

2026

BRANDBOOK

Brand Visual Guideline.





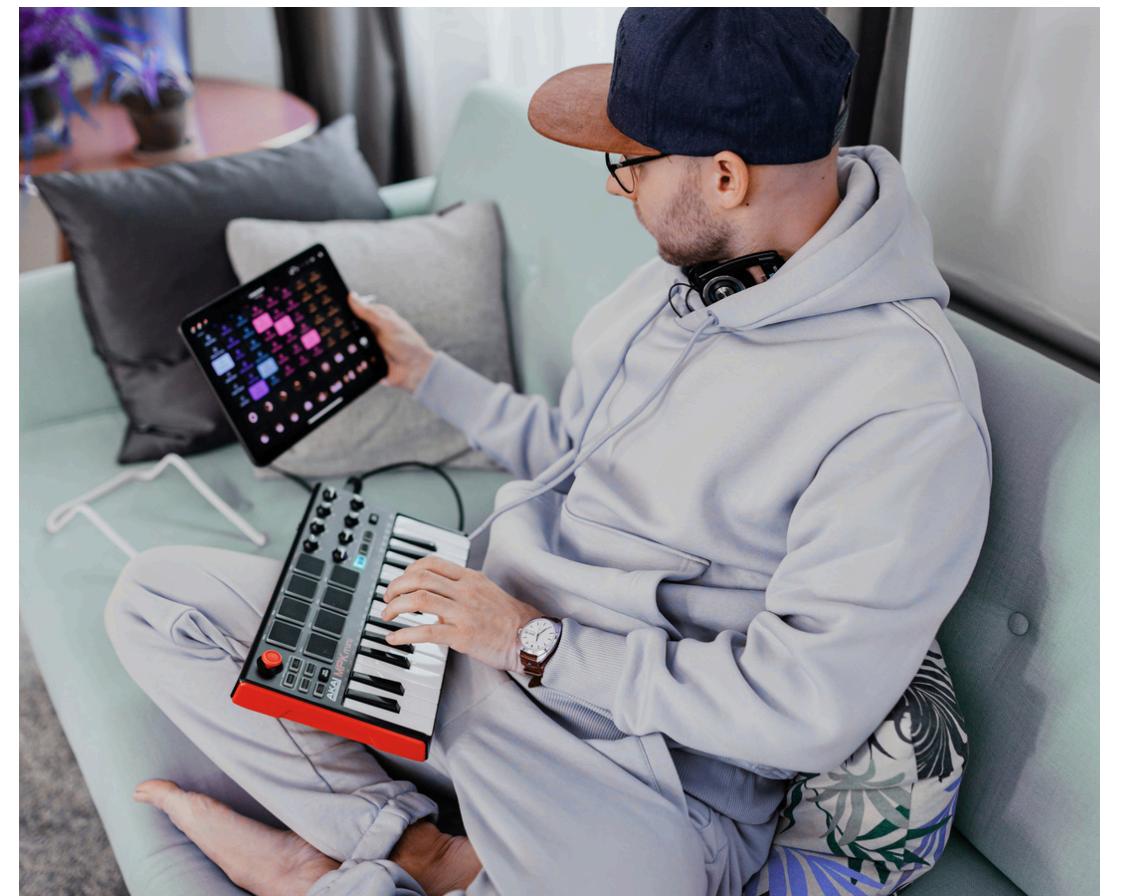
