



# Brand Guidelines

February 2026

Created by  **anymark**

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# Logo

# Logo Usage

Use your logo consistently across different backgrounds while maintaining clear contrast and legibility. Choose the appropriate logo variant based on your background.



## White Background

Use your full-color logo on white backgrounds. This is the preferred option for most applications like business cards, letterheads, and websites with light themes.



## Dark Background

On dark backgrounds, use a white version of your logo. Ensure there's enough contrast so the logo remains clearly visible and legible.

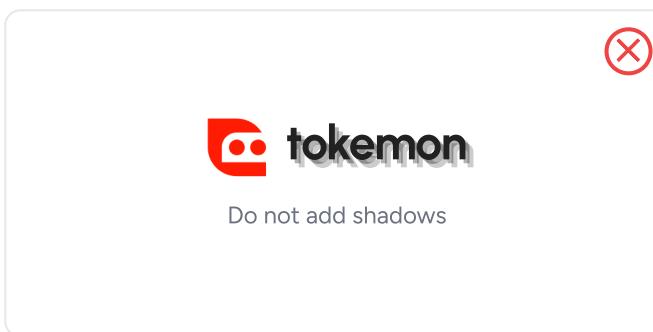
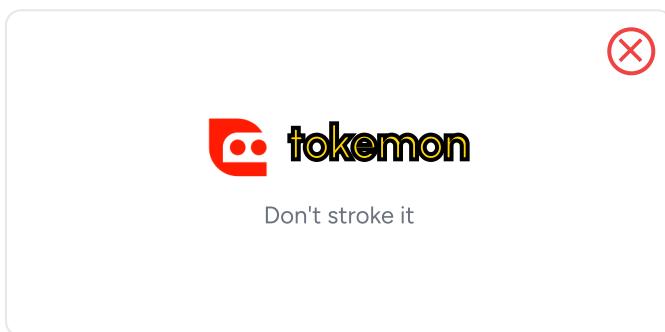
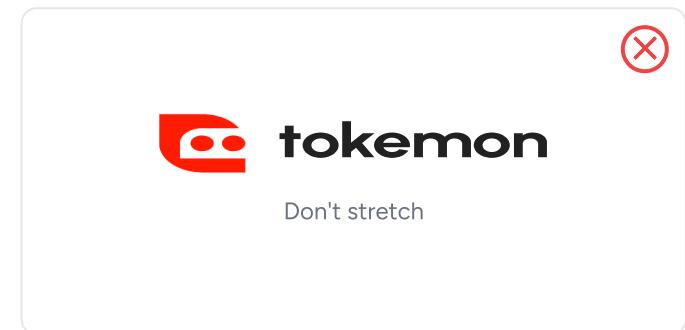
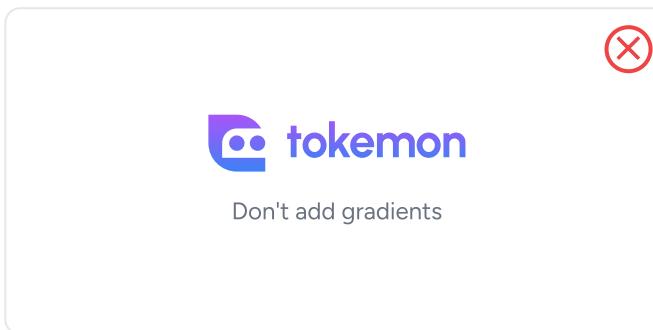
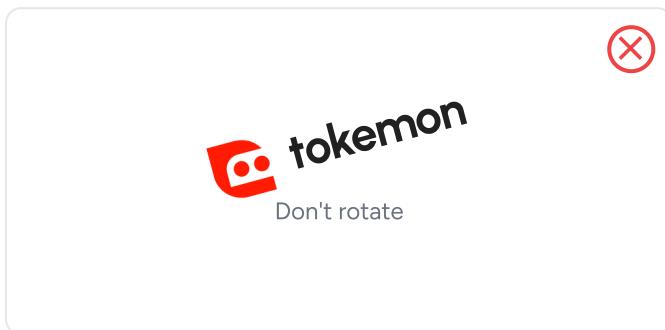
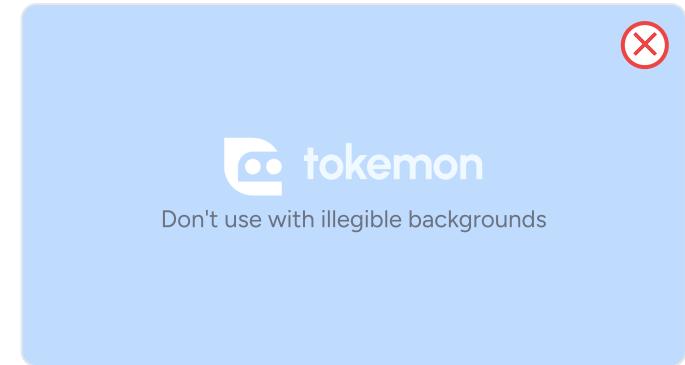
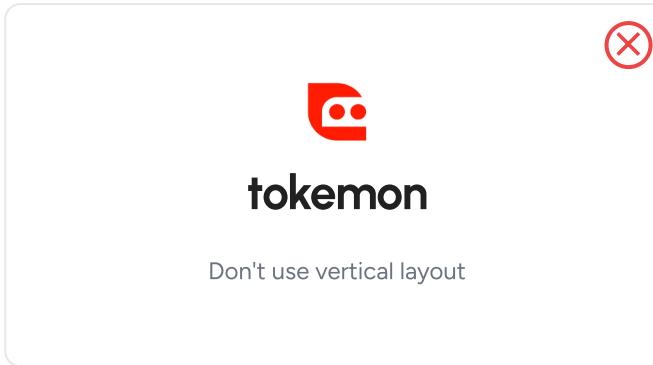
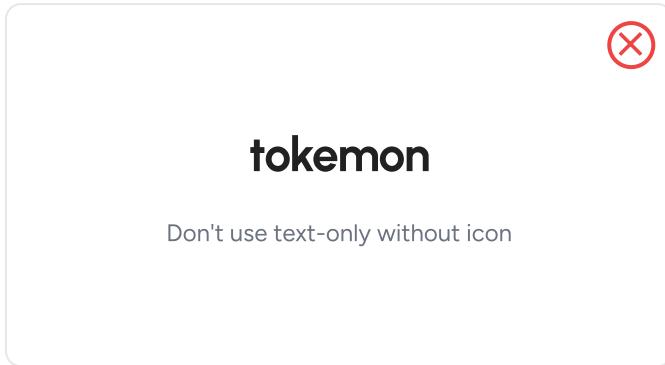


