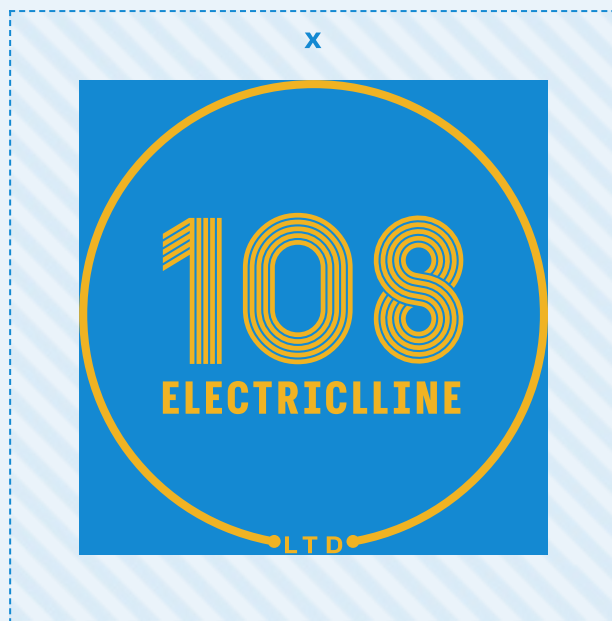
THE NAME IS ALREADY THERE

→ 108 mark

The back of the van, social posts, a slide with the name in the title.

Colourways.





THE LOGO

Space and size.



Keep a clear space around the logo at least **X** wide. X is the width of one five-line stroke, the stems of the 1. Nothing goes inside it: text, edges, other logos.

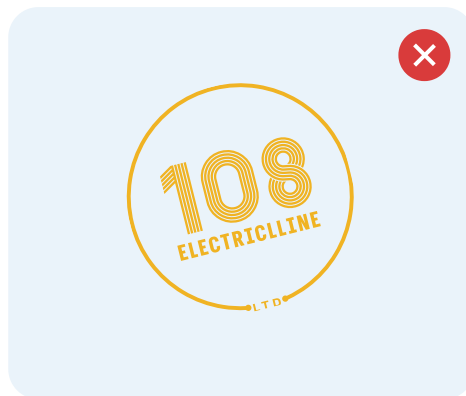
SMALLEST SIZE	PRINT	SCREEN
Badge	20 mm	80 px
Small badge	12 mm	48 px
Horizontal	40 mm	160 px
Compact horizontal	25 mm	110 px
Embroidery	badge from 6 cm, below that the small badge	



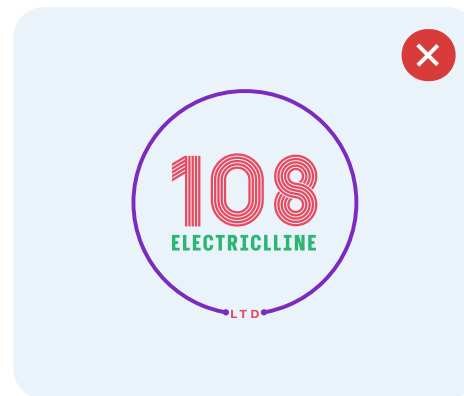
What not to do.



Don't stretch or squash it



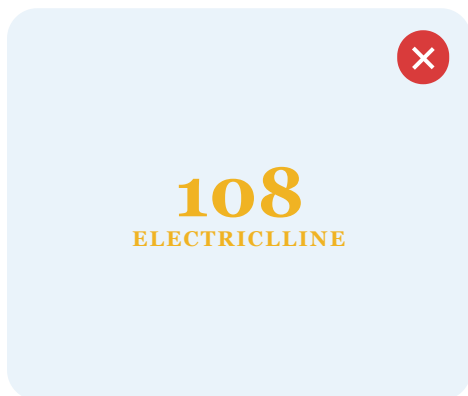
Don't tilt it



Don't change the colours



No shadows, glows or bevels



Don't retype it in another font



Don't drop the ring or LTD



Don't put it on busy photos



Don't use weak contrast

Azure first, gold for the spark.

