Brand Guidelines

What is
Resolve?

Resolve is designed to help parents navigate the custody aspect of their divorce or separation without the need for costly legal battles. We empower parents to take custody decisions out of the courtroom and avoid the emotional and financial strain of involving lawyers. Our tools, including the Parenting Plan Creator and guided courses, encourage parents to come together, set aside conflict, and do what is best for their children.

By focusing on the well-being of the child, Resolve helps families reach agreements efficiently and amicably, without the time, expense, and harm associated with traditional legal processes.

Primary Logo

The main logo used across most branding, ideal for websites, marketing materials, and any major brand touchpoints.

Secondary Logo

A flexible version of the primary logo, designed for use when space is limited or when the primary logo doesn't fit well within the layout. This option maintains brand recognition while adapting to various formats.

Alternate Logo

A variation of the logo that may include a different orientation or design arrangement, used to maintain consistency across diverse applications.

Brand Mark

A small, iconic part of the logo that represents the brand on its own, perfect for social media profiles, app icons, or watermarks.

Logo Clearspace

Logo clearspace defines the minimum area around the logo that must remain free of any other elements. This spacing ensures the logo's visibility and impact, preventing overcrowding and maintaining brand clarity.

Clearspace guidelines help the logo stand out in all applications by protecting it from distractions and enhancing brand recognition.
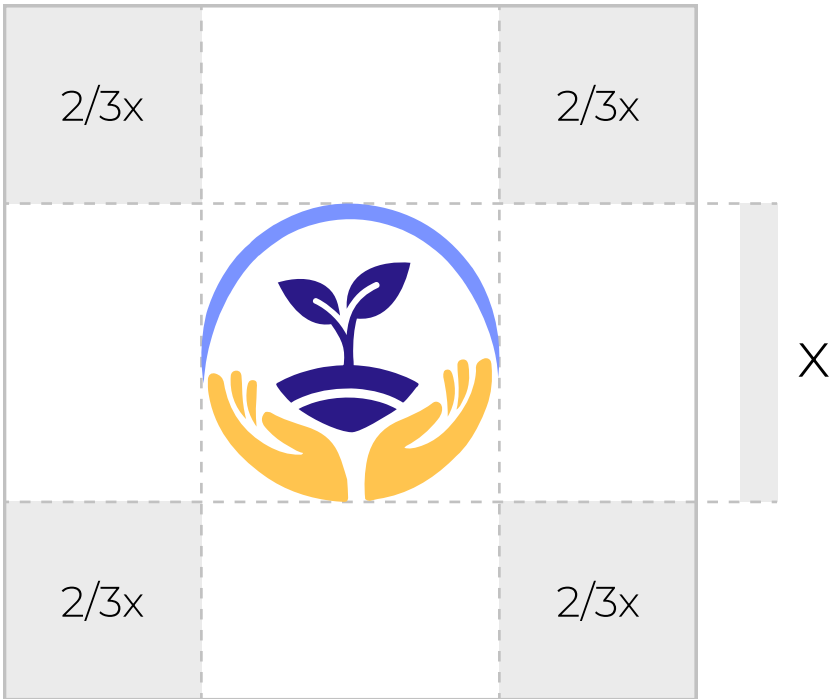
Primary Logo

Arch Logo

Secondary Logo

Brand Mark

Logo Icon

A logo icon serves as a simplified graphic representation of the brand, often derived from the primary logo or brand mark. It is commonly used in social media profiles, app icons, favicons for websites, and as watermarks on images or documents.

This versatile element enhances brand recognition in limited spaces and is ideal for merchandise, ensuring a compact and easily identifiable representation of the brand across various platforms and mediums.
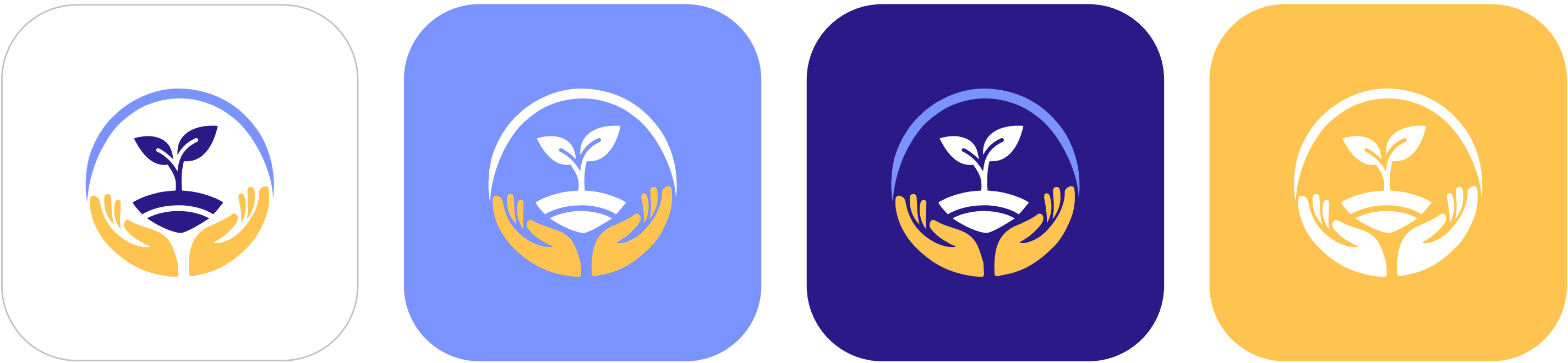
Logo
Minimum Size

The smallest allowable size for the logo to ensure it remains clear and readable. This prevents the logo from becoming too small to recognize on various platforms, preserving its legibility and brand impact across different uses and screen sizes.

