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Brand Guidelines



Table of Contents

Logotype	02	Typography	13
Versions / Correct Usage	03	Logo Typeface	14
Versions for Animation	04	Web Typeface	15
Incorrect Usage of Logo	05	Web Typography	16
Minimum Sizing	06	Mobile Typography	17
Free Space Around	07		
		Favicon	18
Colors	08	Favicon	19
Main Colors	09	Favicon Application	20
Secondary Colors	10		
Logo on the Backgrounds	11	Voice of Brand	21
		Merch	22
		Social Media	25



I. Logotype



Versions / Correct Usage



Full Logo

The full logo consists of an icon and a wordmark located next to each other.



Wordmark

The word mark is used as a main or as a graphic element in branding.



Icon

The icon is used as a favicon and graphic element in branding.



Vertical Logo

Graphical rethinking of the version of the icon and wordmark, used in covers, designs, splash screens.



Versions for Animation

The main icon is a squircles with an oval inside, however, in animation, the oval can take the form of a rhombus and a triangle, while changing positions in the gradient.

The ability to change, adjust this icon for certain tasks is a direct reference to the activities and essence of the company.





Incorrect Usage of Logo

Examples of incorrect use of the logo.

Avoid this when using.



You cannot change the proportions of the logo.



The logo cannot be rotated.



You cannot arbitrarily recolor text part in logo.



Additional effects cannot be applied.



The font cannot be replaced.



Cannot use other gradients.



Do not change the arrangement of elements.



Don't outline logo.



Don't flip.



Minimum Sizing

The minimum allowed logo sizes for web and document use.



Printing (w / h):
27.4 mm / 6 mm

Digital (w / h):
110 px / 24 px



Printing (w / h):
19.6 mm / 4.4 mm

Digital (w / h):
80 px / 18 px



Free Space Around

It is necessary to leave a protective field around the logo and make sure that no foreign elements get into this space.