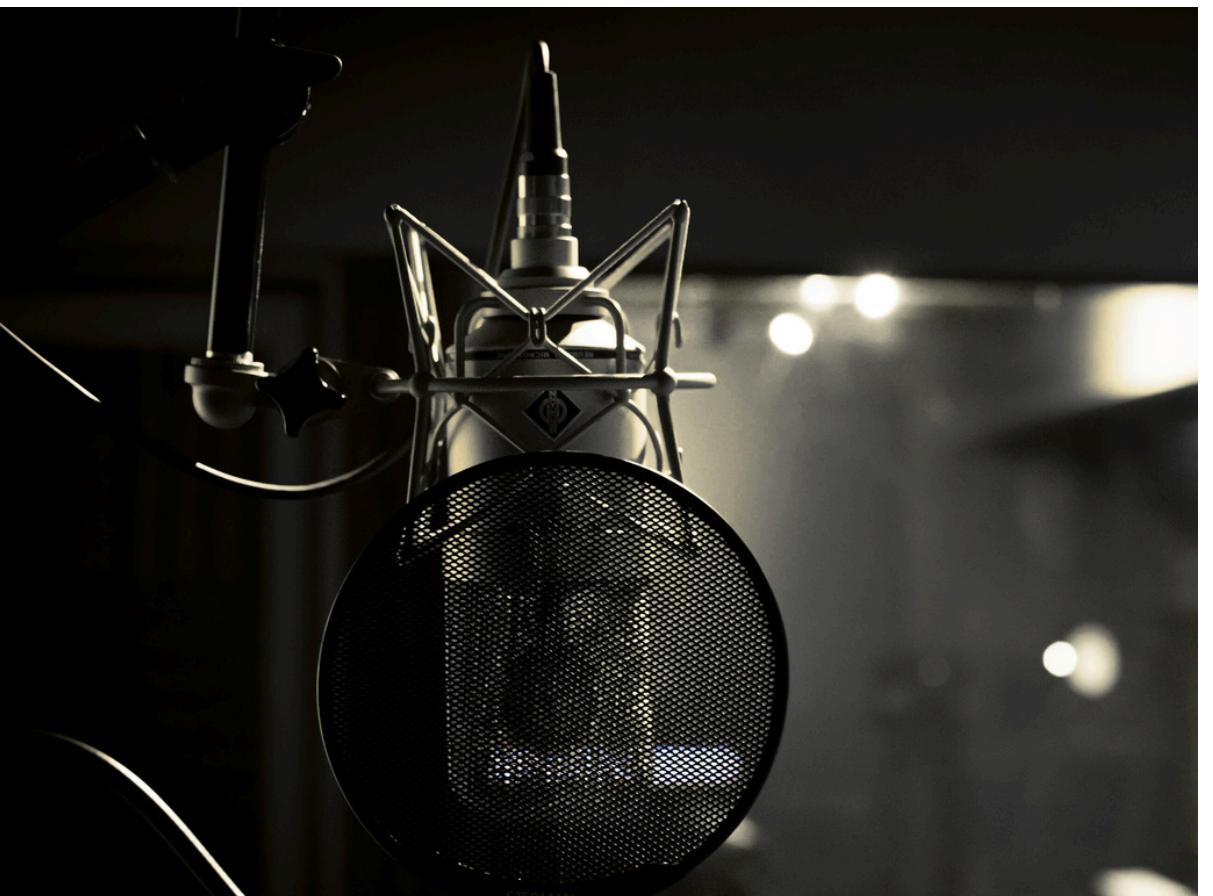
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Imagery Moodboard