108 Azure

HEX #1489D2
RGB 20 137 210
CMYK 85 30 0 0
PMS Pantone 2192 C
 (closest)

The uniform colour. Big areas, the logo background, the van, cards.

Deep Azure

HEX #0B6DB0
RGB 11 109 176
CMYK 95 50 0 5

Buttons and links. White text on it reads well.

Thread Gold

HEX #F0B323
RGB 240 179 35
CMYK 0 30 95 0
PMS Pantone 7409 C
 (closest)

The logo and highlights. Never small text on azure or white.

Night Navy

HEX #0A2540
RGB 10 37 64
CMYK 100 78 35 45

Text, footers, dark panels, night mode online.

Sky

HEX #EAF3FA
RGB 234 243 250
CMYK 6 10 0

Quiet backgrounds and sections.

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Paper, forms, the back of the business card.

Azure 45%

White and sky 30%

Navy 15%

Gold 10%

The bar shows roughly how much of each colour a page, a post or the van should have. Print values are a starting point: before a large print run or new uniforms, match the azure to the uniform supplier's colour and ask the printer for a proof.

Colours that read well.

Text must be easy to read on a phone in the sun and on a van from across the street. The number is the contrast ratio: 4.5 : 1 or more for normal text, 3 : 1 for big headlines and icons.

Aa Every line matters. White on Deep Azure ● 5.5 : 1 · Any text	Aa Every line matters. Navy on Thread Gold ● 8.3 : 1 · Any text	Aa Every line matters. Gold on Night Navy ● 8.3 : 1 · Any text	Aa Every line matters. Deep Azure on White ● 5.5 : 1 · Any text
Aa Every line matters. Navy on Sky ● 13.8 : 1 · Any text	Aa Every line matters. White on 108 Azure ● 3.8 : 1 · Large text and icons only	Aa Every line matters. Gold on 108 Azure ● 2.0 : 1 · Logo only, never text	Aa Every line matters. Gold on White ● 1.9 : 1 · Logo only, never text

Aa

Hubot Sans

Headlines, labels and numbers. Condensed width, ExtraBold to Black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 £ & @

Aa

Mona Sans

Body text, forms, quotes and invoices. Regular to SemiBold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 £ & @

Every line matters.

Tell us about the job.

Dust sheets down, cables run straight, every circuit labelled. We tidy up as we go.

