Brand Guide

Regaugetswe Mphahlele
230647588

Logo Guidelines

• Logo Variations • Usage Rules • Safe Space • Size Specs

Logo Variations

Tertiary logo

The tertiary logo, with its simplified geometric design, is best used for subtle branding, such as favicons, app icons, loading screens, or background patterns. It's minimal yet distinctive, ideal for reinforcing brand presence without overwhelming the visual space.

Secondary logo

The secondary logo is used in flexible, space-limited contexts like social media avatars, watermarks, internal documents, merchandise tags, and mobile interfaces. It maintains brand clarity and recognizability at smaller scales.

Primary logo

Shaped like a cube, the mark reflects the layered depth of my full stack skills yet tilt it just right, and it becomes an arrow, pointing to the clarity, direction, and purpose I bring to every project. The primary logo is used across key brand touchpoints, including business cards, website, portfolio, resume, social media profiles, email signature, presentations, and promotional materials. These placements help maintain a consistent visual identity and reflect the clarity and purpose brought to every project

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Usage Rules

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Color usage:

Use only approved brand colors. Avoid applying gradients, shadows, or unapproved color variations.

Don't add elements:

Avoid adding any extra graphics, icons, or decorations to brand assets. This ensures consistency and protects visual integrity.

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Don't distort the logo

Never stretch, rotate, skew, or alter the proportions of the logo.

Size Specs

Safe specs define the minimum sizes and clear space for
primary, secondary, and tertiary logos to ensure clarity and consistency. For print, the sizes are 70mm (primary), 40mm (secondary), and 34mm (tertiary); for digital, they are 340px, 215px, and 174px respectively. These specs prevent visual clutter and protect the logo's integrity across

different formats

Print
70mm

Print
40mm

Print
34mm

Digital
340px

Digital
215px

Digital
174px

Safe Space

X

X

X

X

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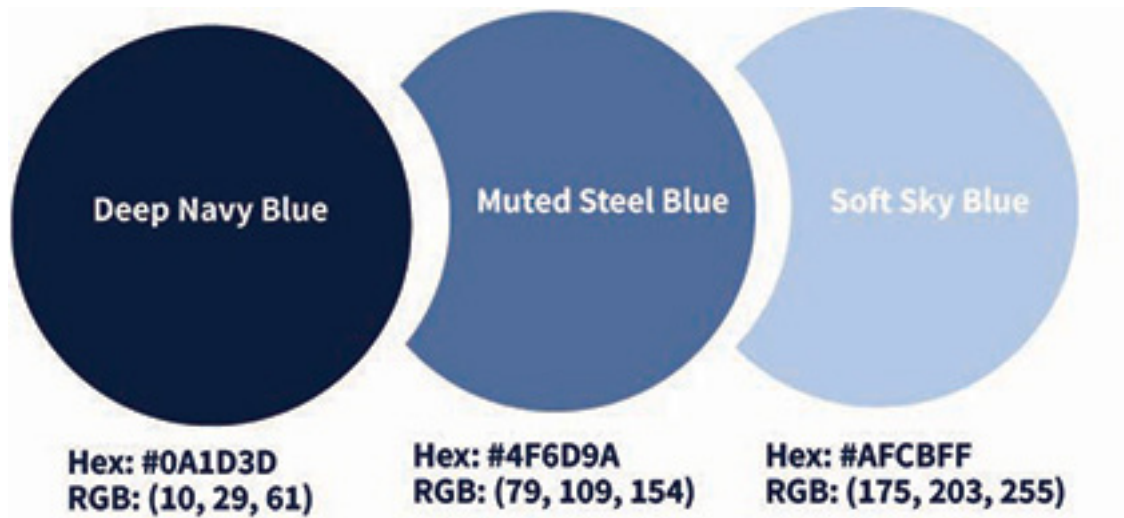RAMAESELE

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The dashed border with corner X-marks defines the logo's safe space ensuring visual clarity and protecting the integrity of the mark across all layouts.