Through imagery, a brand has the power to express their values and personality. Images evoke emotions that can be difficult to share by just using words.



Safe areas

It ensures that the logo is never placed too close to the edge of a document.



Wordmark

The wordmark is a typographic representation of the brand name, designed to be bold, clean, and instantly recognisable. Used on its own, the wordmark maintains strong brand presence while allowing flexibility across digital, print, and merchandise applications, especially where a minimal and refined look is required.



Full Logo

The full logo combines the bold TMRW wordmark with the supporting CREATIVES text, forming the primary and most recognisable brand signature. It is used where strong brand presence is needed, communicating confidence, professionalism, and a forward-looking identity. The full logo represents the organisation in its entirety and should be used for key brand moments, official materials, and prominent placements where clarity and impact are essential.



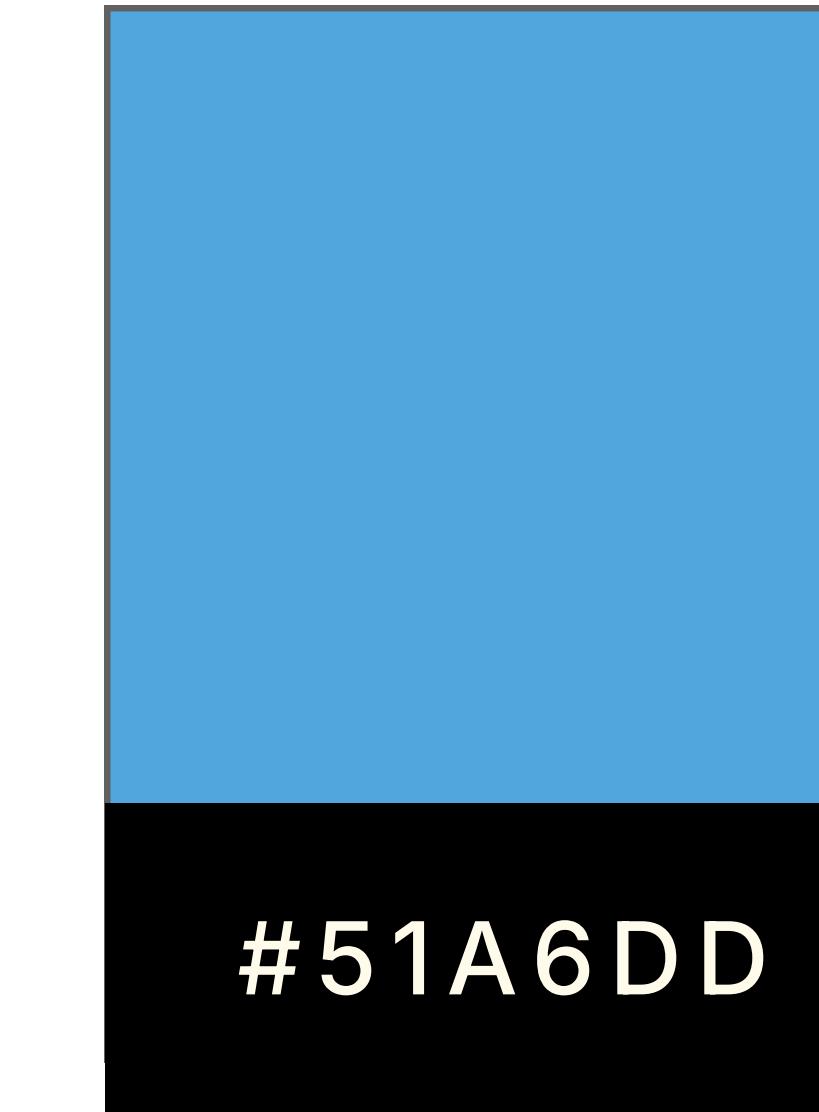
Colors



#3A26CC



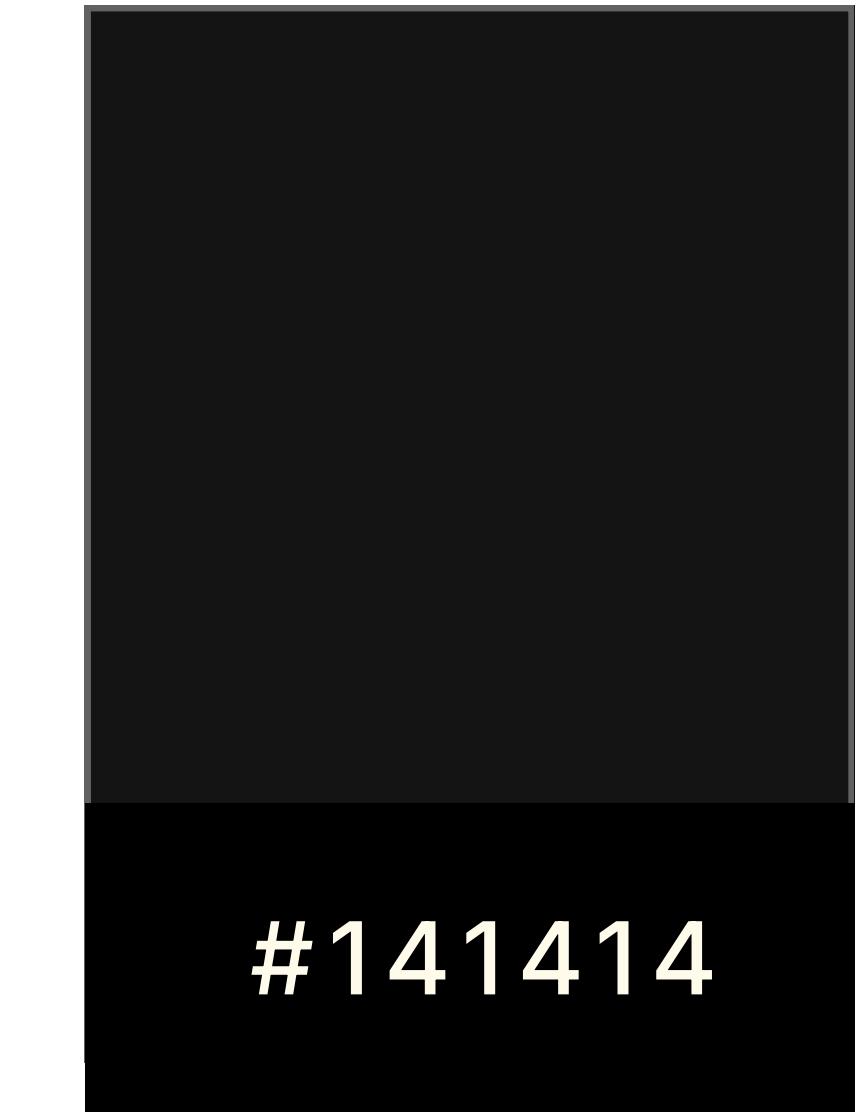
#A715A4



#51A6DD



#FDFFE



#141414

A photograph of a woman with long brown hair, seen from the side and back, wearing a light blue denim jacket over a white shirt. She is carrying a large, light-colored tote bag with both hands. The tote bag features a prominent logo in the center. The logo consists of the letters "TMRW" in a bold, black, sans-serif font. Below "TMRW" is a horizontal bar composed of three segments: a purple segment on the left, a wider white segment in the middle, and a blue segment on the right. Underneath the bar, the word "CREATIVES" is written in a smaller, black, all-caps, sans-serif font.