## Photo Background

When placing your logo over photography, choose a version with strong contrast. Ensure the logo doesn't blend into busy areas of the image.

## What to Avoid

These examples show incorrect logo usage. Follow the guidelines to maintain logo integrity.



# Colors

# Primary Colors

These three colors should cover 80% of your design needs. Use them consistently across all brand touchpoints.

Base



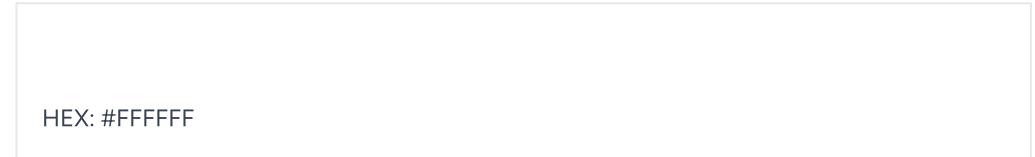
Our core brand color used for primary elements, call-to-action buttons, and key brand moments.

Dark



Use for text, borders, and elements requiring enhanced readability.

White



Used for backgrounds, negative space, and creating clean, minimal layouts.

## Color Shades (Secondary Colors)

The extended color palette provides additional flexibility, see the next pages for examples of how they can be used.

color-700	color-600	color-500	color-300	color-200	color-100
#802000	#B32D00	#E63A00	#FF7A4D	#FFA080	#FFC6B3

## Buttons and Links

Button styling for primary and secondary user actions

State	Primary CTA Main user actions	Secondary CTA Secondary actions	Text Links
INACTIVE:	 White on color-600	 color-600 on White	<a href="#">View details →</a> color-600 on White
HOVER:	 White on color-600	 color-600 on White	<a href="#">View details →</a> color-600 on White

# Brand Elements & Guidelines

Detailed component specifications and color analysis

## Status Badges

Use for status indicators and labels

New

White on Dark

Premium

