

Tutacall Brand Guidelines

Welcome to the official brand guidelines for Tutacall. This document outlines the core visual identity elements.

1. Logo

1.1 Primary Logo

- The icon-only version (video camera over open book within a circle) is the primary mark for all digital applications.

1.2 Clear Space & Minimum Size

- Maintain a minimum clear space equal to the height of the camera icon around all sides of the logo.
- Do not reproduce smaller than 24px (digital) or 10mm (print).

1.3 Usage Variations

- Full-color: White or light background (Default application)
- Solid Blue: Transparent background (Favicons, app icons, embossed/stamped uses)
- Monochrome Black: Black background (Newspapers, fax, single-color print)

2. Color Palette

- Tutacall Blue (Primary brand color): #0066CC, RGB(0,102,204)
- Accent Teal (Secondary accents): #00A3A3, RGB(0,163,163)
- Deep Navy (Text & backgrounds): #003366, RGB(0,51,102)
- Light Gray (Backgrounds & dividers): #F2F2F2, RGB(242,242,242)

3. Typography

- Primary Typeface: Open Sans (Headings: Bold; Body: Regular; Caption: Light)
- Fallback: Arial, sans-serif
- Ensure at least 4.5:1 contrast ratio between text and background for accessibility.

4. Iconography & Imagery

- Use the camera+book logo icon for avatars, app icons, and favicons.
- Photography: Real tutoring sessions, bright environments, diverse participants.
- Illustrations: Simplified line style in Tutacall Blue, 1.5pt stroke weight.

5. Brand Voice & Tone

- Friendly & Supportive: Conversational, encouraging language.
- Clear & Professional: Concise, avoid jargon.
- Empowering: Reinforce confidence in learners and tutors.

6. Do's & Don'ts

Do:

- Use correct clear-space around the logo.
- Pair the logo with ample white space.
- Stick to approved palette and typography.

Don't:

- Alter logo proportions or colors.

- Apply unapproved gradients or textures.
- Use low-resolution assets.

For questions or access to source files, contact design@tutacall.com