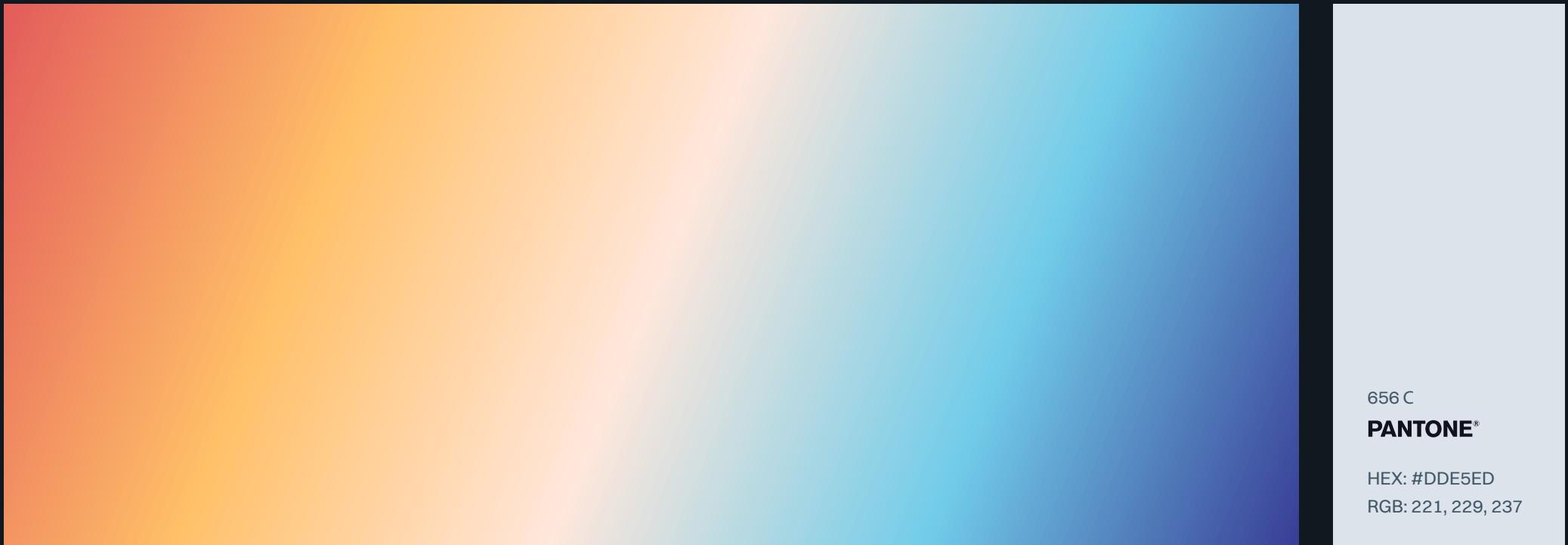




II. Colors



Main Colors



656 C

PANTONE®

HEX: #DDE5ED

RGB: 221, 229, 237

#E45F5B

Red

RGB: 228, 95, 91

CMYK: 5, 74, 58, 0

#FFC068

Yellow

RGB: 255, 192, 104

CMYK: 0, 30, 64, 0

#FFE7DC

Beige

RGB: 255, 231, 220

CMYK: 0, 23, 13, 0

#71CCE9

Sky Blue

RGB: 113, 204, 233

CMYK: 55, 0, 8, 0

#383D95

Blue

RGB: 56, 61, 149

CMYK: 92, 82, 0, 0

Black 6 C

PANTONE®

HEX: #101820

RGB: 16, 24, 32



Secondary Colors

Complementary colors used on the web.

Some colors cannot be printed*

 7543 C PANTONE® HEX: #98A4AE RGB: 152, 164, 174	 7544 C PANTONE® HEX: #768692 RGB: 118, 134, 146	 7545 C PANTONE® HEX: #425563 RGB: 66, 85, 99	 #7B828A Gray RGB: 123, 130, 138 CMYK: 53, 39, 34, 16	 #F9AA66 Orange RGB: 249, 170, 102 CMYK: 0, 41, 64, 0	 #161E26 Dark Gray RGB: 22, 30, 38 CMYK: 88, 73, 75, 73
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Logo on the Backgrounds

Versions of the logo on Light / Azureish

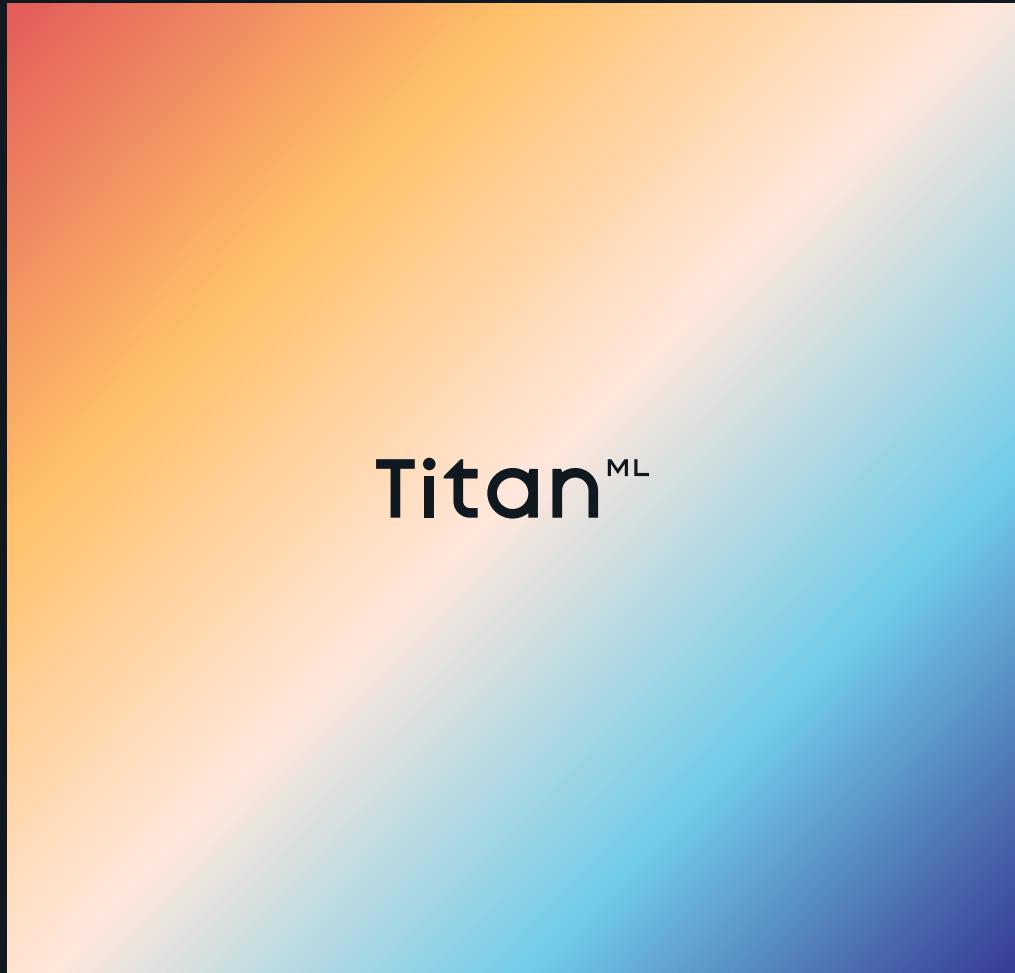
White and Dark backgrounds.