color-100 on Dark

Featured

color-200 on Dark

Popular

White on color-700

Hot

color-100 on color-700

Sale

White on color-600

Beta

Dark on color-200

Pro

Dark on color-100

VIP

color-700 on color-100

Limited

Dark on White

Special

color-700 on White

Trending

color-600 on White

# Colors Compliance Matrix

WCAG AA compliance testing for all color combinations

This calculation is made to determine which color combinations to recommend to use in this document.

Text ↓ / BG →		Base	color-700	color-600	color-500	color-300	color-200	color-100	Dark	White
Base	—	3.2	2.0	1.4	1.2	1.6	2.1	4.7	3.1	
color-700	3.2	—	1.5	2.3	3.8	5.0	6.6	1.5	9.9	
color-600	2.0	1.5	—	1.5	2.5	3.2	4.2	2.3	6.4	
color-500	1.4	2.3	1.5	—	1.6	2.1	2.8	3.5	4.2	
color-300	1.2	3.8	2.5	1.6	—	1.3	1.7	5.7	2.6	
color-200	1.6	5.0	3.2	2.1	1.3	—	1.3	7.4	2.0	
color-100	2.1	6.6	4.2	2.8	1.7	1.3	—	9.8	1.5	
Dark	4.7	1.5	2.3	3.5	5.7	7.4	9.8	—	14.7	
White	3.1	9.9	6.4	4.2	2.6	2.0	1.5	14.7	—	

## High Contrast Approved Colors

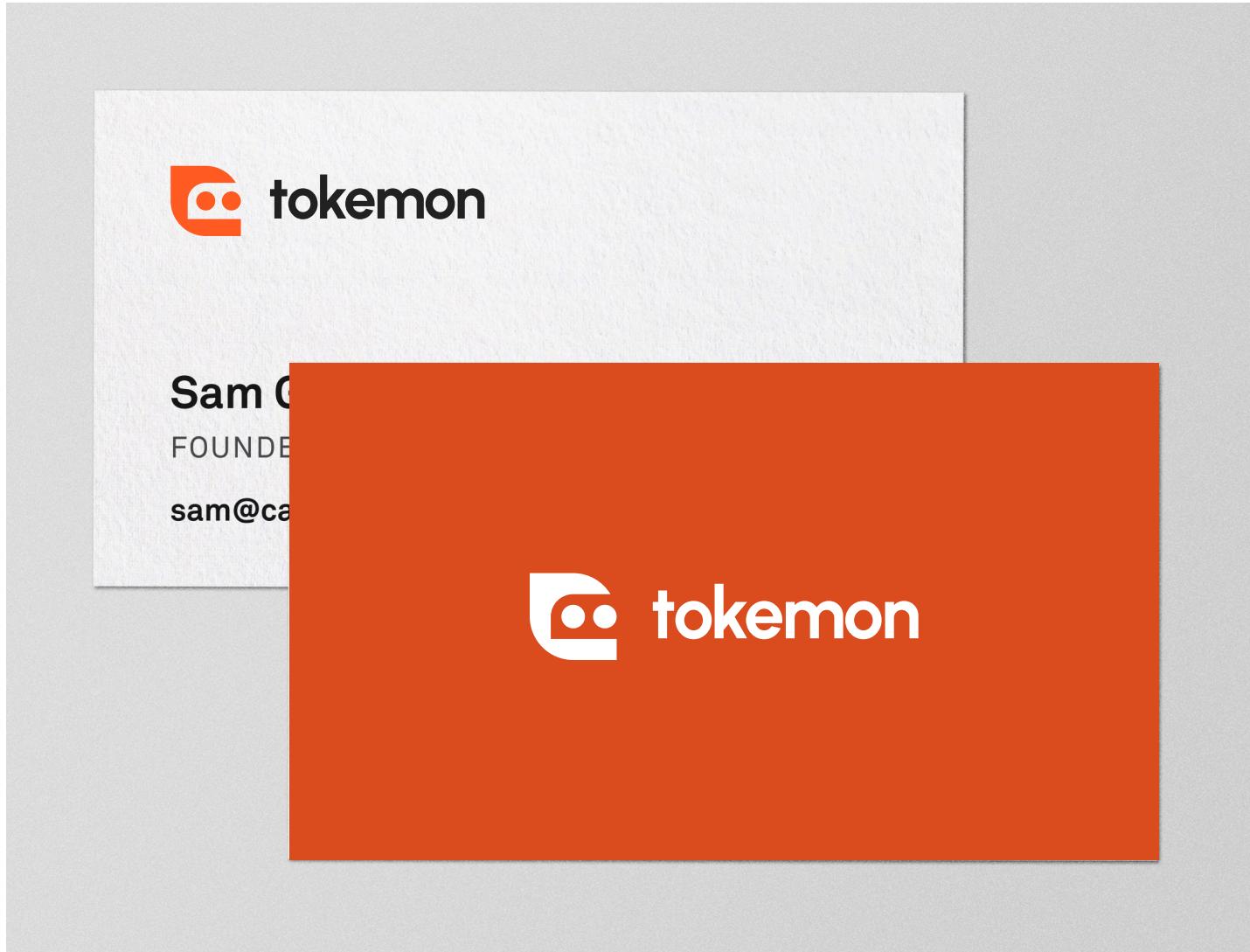
<span>Aa</span> White on Dark	14.7	<span>Aa</span> Dark on White	14.7	<span>Aa</span> White on color-700	9.9	<span>Aa</span> color-700 on White	9.9
<span>Aa</span> Dark on color-100	9.8	<span>Aa</span> color-100 on Dark	9.8	<span>Aa</span> Dark on color-200	7.4	<span>Aa</span> color-200 on Dark	7.4
<span>Aa</span> color-100 on color-700	6.6	<span>Aa</span> color-700 on color-100	6.6	<span>Aa</span> White on color-600	6.4	<span>Aa</span> color-600 on White	6.4

