



Brand Style Guidelines

Logo

We offer both dark and light mode versions of our logo for adaptability across diverse backgrounds. These guidelines ensure our brand's integrity and accessibility in any digital environment.

Light and Dark



Tangerine Dark



Space Cadet Dark



Contrast Light



Space Cadet Light

Composition

Horizontal Layout

Letter Headers, Billboards, Retail Locations, Product Packaging



Tesseract

Vertical Layout

Business Cards, Food Menus, Newspapers



Tesseract

Icon Only

Profile pictures, Website favicon, App icon



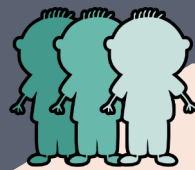
Text Only

Watermarks only

Tesseract

Colour Palette

These colours have been selected to represent our brand's energy and creativity while ensuring visual coherence and distinctiveness in all our communications.



Persian Green

RGB 43998C
RGB 68B7AC
RGB C7E0DC



Space Cadet

RGB 2E3048
RGB 4844FF
RGB 677BFF



Tangerine

RGB F19B72
RGB F2C7B2
RGB F7E5DC

Typography

Heading [Avenir Black]

Subheading [Avenir Medium Oblique]

Body Text [Avenir Medium]

Caption [Avenir Next Condensed Italic]

Our brand typography centres around Avenir, a contemporary and versatile typeface known for its clean lines and elegant readability.

Add '—' beneath Headings and Tier 1 Subheadings. Text size is used at your discretion.

Contact

For brand inquiries, please contact marketing via email at s2144299@ed.ac.uk

Language Style

Our brand voice employs British English, upholding its linguistic nuances and spelling conventions. In our communication, product names remain singular to maintain brand identity, as in 'TouchTalk devices', avoiding generic terms like 'Holographic Device' to distinctly set ourselves apart from competitors. Proper capitalisation is observed for product names and terminology to ensure consistency and recognition.