Logo on the Backgrounds

Versions of the logo on a gradient background and image.



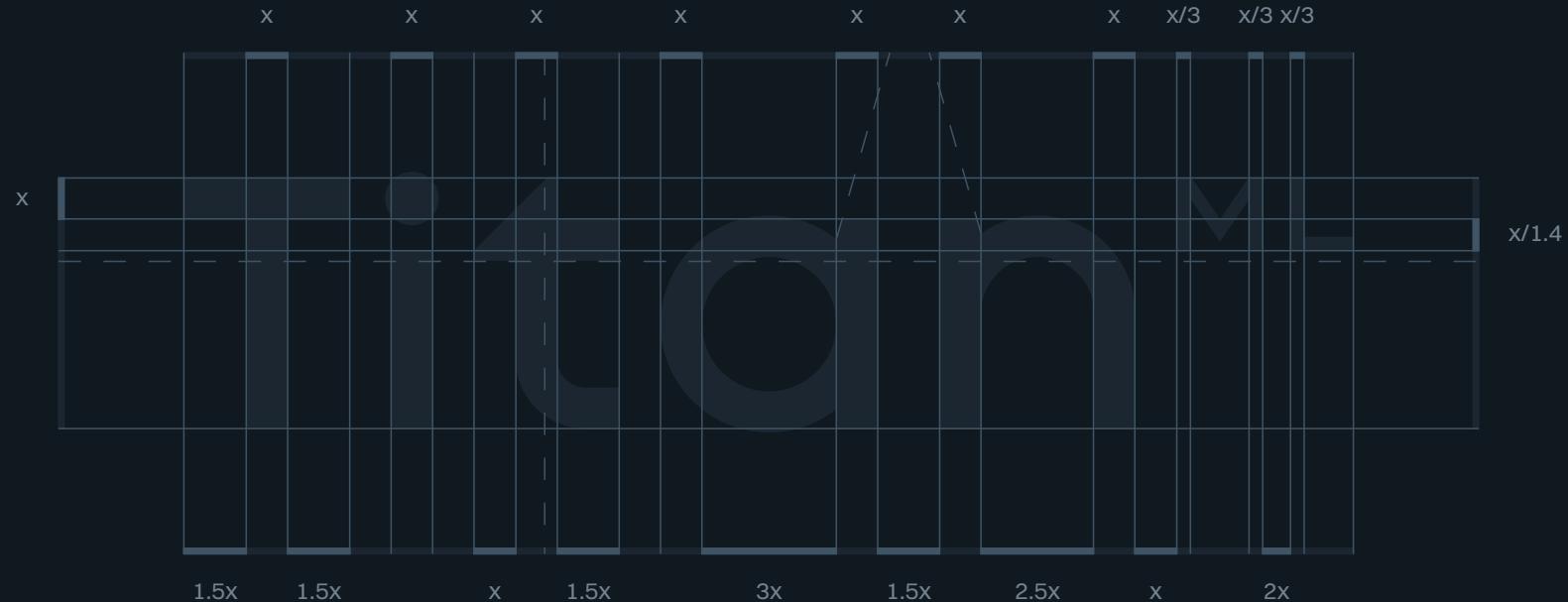


III. Typography



Logo Typeface

Custom font for wordmark.





Web Typeface

Font for use on the web
and documents.

Switzer

Regular

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

1 2 3 4 5 6 7 8 9 0
+ - @ = % / > ? ([? !])

Semibold

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

1 2 3 4 5 6 7 8 9 0
+ - @ = % / > ? ([? !])



Web Typography

Font for use on the web
and documents.

Desktop

Headline 1 - 72px / 80px / -2% / Medium (500)

Headline 1

Headline 2 - 64px / 120% / -2% / Medium (500)

Headline 2

Headline 3 - 56px / 120% / -2% / Medium (500)

Headline 3

Headline 4 - 48px / 120% / -2% / Medium (500)

Headline 4

Headline 5 - 36px / 120% / -2% / Medium (500)

Headline 5

Headline 6 - 32px / 120% / -2% / Medium (500)

Headline 6



Web Typography

Font for use on the web
and documents.