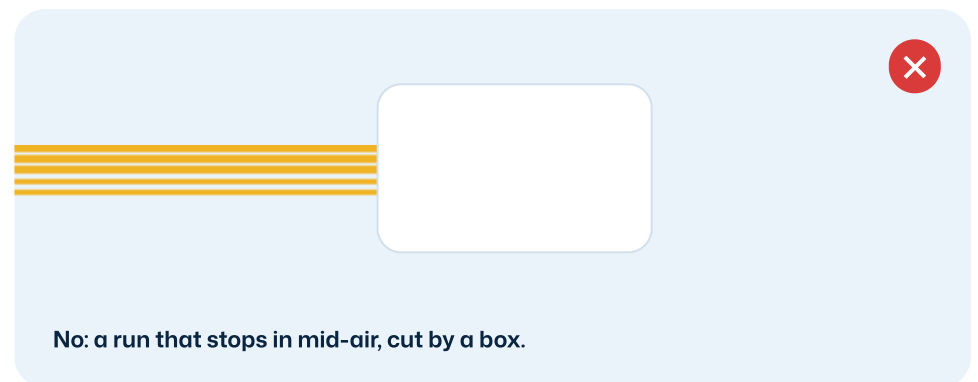
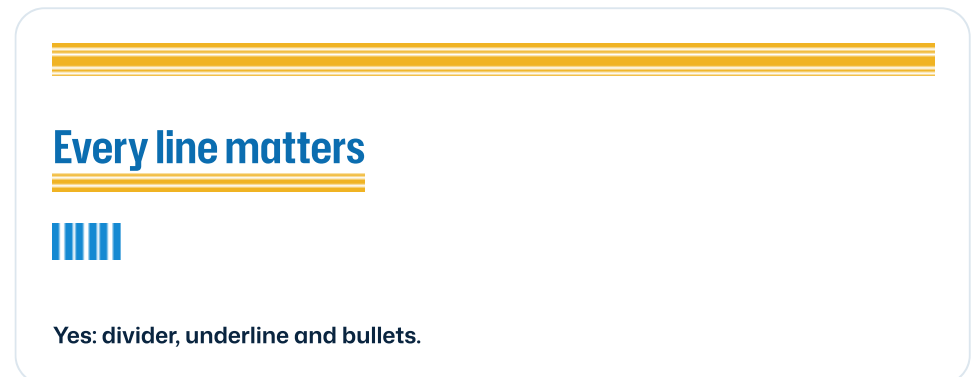
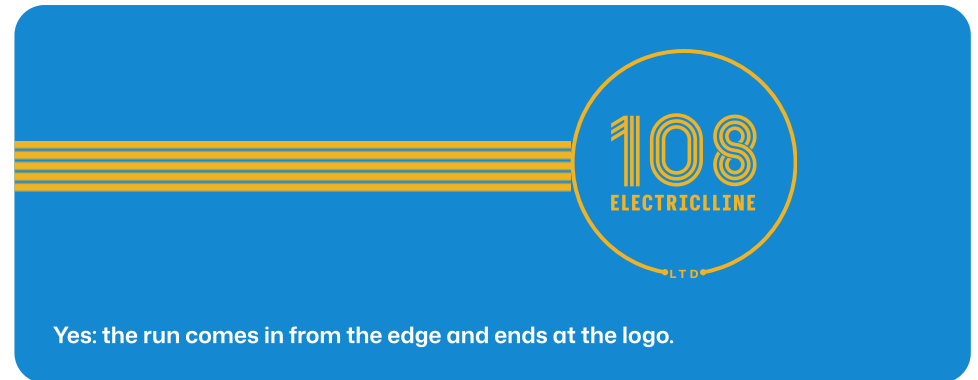
LABEL · HUBOT SANS EXTRABOLD · SPACED CAPITALS

Both typefaces are free for commercial use (SIL Open Font License) from Google Fonts. If they are not available, use Arial Narrow Bold for headlines and Arial for text.

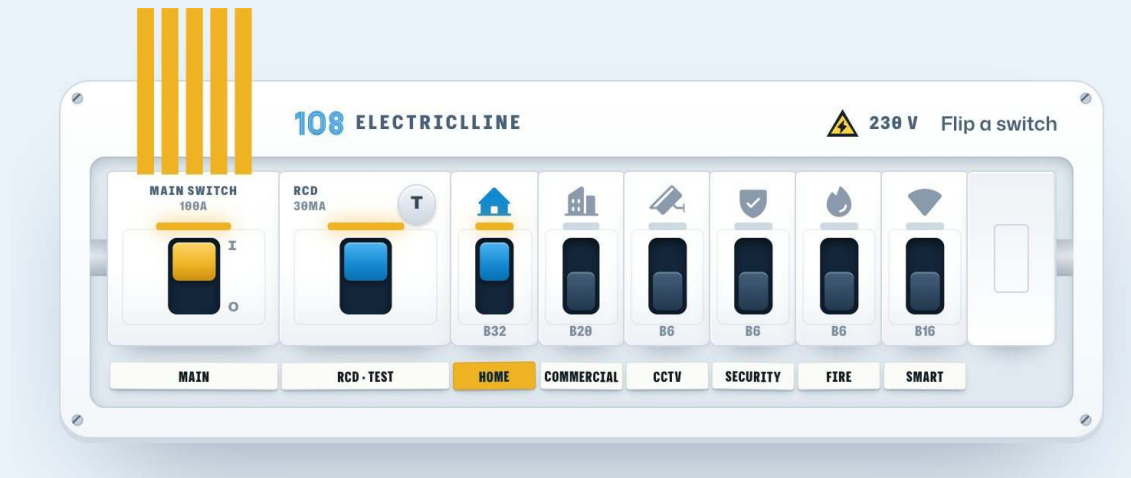
Five conductors.

