

TechFlow Brand Guidelines

Professional Brand Standards & Usage Guidelines

Version 1.0 | 2024

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all media and touchpoints.

consistent and professional brand application across

modern technology solutions. These guidelines ensure

The TechFlow brand represents innovation, automation, and

1. Logo Overview

Brand Concept

The TechFlow logo represents the seamless flow of business

â€ Flowing horizontal bars representing data streams

Raster: PNG (with transparency), JPG for digital use

Design Philosophy

Minimalist: Clean, uncluttered design that works across media

Logo Components

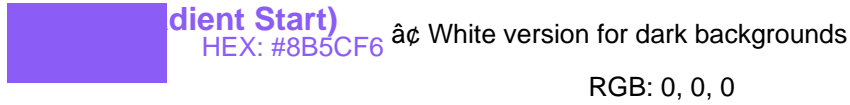
Icon Mark: Abstract flow representation with bars and dots

Available Formats

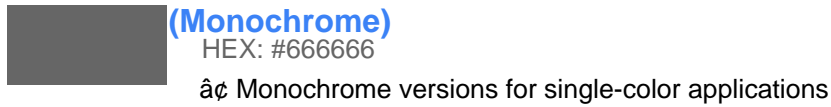
Vector: SVG, EPS, AI for scalable applications

2. Color Specifications

Primary Brand Colors



Secondary Colors



Color Usage Notes

• Primary gradient should be used whenever possible

3. Logo Variations

Horizontal Logo (Primary)

Dimensions: 240 x 60px (4:1 ratio)

Vertical Logo

Best for: Dark backgrounds, web-based applications
Dimensions: 80 x 120px (2:3 ratio)

Icon Only

Dimensions: 60 x 60px (1:1 ratio)

Monochrome Version

Best for: Black & white printing, fax, photocopying
Color: #666666 (Dark Gray)

White Version

3. Choose appropriate version based on available space
Color: #FFFFFF (Pure White)

Black Version

2. Use horizontal for primary brand applications
Color: #000000 (Pure Black)

Selection Guidelines

1. Always prefer the full-color gradient version

4. Clear Space & Sizing

Clear Space Requirements

Minimum clear space around the logo equals the height of the logo.
For raster formats, use highest available resolution.

Horizontal Logo: 12px minimum clear space

Minimum Sizes

Digital Applications:

â€¢ Use vector formats whenever possible for scalability
Horizontal Logo: 120px wide minimum

â€¢ Position consistently across brand materials

Print Applications:

Horizontal Logo: 1 inch wide minimum

â€¢ Ensure clear space is maintained from page edges

Maximum Sizes

No maximum size restrictions for vector formats.

Scaling Guidelines

â€¢ Avoid busy or textured backgrounds.
â€¢ Always maintain original proportions (lock aspect ratio)

Placement Rules

â€¢ Always place on backgrounds with sufficient contrast

5. Usage Guidelines & Restrictions

Approved Usage

DO:

â Use official logo files provided

Social Media: Use PNG in appropriate dimensions

White Logo: Use on dark backgrounds (#333333 or darker)

Prohibited Usage

Digital Media: Use PNG for transparency needs

DON'T:

â Stretch or distort the logo

Print: Use EPS or AI for professional printing

Background Guidelines

Gradient Logo: Use on white, light gray, or neutral backgrounds

File Format Selection

Web: Use SVG for scalability, PNG for compatibility

and builds trust with your audience.

Brand Consistency

Consistent logo usage reinforces brand recognition