Color
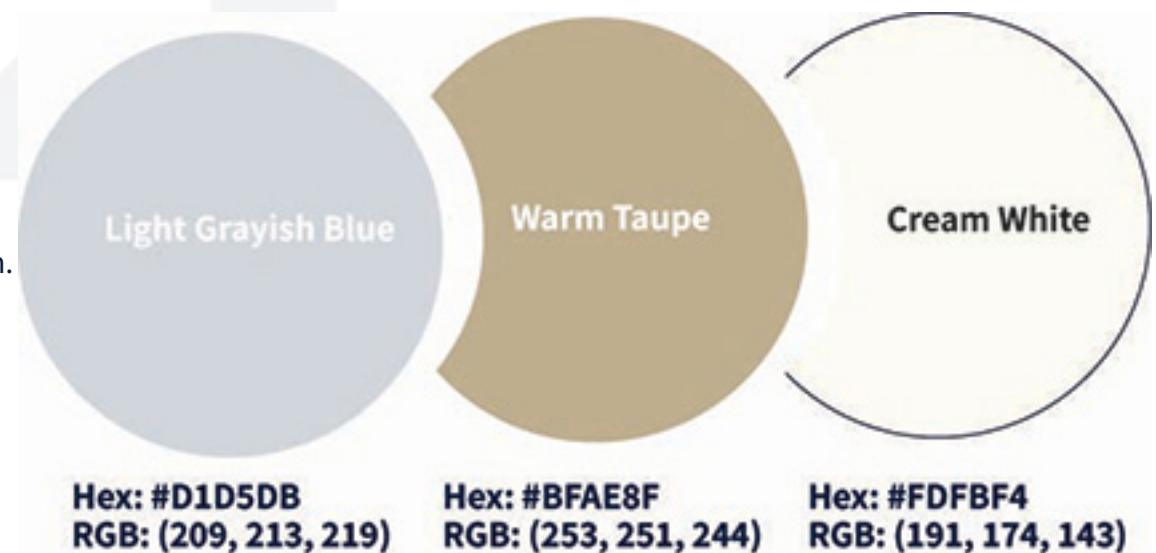# Palette

•Primary Color Palette •Secondary Color Palette

Primary Color Palette

Deep Navy Blue

Muted Steel Blue

Soft Sky Blue

The chosen hues are Deep Navy, Muted Steel, and Soft Sky Blue, offer layered contrast that enhances readability and reduces eye strain, supporting longer time-on-page and smoother visual flow.

Hex: #0A1D3D
RGB: (10, 29, 61)

Hex: #4F6D9A
RGB: (79, 109, 154)

Hex: #AFCBFF
RGB: (175, 203, 255)

Secondary Color Palette

These soft, neutral hues create a calming visual experience with gentle contrast that supports readability, reduces visual fatigue, and encourages longer engagement on screen.

Light Grayish Blue

Warm Taupe

Cream White

Hex: #D1D5DB
RGB: (209, 213, 219)

Hex: #BFAE8F
RGB: (253, 251, 244)

Hex: #FDFBF4
RGB: (191, 174, 143)

Typography

• **Headings** • **Sub-headings** • **Body Text**

Aa } Headings
Noto Sans SC Bold

Aa Bb Cc Dd } Sub-headings
Source Sans Variable Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz } Body text
Source Sans Variable Regular

Noto Sans SC Bold was chosen for headings to create strong visual impact and clear emphasis. Source Sans Variable Regular and Light support this with clean, readable styles for subheadings and body text. Their shared sans-serif structure ensures a cohesive, modern typographic system.

Imagery
& Iconography

• Imagery   • Iconography Style • Icon Mapped to Engagement • Voice & Tone

Imagery

Image Usage Rules

- Consistent Style: Maintain a unified aesthetic with clean, focused compositions   and minimal clutter.
- Brand Harmony: Align images with brand colors and tone, use overlays or gradients to reinforce identity.
- Technical Quality: Use high-resolution,optimized formats (JPEG, PNG, SVG) for fast loading and crisp display.
- Inclusive & Accessible: Add alt text for screen readers and feature diverse, representative visuals.
- Ethical Use: Only use properly licensed or original images, avoid misleading or deceptive visuals.

Iconography Style

Icons Usage Rule

- Style Consistency: Stick to a unified visual style (e.g., all outline or all filled) across your interface or brand materials. Mixed styles can feel chaotic and dilute your visual identity.
- Functionality & Clarity: Icons should be instantly recognizable and intuitive. Use clear symbols and and add labels if needed.
- Accessibility: Provide alt text or ARIA labels.

Icons Mapped to Engagement

Tactic	Icon	Style	Usage Example
Contest	🎁 Gift box	Filled	Giveaway banner
Q & A	? Question	Outline	AMA sessions
Poll	📊 Chart	Minimal	Feedback forms
Event	📅 Calender	Flat	Webinar invites
Share	➤ Share	Arrow Icon	Social buttons
Comment	💬 Chat	Bubble	Blog threads
Like	♡ Heart	Outline	Testimonials
Tip	💡 Bulb	Rounded	Educational posts

Voice & Tone

1. Sarah Thompson

- Facebook
  - Tone: Empathetic & Practical
  - Voice: Friendly, reassuring, time-saving tips, visual aids, clear calls to action
- LinkedIn
  - Tone: Consultative
  - Voice: Simple language, benefit-driven copy, explainer visuals, minimal jargon

2. Lerato Moloi

- Website
  - Tone: Direct & Supportive
  - Voice: Engaging, benefit-driven copy, explainer visuals, minimal jargon
- Twitter/X
  - Tone: Bold & Technical
  - Voice: Confident, trend-aware, concise with links to deeper content
- Reddit
  - Tone: Collaborative
  - Voice: Informal, community-driven, exploratory tone with shared learning
- Blog/Docs
  - Tone: Informative & Analytical
  - Voice: Detailed, structured, technocal depth with clear formatting

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Thank you.

regaogetswemphahlele@gmail.com
0657464059/0766518774