

HOLBORN

COMPANY PROFILE
& BRAND IDENTITY

Shaping what matters.

Steel structures. Metalwork.
Joinery. Furniture.

BRAND GUIDELINES / 2026



One brand. Many ways to build.

Holborn brings together steel structures, metalwork, joinery and furniture in a single multi-sector offer.

From a warehouse structure to the access routes of an industrial facility, our identity puts function, technical definition and execution first. Joinery and furniture complete the offer to equip spaces.

- 01 **Essence**
Concept, purpose and values
- 02 **Solutions**
Areas, sectors and approach
- 03 **Identity**
Verbal and visual expression

The images in this manual are conceptual and illustrate the brand world; they are not a portfolio of completed projects.

It all starts with a need.

A space that needs to work better.

A structure that needs to take shape.

An idea that deserves to get off the drawing board.

That is where Holborn makes sense: in the ability to look at what you want to build, understand how it will be used and find the answer in the material.

We believe in the strength of a good structure, the precision of a well-made joint and the difference a careful finish makes every day.

Steel in character. Rigour in execution.

**Structures, access and spaces.
One intention: to build well.**

An engineering mindset guides the brand: understanding the function, defining the requirements and taking care of every connection. Steel structures lead the industrial expression; timber and furniture broaden the possibilities.



Conceptual image / industrial structures.

Building what's useful. Adding value to everyday life.

WHAT DRIVES US

Purpose

To shape solutions that make spaces work better and ideas more tangible.

WHAT WE DO

Mission

To meet industrial and spatial needs with steel structures, metalwork, joinery and furniture, with technical rigour.

WHERE WE ARE HEADING

Vision

To be a trusted name for the consistency of our work, the clarity of our relationships and the quality of our solutions.

Quality starts with the way we think.

01

Technical rigour

Defining dimensions, materials, connections and acceptance criteria in line with the project.

02

Functionality

Designing every solution around its real use, the space and the needs of the people who use it.

03

Commitment

Delivering on what is agreed and communicating clearly throughout the project.

04

Collaboration

Listening to the client and bringing the different specialities together around a common goal.

05

Integrity

Explaining options, materials and limits transparently, to support informed decisions.

06

Responsibility

Considering safety, use, exposure environment, maintenance and service life.

Structures to operate. Solutions for working and living.

For industry, including the oil and gas sector, companies, institutions and private clients. Steel structures and metalwork deliver the structural function; joinery and furniture complete the organisation of spaces.

01

Integration

Specialities with clearly defined scopes.

02

Fit

Every solution starts from its context of use.

03

Clarity

Well-aligned decisions and expectations.

Four fronts. One shared identity.

01 **Steel structures**

Warehouses, stairs, platforms and auxiliary structures for industry.

02 **Metalwork**

Made-to-measure components, guardrails, handrails and metal elements.

03 **Joinery**

Timber solutions that organise, clad and equip interiors.

04 **Furniture**

Pieces and sets for working, welcoming, storing and living.

Precision you can see and use.

Steel solutions that combine utility, protection and visual presence, in dialogue with the architecture and the way the space is used.

- **Enclose and protect**

Gates, fencing, grilles and guardrails.

