BRAND
GUIDE

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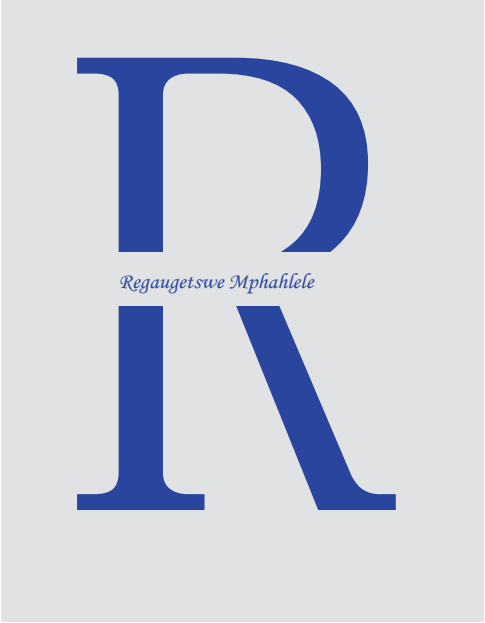
LOGO VARIATIONS

TWO TYPES

MAIN

SECONDARY

SIZE VARIATIONS

1. **Large Size (For billboards, posters, and banners)**
   - Ratio: 1:1 (Square)
   - Dimensions: 2000 x 200px

2. **Medium Size (For websites and social media)**
   - Ratio: 1:1 (Square)
   - Dimensions: 500 x 500 pixels

3. **Small Size (For business cards and email signatures)**
   - Ratio: 1:1 (Square)
   - Dimensions: 150 x 150 pixels

4. **Extra Small Size (For favicons and icons)**
   - Ratio: 1:1
   - Dimensions: 32 x32 pixels

COLOR VARIATIONS

R

Regaugetswe Mphahlele

R

Regaugetswe Mphahlele

R

Regaugetswe Mphahlele

R

Regaugetswe Mphahlele

R

Regaugetswe Mphahlele

COLOR PALETTE

MAIN

PERSION BLUE

HEX CODE
#1836B2

CMYK
87 70 0 30

RGB
24 54 178

AMETHYS

HEX CODE
#A066CB

CMYK
21 50 0 20

RGB
160 102 302

SKY BLUE

HEX CODE
#86C7ED

CMYK
43 16 0 7

RGB
134 199 237

SECONDARY

LIGHT GREY

HEX CODE
#000000

CMYK
0 0 0 12

RGB
255 255 255

WHITE

HEX CODE
#000000

CMYK
0 0 0 0

RGB
255 255 255

BLACK

HEX CODE
#000000

CMYK
0 0 0 0

RGB
00 00 00

USAGE GUIDELINES

Dos and Dont's

Logo Application:

• **Primary Logo**: The main version of the logo should be used for most applications, ensuring clarity and visibility. It should be placed on a white or light background to maintain contrast.
• **Alternative Logo**: When placed on dark backgrounds, a white or lighter version of the logo should be used for better visibility.
• **Minimum Size**: The logo should never be smaller than 1 inch (or 72 pixels) in width to ensure legibility and professionalism.
• **Clear Space**: Adequate clear space should be maintained around the logo, at least the width of the letter "R" from the logo on all sides, to prevent overcrowding and preserve its visual impact.
• **Proportions**: The logo must always maintain its original proportions without being stretched or distorted to ensure consistency across platforms.

Typography:

• For headings and subheadings, use Montserrat Bold to create a strong, modern look that aligns with the brand's identity.
• For paragraphs and body text, use Roboto, which offers a clean, easy-to-read style that complements Montserrat and enhances legibility.
• Consistent font sizes should be used across both print and digital materials to ensure readability and visual harmony.

Visual Consistency:

• Consistency across all platforms—website, social media, and print materials—is essential. Colors, logo sizes, and typography must remain uniform for a cohesive look.
• High-resolution versions of the logo should be used for print, while optimized, smaller versions should be used for digital to avoid pixelation or quality loss.

TONE OF VOICE

Tone of Voice

• Professional Settings: In professional settings, I communicate clearly, concisely, and respectfully, conveying my expertise in a confident yet approachable manner. I avoid unnecessary jargon and simplify complex technical subjects, focusing on delivering value in every interaction. My tone is always solutions-oriented, whether I'm working with clients or collaborating with colleagues.

• Personal Settings: In personal settings, I maintain a friendly, approachable, and positive tone, showing my enthusiasm for creative projects and continuous learning. I use inclusive language to encourage collaboration and openness, reflecting my passion for new ideas and experiences.

In both settings, I aim to strike a balance between professionalism and authenticity, showing that I'm skilled and reliable, but also approachable and relatable.