

# BRAND GUIDELINE SHEET

## Logo Suite

It's crucial your logo is adaptable to various spaces. To achieve this, you have different logo variations.

### Primary.

This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

**TIMEMASTER**  
POUR UNE MEILLEURE GESTION DE TEMPS

### Secondary.

When the primary logo doesn't fit. Used on websites, printed materials and larger elements.



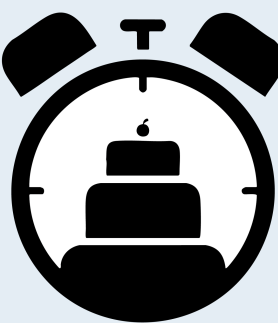
### Submark.

Additional variation. Used on websites, printed materials and where space allows it.



### Logo Mark.

Used for smaller spaces like Social media profile pictures, stamps, favicon etc.



## Assets

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



## Colour Palette

The colour palette consists of primary, secondary, and accent colours, each carefully selected to convey your brand's identity. **CMYK:** Used for printed materials. | **RGB:** Used on-screen and for web design. | **HEX Code:** Used on-screen and for web design.

<b>Indigo dye</b> Primary Colour CMYK 100, 39, 0, 58 RGB 0, 66, 108 HEX #00426C	<b>Carolina blue</b> Primary Colour CMYK 36, 16, 0, 18 RGB 36, 16, 0, 18 HEX #86B0D1	<b>Air Force blue</b> Secondary Colour CMYK 55, 21, 0, 32 RGB 78, 137, 173 HEX #4E89AD	<b>Alice Blue</b> Secondary Colour CMYK 2, 1, 0, 1 RGB 248, 250, 252 HEX #E5EEF5	<b>Columbia blue</b> Accent Colour CMYK 20, 9, 0, 3 RGB 198, 226, 247 HEX #C6E2F7
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## Brand Fonts

Maintaining consistent typography across your brand ensures recognition and creates memorability. Your fonts have been carefully selected to complement your brand identity, enhancing the overall aesthetic and readability of your materials.

### Primary.

This is your default typeface & should be used within headers & titles.

**Montserrat**

### Secondary.

This compliments your primary font and will be used on subheadings.

**Lato**

### Supporting.

This complements both sets and should be used within body copy.

**Roboto**

**HEADING**

Subheading

Body Copy