Disclaimer: We do not take responsibility or legal liability for the compliance. You should always check separately before using any colors.

# Logo and icon usage

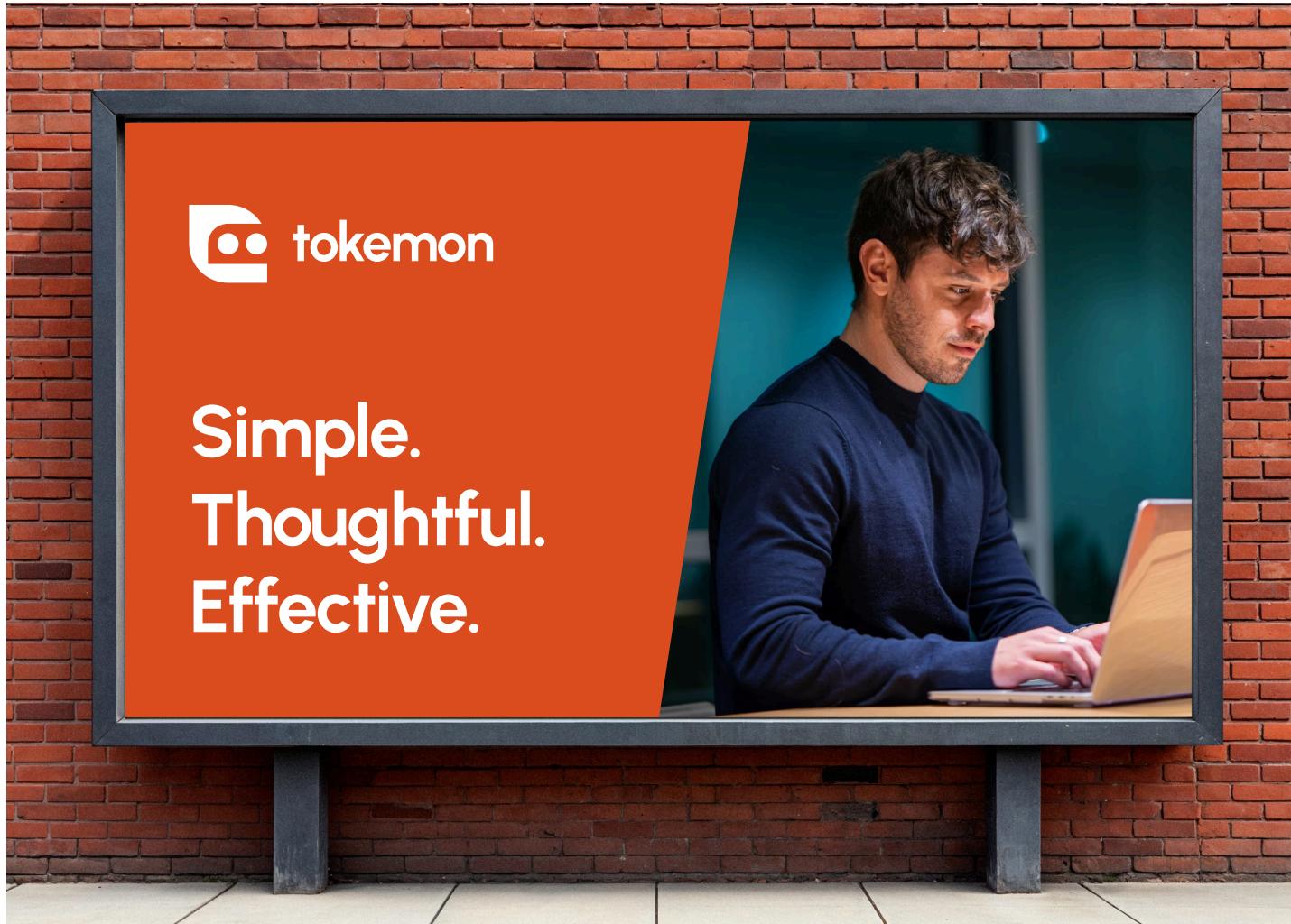
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## Business Card



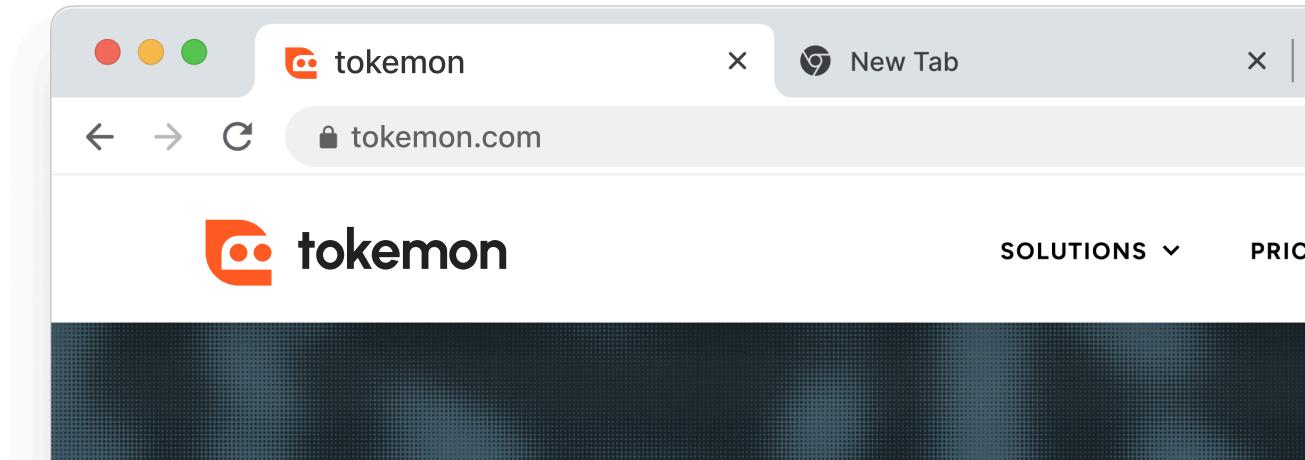
## Billboard

Design for high visibility at distance. Use bold, high-contrast applications to ensure legibility.