Desktop

Huge - 32px / 120% / -2% / Regular (400)

Think big, deploy small

Large - 24px / 120% / -1% / Regular (400)

Think big, deploy small

Medium - 20px / 120% / -1% / Regular (400)

Think big, deploy small

Regular - 18px / 140% / -1% / Regular (400)

Think big, deploy small

Small - 14px / 120% / -1% / Regular (400)

Think big, deploy small

Tiny - 12px / 120% / -1% / Regular (400)

Think big, deploy small



IV. Favicon



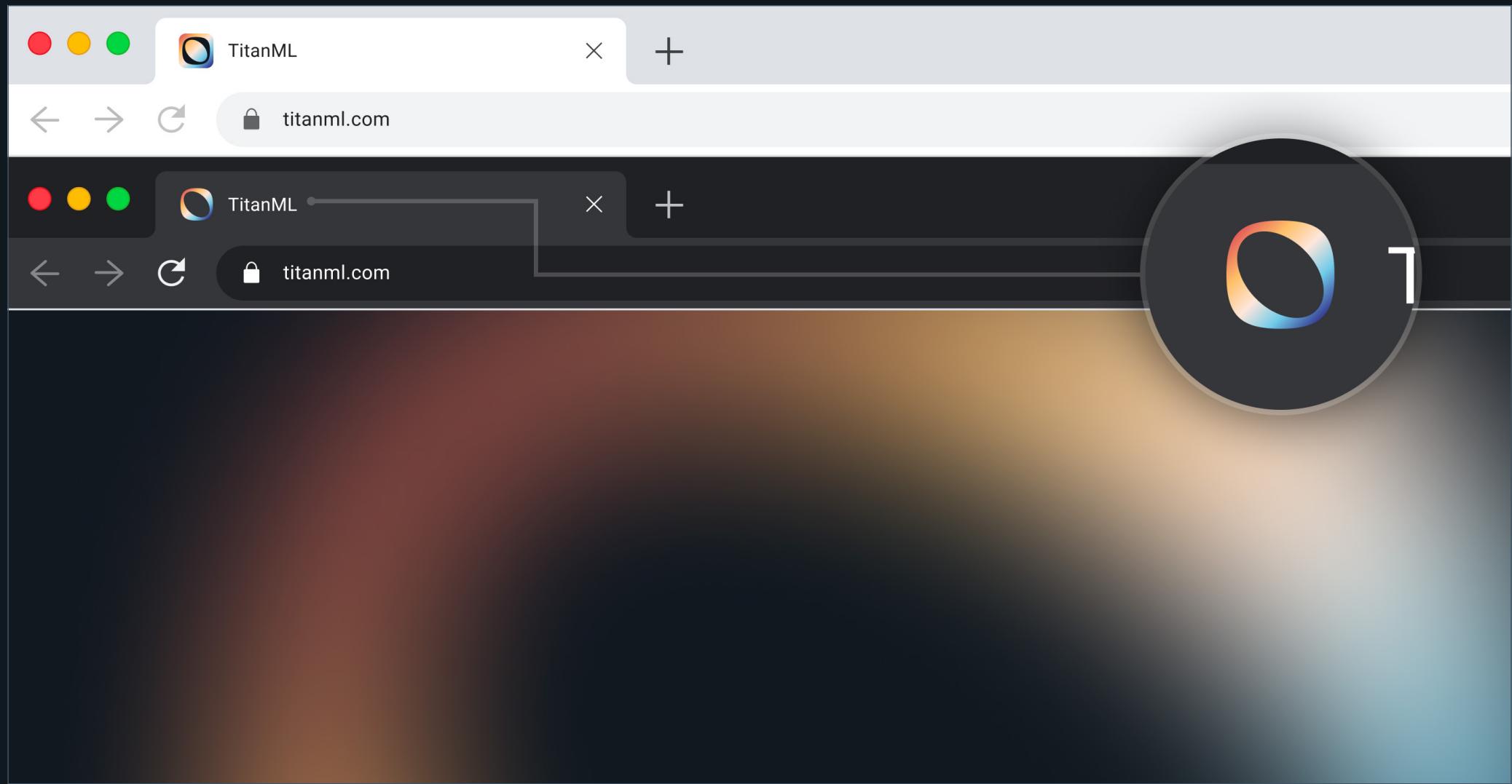
Favicon Design

As a favicon, you can use an icon with an alpha channel, or on a gradient background.





Favicon Application





V. Voice of Brand



Merch





Merch





Merch





Social Media

The screenshot shows a LinkedIn profile page for 'TitanML'. The header features a dark blue navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Reactivate Premium. A search bar is also present. The main content area displays the TitanML logo, the slogan 'Think Big, Deploy Small', and several placeholder sections for profile information. Buttons for 'Add profile section' and 'More...' are visible.



Social Media

