

BRAND GUIDELINE SHEET

Logo Suite

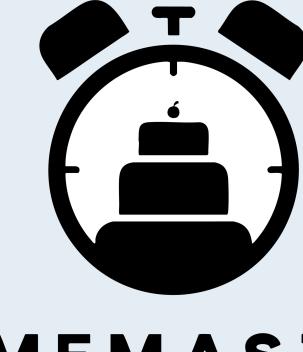
It's crucial your logo is adaptable to various spaces. To achieve this, you have different logo variations.

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



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Secondary.

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



**TIME
MASTER**



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.



Indigo dye

Primary Colour

CMYK 100, 39, 0, 58

RGB 0, 66, 108

HEX #00426C



Carolina blue

Primary Colour

CMYK 36, 16, 0, 18

RGB 36, 16, 0, 18

HEX #86B0D1



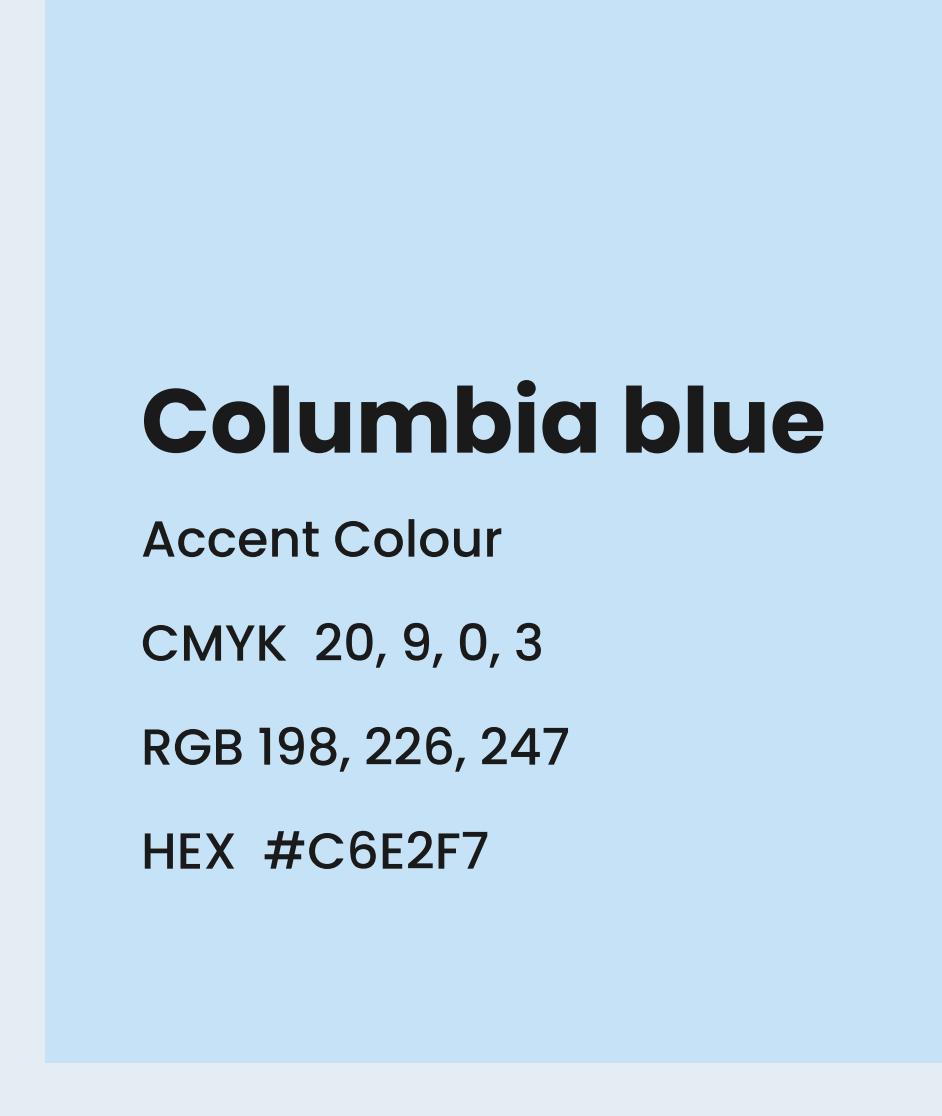
Air Force blue

Secondary Colour

CMYK 55, 21, 0, 32

RGB 78, 137, 173

HEX #4E89AD



Alice Blue

Secondary Colour

CMYK 2, 1, 0, 1

RGB 248, 250, 252

HEX #E5EEF5

Columbia blue

Accent Colour

CMYK 20, 9, 0, 3

RGB 198, 226, 247

HEX #C6E2F7

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 complements 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