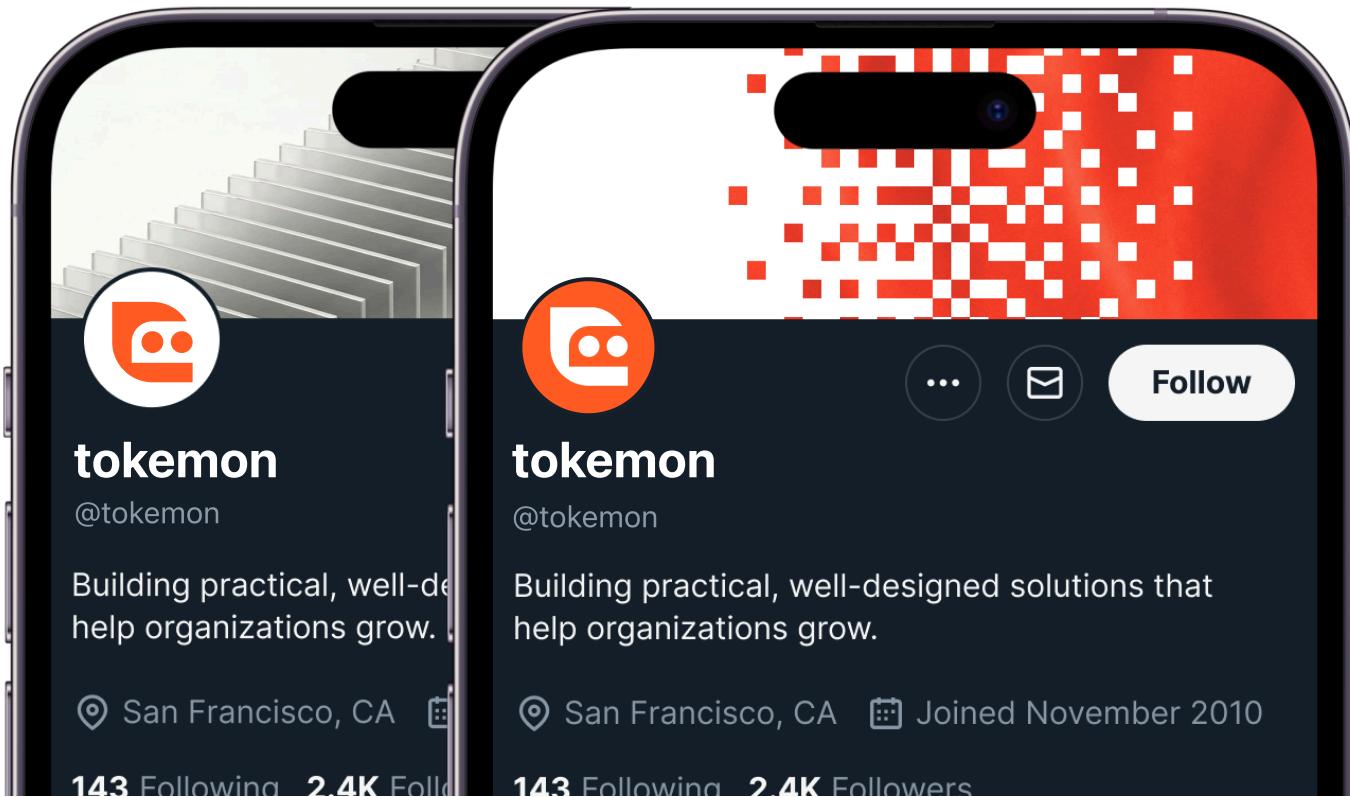
## Favicon

Use the ICO file from your brand kit.