The five parallel lines of the logo are the brand's graphic element. They work as dividers, bullets, underlines and cable runs.

- 1 **Always five lines** with the logo's spacing. Three only where the small badge is used.
- 2 **Straight runs.** Horizontal or vertical, turning with round corners like a bent cable, never zig-zag.
- 3 **Every run starts and ends somewhere:** at the edge of the page, at the logo, at a switch. No lines that stop in mid-air or get cut by a box.
- 4 **Gold on azure or navy, azure on white.**



The board, labels and icons.



The consumer unit. On the website the services live in a fuse board: each service is a breaker with its own icon and rating, and the five lines of the 1 run into the main switch. Use the same idea for service lists, price lists and posts.

Labels like label-maker tape



White tape, black condensed capitals, slightly uneven, the way an electrician labels a board. Yellow tape marks the chosen one.

Icons



Line icons (Phosphor, regular) for the website, documents and lists.



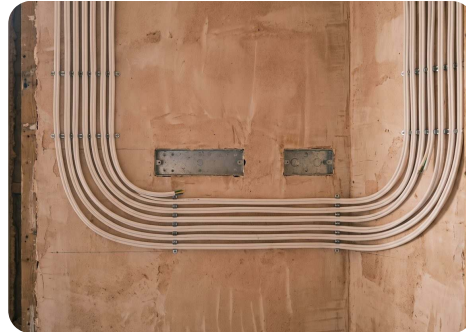
Solid icons (Phosphor, fill) on breakers, stickers and small sizes.

Photography.

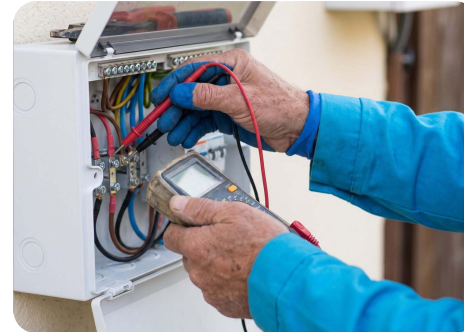
Show the work as it really is: tidy, finished and safe. The best photos come from the team's own jobs.



Finished rooms in daylight



Neat work in progress



Testing, close up



Real streets and homes

● Yes

- Your own jobs: finished rooms, labelled boards, straight cable runs
- Daylight or warm room light, level horizons
- The team in uniform, faces friendly, tools tidy
- Before and after pairs taken from the same spot

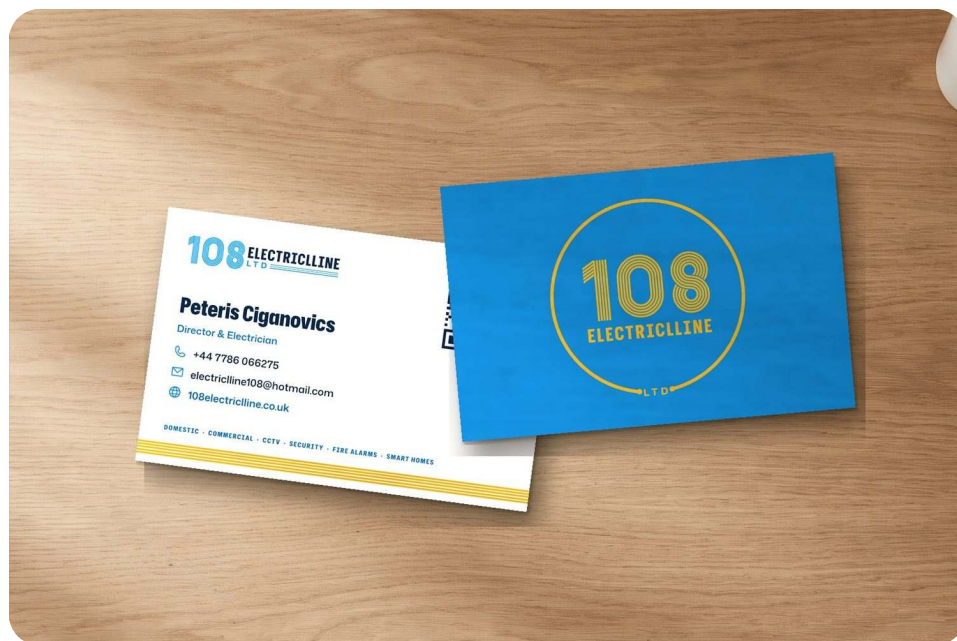
The photos in this book and on the website are illustrations. Replace them with photos from real jobs as they come in.