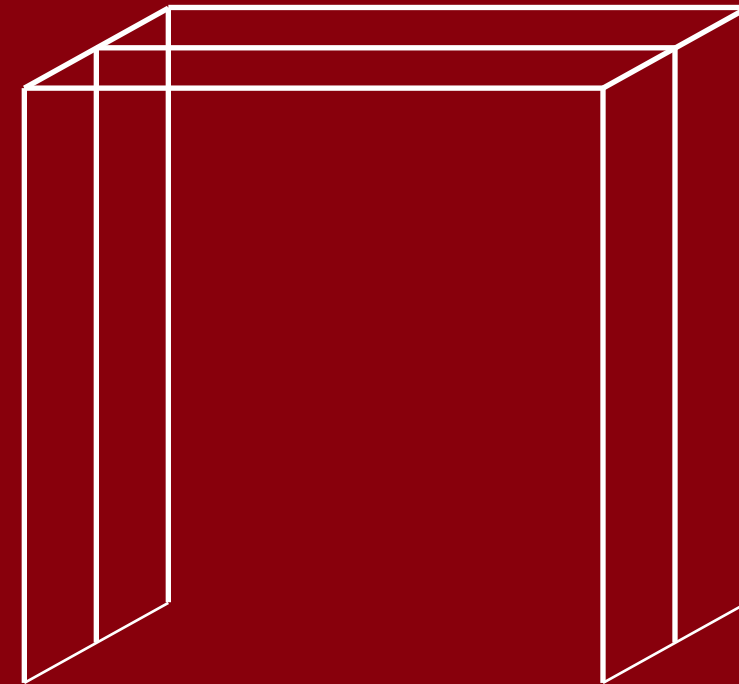
- **Organise and integrate**

Partitions, handrails and metal elements.

- **Support other solutions**

Made-to-measure bases, frames and components.

STRUCTURE / PRECISION / FUNCTION



**Construction detail
is part of the expression.**

Conceptual illustration of a steel structure.

Timber with purpose and character.

Joinery brings design into everyday life: it organises, adapts and adds expression to spaces through material and finish.

- **Organisation**

Cabinets, wardrobes and storage solutions.

- **Integration**

Doors, panels, counters and cladding.

- **Customisation**

Pieces tailored to dimensions and intended use.

Conceptual image / texture and finish.

Designed to belong.

Furniture for workplaces, homes and customer areas: tables, desks, counters, shelving and sets that bring together comfort, organisation and identity.



Conceptual furniture.

Use

Function guides the design.

Scale

The piece respects the space.

Material

Timber and steel enhance the whole.

Structure. Access. Industrial scale.

Steel structures for warehouses and industrial facilities, including support structures for the oil and gas sector. Function and project requirements guide every solution.

- **Warehouses and roofs**

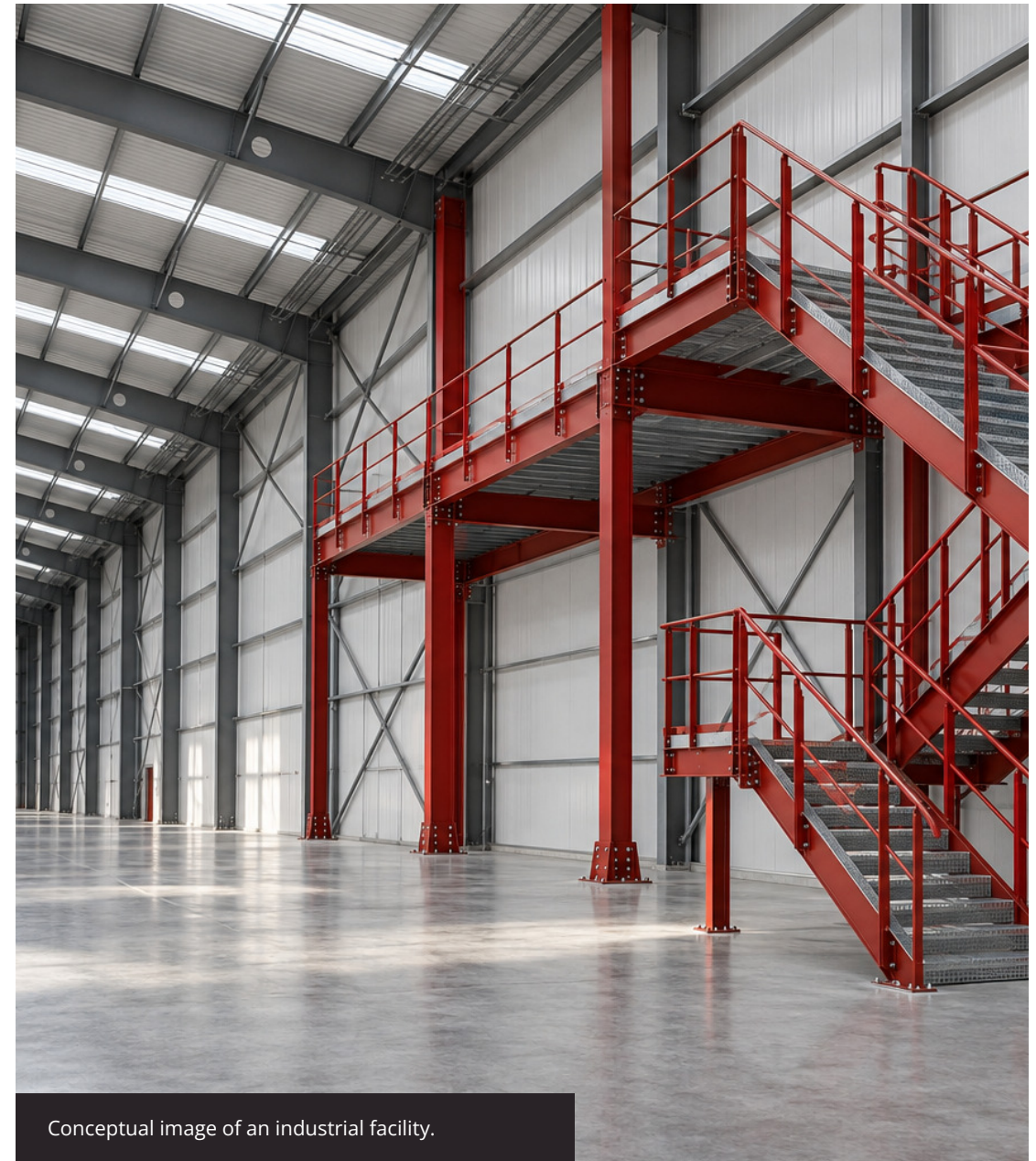
Storage and industrial support structures.