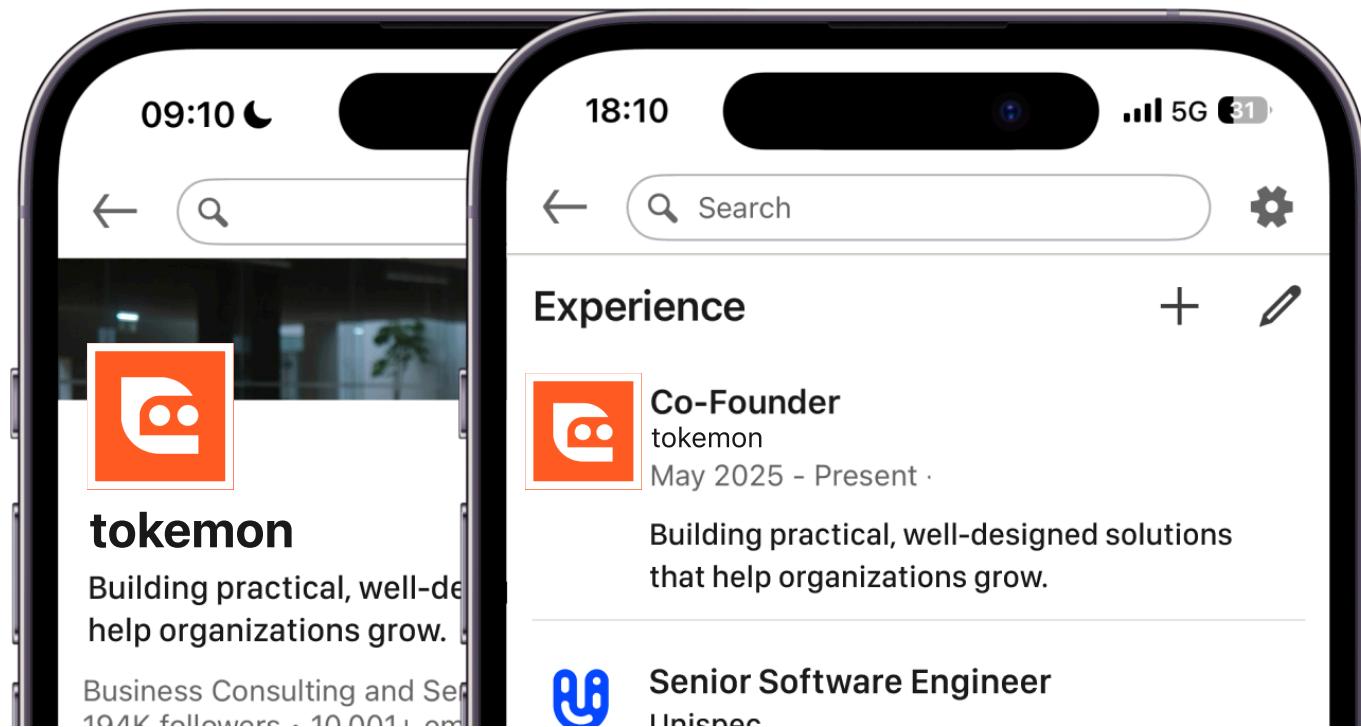
## Twitter/X

Use colored icon on white background or white icon on your brand color's background.



## LinkedIn

Use colored icon on white background or white icon on your brand color's background.



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## T-Shirt

For dark fabrics, use white or light version.



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## Merchandise

Use SVG files for best quality at any size.



# Typography

## Typography

Use this font for headlines, hero text, and brand wordmarks. Pair with a complementary sans-serif for body text (e.g. Inter, Helvetica, Geist, etc.)



URBANIST [Download Font ↗](#)

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890**

FONT DESIGNED BY

Corey Hu, a type designer focused on clean, minimalist sans serifs.

## Typography: What to Avoid

Follow these guidelines to maintain consistent typography and readability.

- ✖ Too much space between lines

Tokemon delivers innovative solutions for modern businesses. We focus on creating exceptional value and building strong partnerships with our clients. Our team works tirelessly to ensure every project meets the highest standards of quality and excellence.

- ✖ Too little space between lines

Tokemon delivers innovative solutions for modern businesses. We focus on creating exceptional value and building strong partnerships with our clients. Our team works tirelessly to ensure every project meets the highest standards of quality and excellence.

- ✖ Letters too close together

Tokemon delivers innovative solutions for modern businesses. We focus on creating exceptional value and building strong partnerships with our clients. Our team works tirelessly to ensure every project meets the highest standards of quality and excellence.

- ✖ Letters too far apart

Tokemon delivers innovative solutions for modern businesses. We focus on creating exceptional value and building strong partnerships with our clients. Our team works tirelessly to ensure every project meets the highest standards of quality and excellence.