● No

- Stock handshakes, thumbs up and lightning bolts
- Anything unsafe: open live boards, missing covers, no protection
- Heavy filters, fake sparks, dark moody edits
- Other people's work, logos or faces without permission

Business cards.

Two designs, one standard. The website 108electricline.co.uk is printed on both, and every QR code opens it.

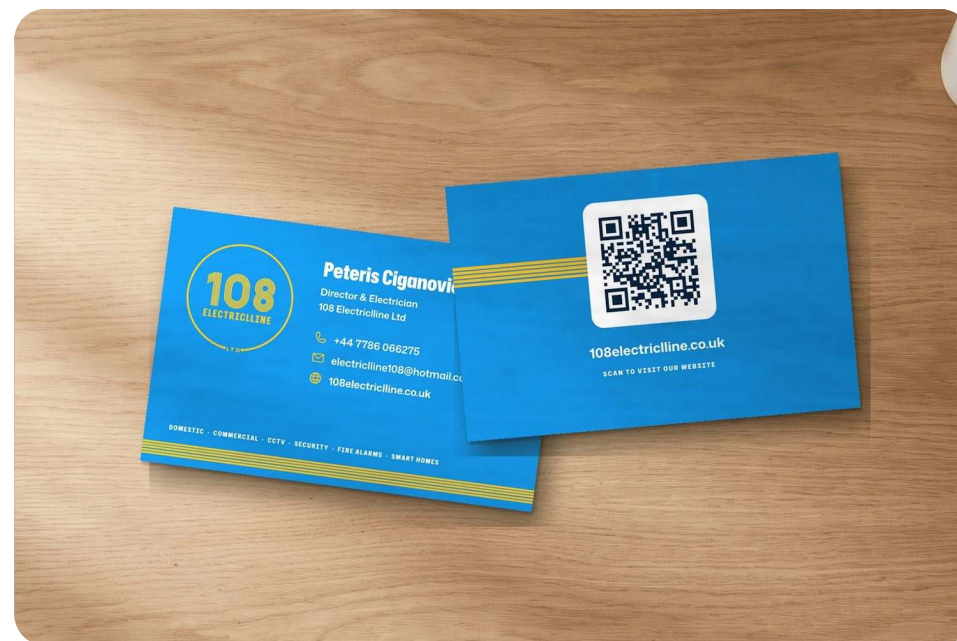


1. Badge and white back

Azure front with the gold badge, the same as the uniform. White back with the name, phone, email, website and the QR code.

Size 85 × 55 mm, 3 mm bleed

Paper 400 gsm silk or soft-touch matt



2. All azure

One side is the QR code, with the five-line cable running into it and the web address underneath. The other side has the gold badge and the details.

Print CMYK both sides, text as outlines, gold foil optional

Files PDFs for the printer, crop marks, A4 sheets of eight



05 IN USE

Uniform.

Azure clothing with the gold badge is how people recognise the team on site.

