



this & that

BRAND IDENTITY GUIDELINES

Logo System

A logo is the face of an organization - the primary visual expression that used to identify yourselves. Meaning, you need to be careful to use it correctly and to do so consistently.

Wordmark

this & that

Wordmark (1-Color Version)

this & that

Logomark (Icon)

t&t

Logomark (1-Color Version)

t&t

Colors

This sophisticated color palette has the trait of "High Contrast". The varying darker colors with lighter shades give the palette a bit of edge and intrigue. The primary colors are Eminence and Cadmium Violet with secondary colors Light French Beige, Metallic Sunburst and Saddle Brown following below.

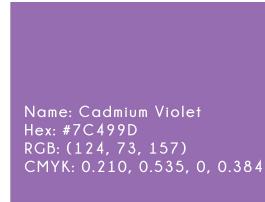
The main palette will serve the key needs of most of the designs.

These selected colors can create a wide range of combinations for alterations. Consistency, however, is still key in order to fall in line with the brand image.

Primary Palette



Name: Eminence
Hex: #6A1F82
RGB: (106, 31, 130)
CMYK: 0.184, 0.761, 0, 0.490

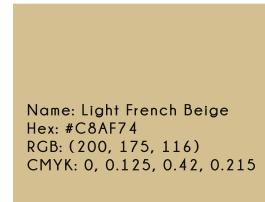


Name: Cadmium Violet
Hex: #7C499D
RGB: (124, 73, 157)
CMYK: 0.210, 0.535, 0, 0.384

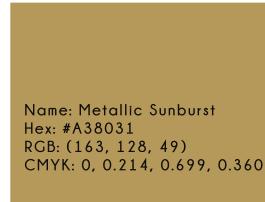


Name: Blissful Berry
Hex: #AD098A
RGB: (173, 9, 138)
CMYK: 21.919, 10.915, 24.996

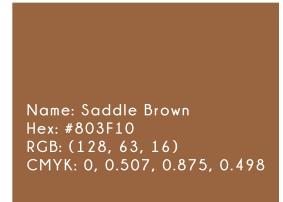
Secondary Palette



Name: Light French Beige
Hex: #C8AF74
RGB: (200, 175, 116)
CMYK: 0, 0.125, 0.42, 0.215



Name: Metallic Sunburst
Hex: #A38031
RGB: (163, 128, 49)
CMYK: 0, 0.214, 0.699, 0.360



Name: Saddle Brown
Hex: #803F10
RGB: (128, 63, 16)
CMYK: 0, 0.507, 0.875, 0.498

Primary Typeface

LOREM IPSUM SIT
AMET DOLOR

Secondary Typeface

LOREM IPSUM SIT
AMET DOLOR

Aa Afterglow Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () < > ? /

Aa Champagne & Limousines Regular

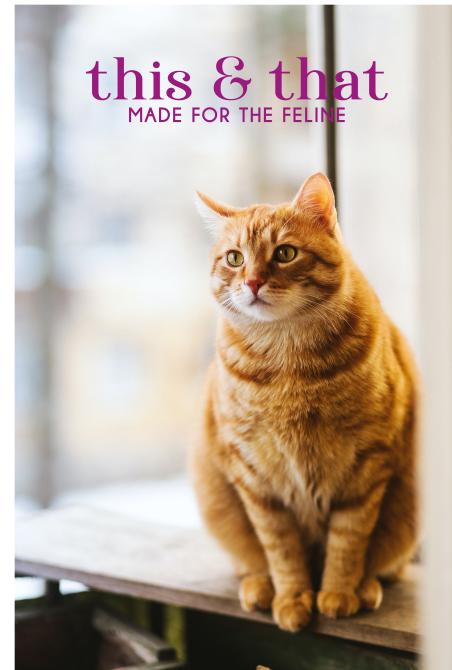
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () < > ? /

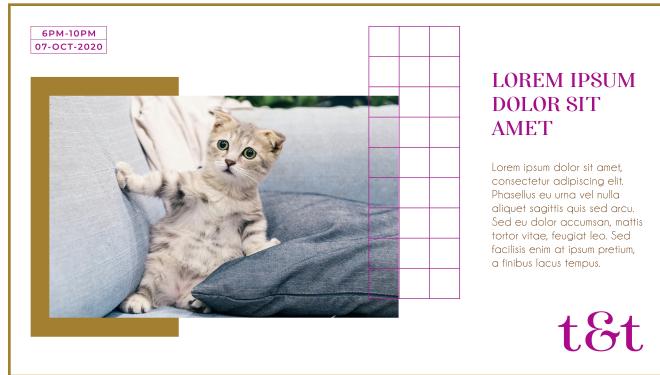
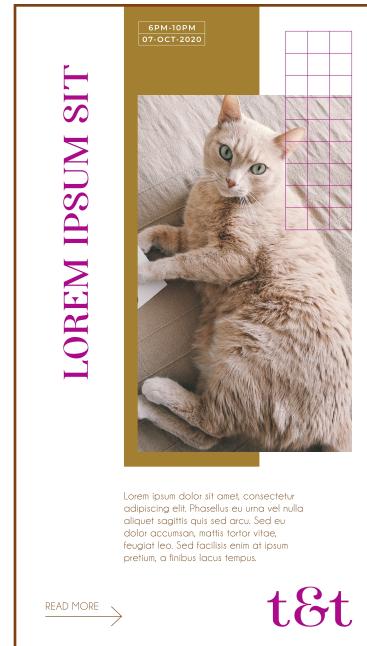
Imagery

The logo must not overtake the main imagery or message, but complement it and make it more distinguishable. It must be consistent with the tone of the design.



Social Media

Samples showing how the logo should be made use of in social posts.



Mockups

Additional samples showcasing the This & That brand.