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Monochromatic Colors

Black and white logos are monochrome versions of your colored logo. Monochrome is using a single color throughout the whole logo design. It does not contain any other effects, shadows or shades other than the single color selected.



Explanation

Logos are sometimes used in non-conventional ways like laser engravings, embroidery, 3d printing, textile printing. All of these products use special machines that don't support ordinary colored files. This is where monochrome (black and white) formats come into play.



Applications on Backgrounds

These are useful backgrounds for Logos.

Make sure that you can use these backgrounds. Only use these types of contrast for your Logo's background.



Logo Scaling

These are logo scaling recommendations. You can see the minimum size for each screen type. Make sure that your logo does not scale down from the minimum size.



150PXL



250PX
L

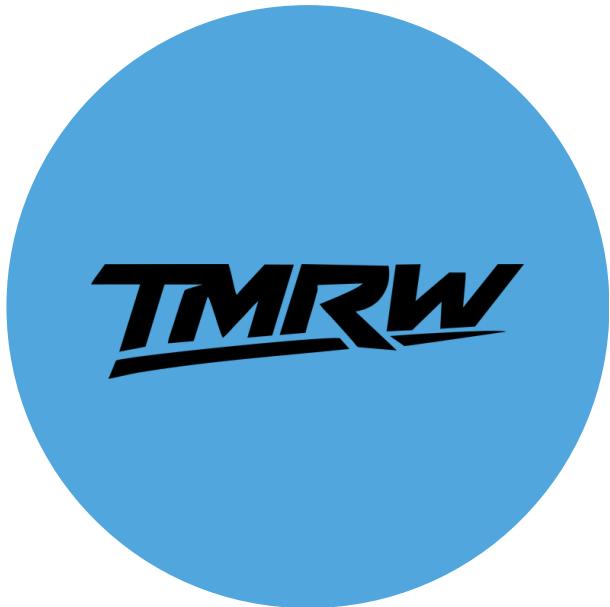
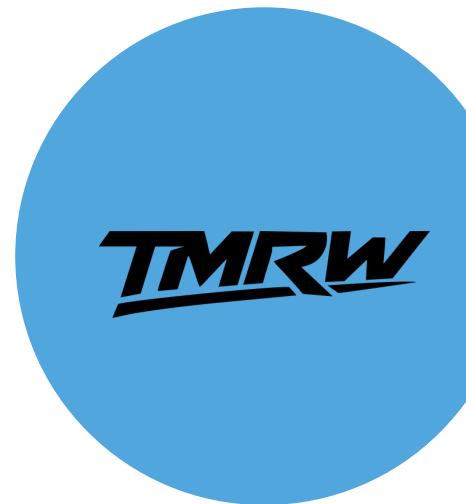
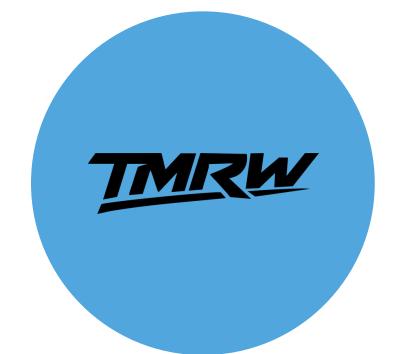


350PX
L

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Icon Scalability

There's no flexibility in icon size—they come in tiny and tinier, and can't be stretched or changed. That means that legibility is first priority for app icons. You'll notice that icons don't only appear on the home page, they also appear in sub-menus with an even more reduced size.





Typography

League Spartan

Aa

Glacial Indifference

Aa

Heading

Bold

**NULLA AC MASSA SEM. CRAS
VITAE IPSUM TINCIDUNT,
POSUERE AUGUE QUIS.**

Paragraph

Regular

Easily Fix Hundreds of Writing Issues That
Other Tools Can't Find. Grammarly Helps You
Write Your Best. See Immediate Results. Try
Now! AI Writing Assistant.