ITEM	LOGO	SIZE
Polo, T-shirt	Badge, left chest	8 to 9 cm wide
Hoodie, jacket	Badge, left chest	9 to 10 cm wide
Back (optional)	Horizontal logo	25 to 28 cm wide
Cap, beanie	Small badge or 108 mark	5 to 6 cm wide

Thread: gold on azure. Ask the embroiderer for a sew-out before the first order and compare the azure with the fabric in daylight.



05 IN USE

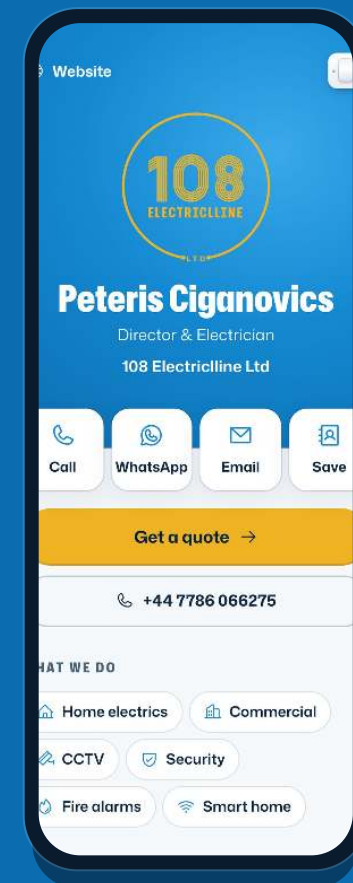
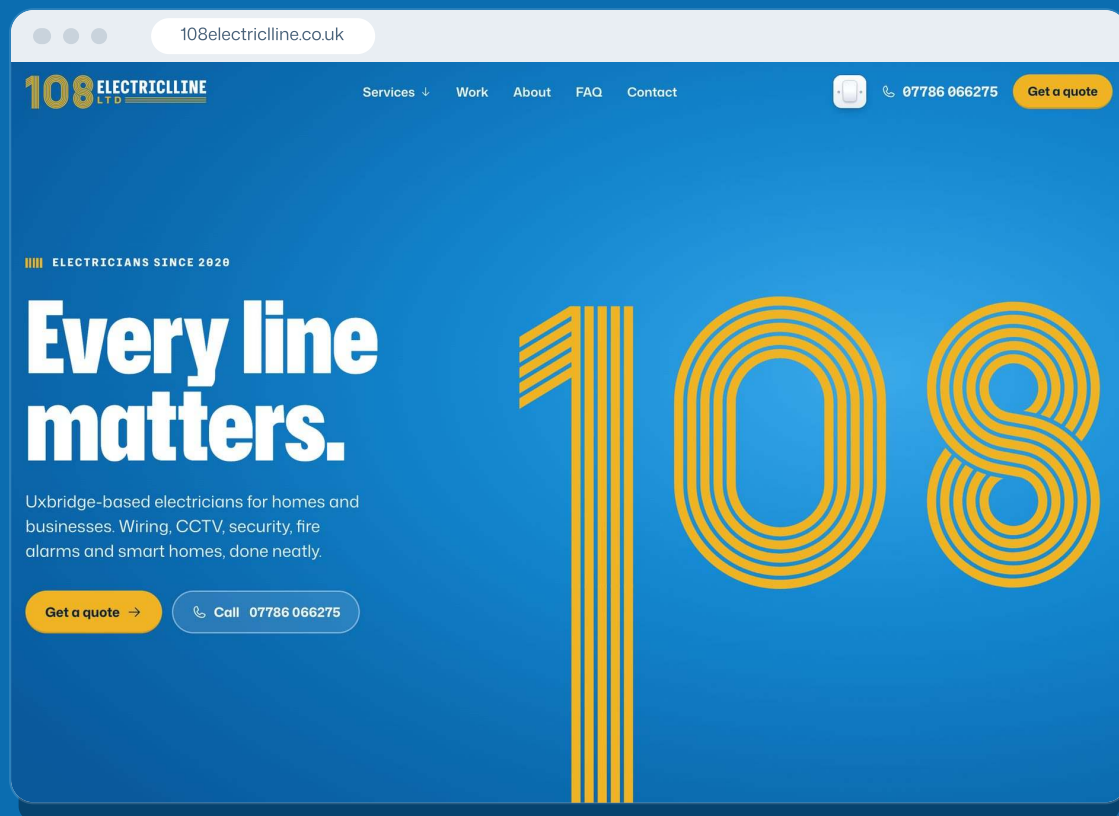
Van.