Resolve

144 px

Resolve

72 px

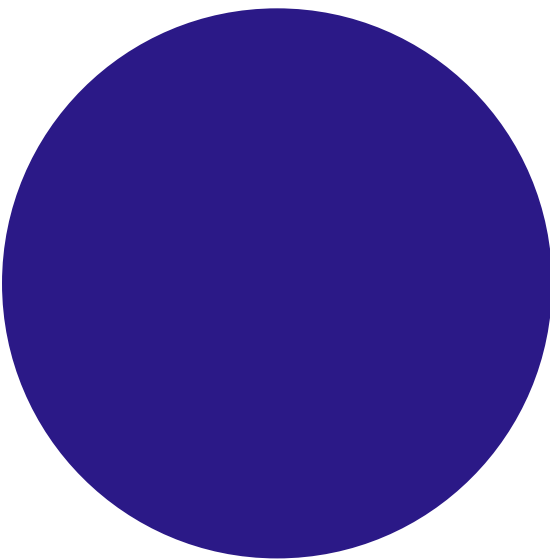**Resolve**

48 px

Resolve

16 px

Primary Color Palette

The primary color palette is the main set of colors that represent the brand, used consistently across all branding materials, including logos, websites, and marketing collateral.

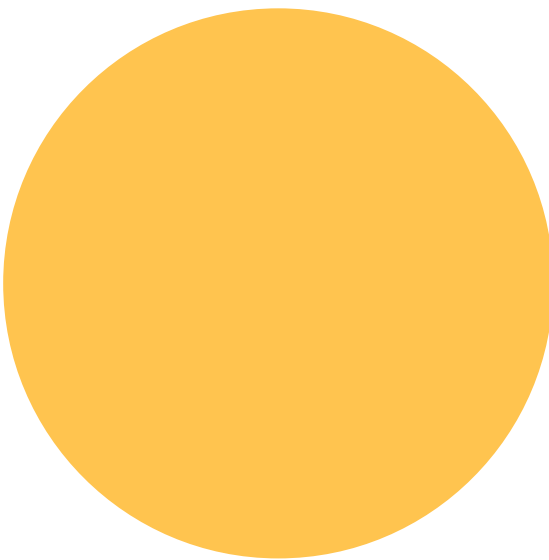These colors are crucial for establishing brand identity and recognition, creating a cohesive visual experience.

Persian Indigo

CMYK   : 68, 81, 0, 47

RGB   : 43, 25, 135

HEX   : #2B1987

PANTONE : 2735 C

Cornflower Blue

CMYK   : 52, 42, 0, 0

RGB   : 122, 147, 255

HEX   : #7A93FF

PANTONE : 7452 C

Xanthous

CMYK   : 0, 23, 69, 0

RGB   : 255, 196, 79

HEX   : #FFC44F

PANTONE : 1225 C

Floral White

CMYK   : 0, 2, 5, 3

RGB   : 247, 243, 234

HEX   : #F7F3EA

PANTONE : Cool Grey 1C

Secondary Color Palette

The secondary colors are derived from the primary color palette, providing harmonious shades that complement the main colors.

These colors add depth and flexibility to the brand's visual identity, supporting primary colors across various applications while maintaining a cohesive look.

Persian Indigo	Cornflower Blue	Xanthous	Floral White

ExtraLight

Thin

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

ExtraLight Italic

Thin Italic

Light Italic

Regular Italic

Medium Italic

SemiBold Italic

Bold Italic

ExtraBold Italic

Black Italic

Montserrat

Typography is used to establish the brand's voice and style. In this case, the Montserrat font family will be used across all branding materials, ensuring a consistent and modern look for everything from headings to body text.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*()

Aa Bb

Typographic Hierarchy

By using varying font sizes, weights, and styles, we create a structured layout that guides the reader's attention and enhances readability.

A clear text hierarchy helps highlight important information, making it easier for our audience to navigate and understand the content, ultimately contributing to a cohesive and professional visual identity.

Title

Montserrat Bold
46 pt

Heading1

Montserrat SemiBold
28 pt

Heading2

Montserrat Medium
18 pt

Montserrat Regular
10 pt

Body Copy

Logo
Do's & Dont's

Always use the logo in original proportions, colors, and ensure clear spacing around it. Avoid stretching, distorting, or altering the logo with unapproved colors, effects, or orientations, and avoid placing it on busy backgrounds.

This keeps the brand looking consistent and professional across all applications.

Resolve Main Logo

Do not use the wrong color

Do not use outlined logo

Do not rotate the logo

Do not distort the logo

Do not change logo configuration

Do not use gradient/shadow

Do not use logo against low-contrast

Do not put the logo on busy background

Thank You

Resolve