- **Stairs and circulation**

Stairs, platforms, walkways and guardrails.

- **Operational support**

Bases, frames and auxiliary structures.



Conceptual image of an industrial facility.

Scope, structural design, installation and inspections are defined according to the requirements of each project.

An offer that adapts to different realities.

The same attention to material and function, applied to different needs.



Oil and gas

Auxiliary structures, stairs, platforms and access supporting facilities.



Industry and logistics

Warehouses, roofs and structures for storage and circulation.



Retail and hospitality

Counters, furniture, cladding and elements to welcome and display.



Residential

Storage, furniture, guardrails and solutions for everyday life.



Offices

Workstations, meeting tables and space organisation.



Institutions

Furniture and structures for education and shared use.

Trust built at every stage.

Clear technical requirements, aligned responsibilities and attention to execution conditions.

01 Understand

Listen to the need, the context and the intended use.

02 Define

Define dimensions, materials, connections and acceptance criteria.

03 Align

Agree on the proposal, terms, timeframes and responsibilities.

04 Execute

Coordinate production, installation and site safety conditions.

05 Verify

Check dimensions, connections, finish and planned inspections.

06 Deliver

Complete the agreed scope and advise on caring for the solution.

**Strength in the name.
Presence in the detail.**

HOLBORN

THE WORDMARK

Wide, heavy capitals create a firm presence. The sans-serif design supports a direct, contemporary reading.

THE BASE BAR

The horizontal bar under the H suggests a base, alignment and structure. It reinforces an identity with a metalworking character, marked by strength and precision.

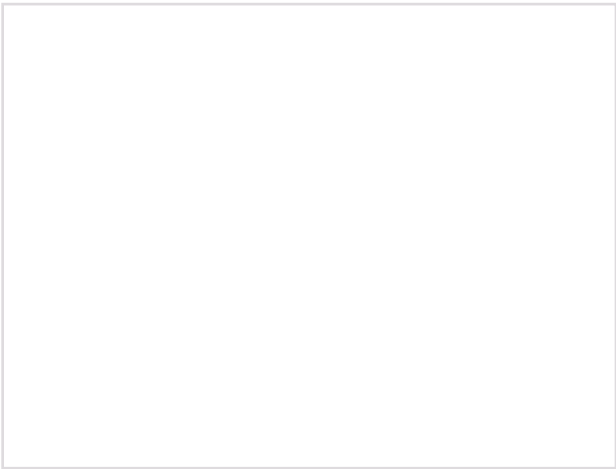
Contrast that identifies.

Red asserts presence. White organises. Contrast brings clarity.



Holborn Red

HEX #ED0202
RGB 237/2/2
CMYK 0/99/99/7



White

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



Deep Red

HEX #88000C
RGB 136 / 0 / 12
CMYK 0 / 100 / 91 / 47

  Red and white are the main colours. Deep red and greys support legibility. CMYK values are approximate; confirm with a print proof.