A moving billboard. It has to read in two seconds from across the street.

- == **Colour** azure van or azure wrap, gold graphics
- == **Sides** the big 108 in five lines, with the 1 running down the side like a cable, then the name, the phone number and the services
- == **Back** 108 mark, phone number and "Every line matters."
- == **Phone number** at least 10 cm high on the sides
- == **Files** the sign maker gets the vector logo (SVG or PDF) and this book

Website and digital card.

On the website the five lines draw themselves and run into the fuse board. A light switch turns the site to night mode. The digital business card lives at 108electricline.co.uk/card, easy to share by link.



Social media and video.

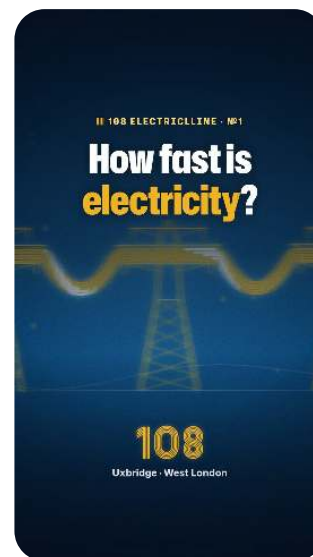
Short videos that teach one useful thing about electricity. Useful first, advertising last.

- Formats 9:16 for Reels, TikTok and Shorts, 4:5 for posts, 1:1 for the profile picture
- Look azure and navy backgrounds, gold five-line cables, the board and its breakers
- Captions always on most people watch without sound
- Voice calm and clear, in English or Russian
- End card the logo, the phone number and "Every line matters."



Profile picture

The badge, gold on azure, with room around it for the round crop.



How fast is electricity?



Safe or not safe?



Why does it trip?

Quotes, invoices and email.

Paperwork is part of the job. It should look as tidy as the board.

- Header horizontal logo on the left, contact details on the right
- Divider one five-line gold rule under the header
- Type Mona Sans for text, Hubot Sans for headings and totals
- Colour navy text on white, azure for headings, gold only in the rule
- Footer registered name, company number and registered office



07786 066275
electricline108@hotmail.com
Uxbridge, West London

Quote Q-2026-014

For: Mrs J. Carter, Hillingdon · 28 September 2026

WORK	£
New consumer unit with RCBO protection	480
Two extra double sockets, kitchen	190
Testing and electrical certificate	incl.
Total	670

108 Electricline Limited · Registered in England and Wales, no. 16934776 · 7 St. Christopher Road, Uxbridge UB8 3SG

EXAMPLE



Peteris Ciganovics

Director & Electrician · 108 Electricline Ltd

07786 066275 · electricline108@hotmail.com

Files.

Logos	Badge, small badge, horizontal, compact horizontal and 108 mark in every colour version: SVG and PDF for print and signs, PNG for screens.
App icons	Favicon and app icons for the website and phones.
Business cards	Both designs: print-ready PDFs with bleed and crop marks, A4 sheets of eight, PNG previews and gold foil masks.
Mockups	Both business cards, uniform and van, for sharing with suppliers.
Fonts	Hubot Sans and Mona Sans, free from Google Fonts.
This book	108-Electricline-Brand-Guidelines-v2.pdf

Questions about the brand, or something new that needs the logo? Send this book to your printer, sign maker or web designer, or ask the people who made it: gainers.website.



Every line matters.