



TestBrand

# Brand Guidelines

2024

# Contents

01  
Brand Strategy

02  
Messaging

03  
Verbal Expression

04  
Logo

05  
Color

06  
Typography

07  
Photography



# Brand Strategy



## BRAND POSITIONING

TestBrand is your trusted partner  
in innovation.

### Innovation

We lead with innovative solutions

### Trust

We build trusted relationships

### Excellence

We deliver excellence in everything

We help businesses transform through technology.



**OUR MISSION**

To deliver exceptional value  
to our customers



OUR VISION

Be the industry leader in  
innovation



## BRAND PERSONALITY

Our brand personality is a set of human traits our brand seeks to embody.

# Professional

We maintain high standards

# Approachable

We are easy to work with

# Reliable

We deliver on promises



BRAND PROMISE

We promise quality in  
everything we do



BOILERPLATE

# TestBrand is your trusted partner.

TestBrand is a leading provider of innovative solutions.



# Messaging Frameworks



# Brand Pillars

01

## Innovation

We lead with innovative solutions

02

## Trust

We build trusted relationships

03

## Excellence

We deliver excellence in everything



# Verbal Expression



TESTBRAND IS

# Confident

We know our stuff and share it clearly.

*"We know our stuff and share it clearly."*

TESTBRAND IS NOT

# Arrogant

We are the best, period.

*"We are the best, period."*



# Logo



## PRIMARY LOGO

TestBrand's primary logo consists of our wordmark accompanied by our badge. Because it's our most frequently viewed asset, the logo must be applied consistently across all collateral.



Never stretch, recreate, distort, or alter our logo in any application.

To ensure legibility, our logo should never appear smaller than .25" tall in print and 15 PX tall on screen.



# Color



## OVERVIEW

# Overview

TestBrand's brand should lean into lighter layout applications with high contrast sections. Our primary accent color should be used sparingly to



**Navy**  
#070D59

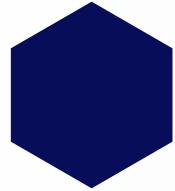
**Blue**  
#1F3C88

**Bright Blue**  
#0066FF



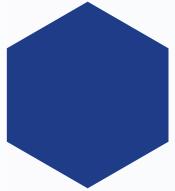
## COLOR CODES

# Color Codes



### Navy

Hex - #070D59  
RGB - 7, 13, 89  
CMYK - N/A  
Pantone - N/A



### Blue

Hex - #1F3C88  
RGB - 31, 60, 136  
CMYK - N/A  
Pantone - N/A



### Bright Blue

Hex - #0066FF  
RGB - 0, 102, 255  
CMYK - N/A  
Pantone - N/A



# Typography



## PRIMARY FONT

### Manrope

Manrope is TestBrand's primary typeface and should be used for headlines, sub-headlines, labels, and body copy.

The quick brown fox jump  
over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*



# Photography



## OVERVIEW

# Overview

TestBrand's imagery should reflect the tone of the company and capture positive interactions and relationships.

- Select photos that are rich, bright, and warm in tone.
- Images should not be overly saturated or edited with flares.
- Subjects should be authentic, modern, and candid.
- They should be diverse in gender, ethnicity, and age.
- Environmental photos should be inviting and modern.