For creative contents

Typography

Space Grotesk

Aa

Heading

Bold

**Nulla ac massa sem. Cras vitae ipsum
tincidunt, posuere augue quis.**

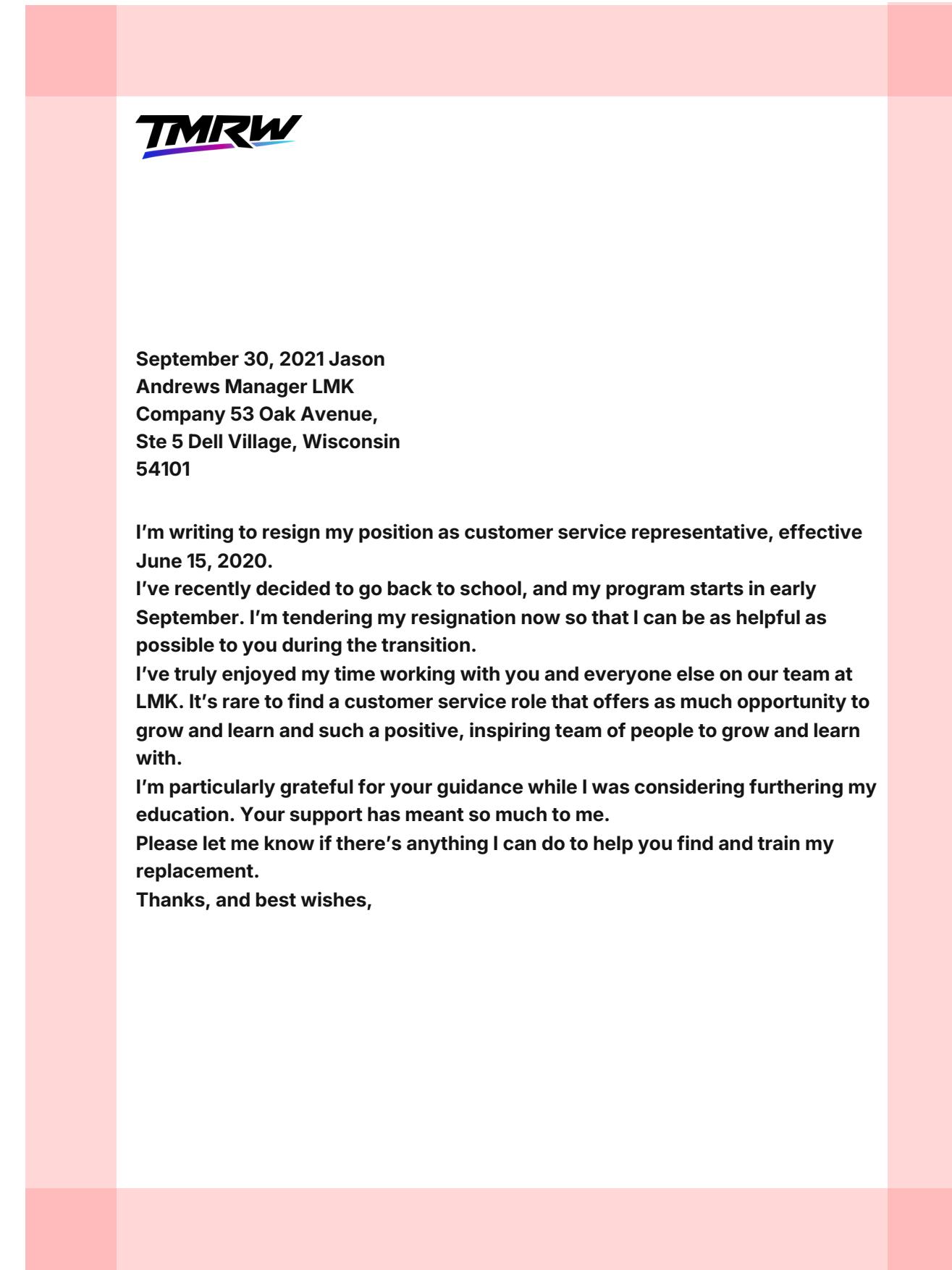


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Letterhead Safe Margin

**This is the minimum “Safe Margin” for a letterhead.
Make sure that when you create documents that the
“Safe Margin” should be at least 48pxl from the
edges.**



Logo Positioning

These are different types of position for the logo. Each position is depending on the different logo usage situations. There are four recommended positions for the Brand Logo. Which is top center, top left, bottom right and center





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Thank You