Clarity at every scale.

Open Sans

A complementary family for proposals, presentations, documents and digital communication. The logo keeps its own custom design and must not be recreated with this typeface.

400

Aa

Regular

Body text and descriptions.

600

Aa

Semibold

Highlights and subheadings.

700 / 800

Aa

Bold / ExtraBold

Headings and key messages.

A consistent signature.

HOLBORN

PRIMARY / RED ON WHITE

HOLBORN

REVERSED / WHITE ON RED

HOLBORN

REVERSED / DEEP RED

HOLBORN

MONOCHROME / PRINT

Use the white version on red backgrounds. Keep the proportion between the wordmark and the base bar. The monochrome version is for reproduction constraints.

Room for the brand to breathe.

We define x as the thickness of the bar under the H. The minimum clear space around the whole signature is 1x.



Print: 35 mm

Minimum recommended width for standard print.

Digital: 180 px

Minimum recommended width for on-screen use.

Always check a sample at final size. Embroidery, engraving and cut-outs may require larger sizes. The wordmark and the base bar form a single unit.

Protect recognition.



Don't distort



Don't change the colours



Don't remove the bar



Don't apply effects



Don't lose contrast



Don't crowd the clear space

Use the supplied artwork. Do not replace letters, rearrange elements, rotate the signature or add outlines.

Speak the way we work: with clarity and purpose.

Solid

Build confidence through concrete information.

Open

Listen, explain and respect the client's context.

Precise

Say what will be done, with which materials and on what terms.

Versatile

Adapt the language to the project without losing consistency.

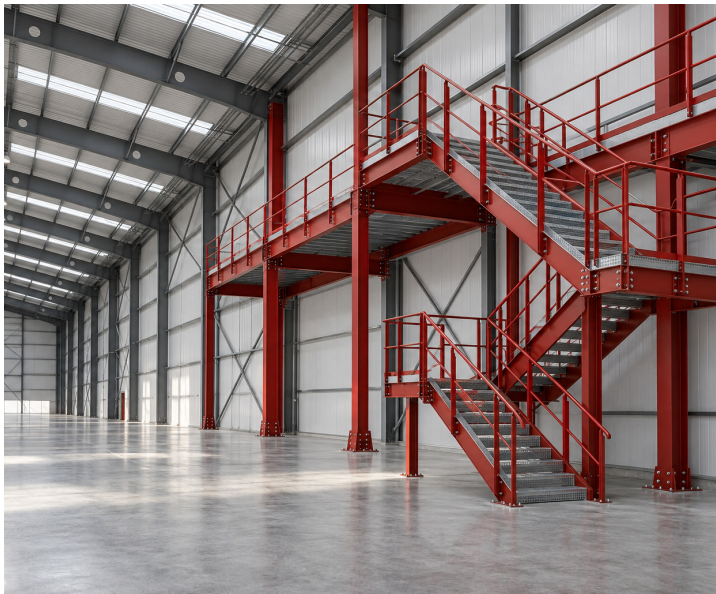
COMMUNICATION SIGN-OFF

Shaping what matters.

A line that connects the physical work to the value each solution has for people.

The sign-off is editorial: it must respect the logo's clear space and can be used on its own.

Show the structure. Explain the function.



Industrial scale

Structures, access and context of use.

Conceptual images. In commercial communication, prefer authorised, in-context photographs of real work.



Diversity

Furniture and spaces as a complementary offer.



Precision

Geometry, connections, materials and finish.

The same brand at every touchpoint.

HOLBORN

SOLUTION PROPOSAL

**Steel
structures**

01 / Commercial proposal

HOLBORN

Shaping what matters.

02 / Business card, front

HOLBORN

STEEL. PRECISION. SCALE.

03 / Building or space sign

HOLBORN

The next project starts with a conversation.

Tell us about your needs, the space and what you want to achieve. That conversation is where a solution starts to take shape.

HOLBORN

Metalwork / Joinery / Furniture / Steel structures

Edition 02 / October 2026. Concept and guidelines developed from the logo and scope of activity provided. AI-generated images for brand illustration.