T&S Brand Guideline (Brief)

PRIMARY LOGO

USAGE This is the default logo for most applications. It should be used whenever the background allows for high contrast with the dark lettering
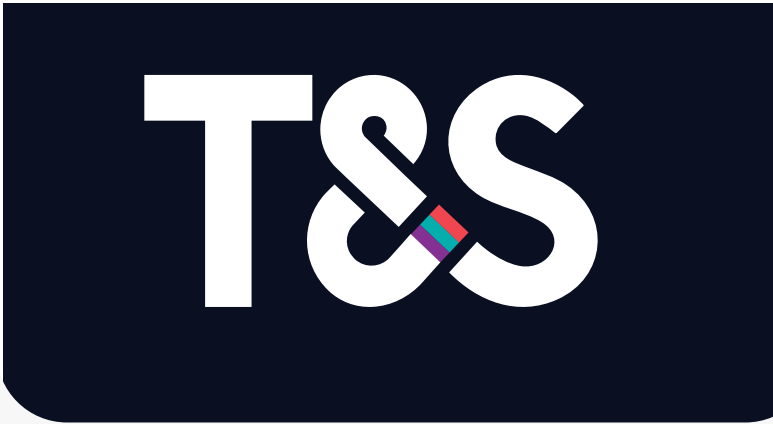
LOGOMARK

USAGE Use the Symbol in constrained spaces where the full "T&S" word-mark would be too small to read or visually overwhelming.

SECONDARY LOGO

USAGE Use this variant whenever the background color value is darker than 50% grey.

COLOR PALETTE

VERY DARK (MOSTLY BLACK) BLUE

HEX #0A0F21

DARK MAGENTA

HEX #3B1745

DARK CYAN

HEX #05ADAD

DARK BLUE

HEX #0D295C

BRIGHT RED

HEX #F0474A

LIGHT VIOLET

HEX #8C40FF

USAGE Please write a short description about your selected primary colors, including the inspiration behind the design choice and usage guidelines.

USAGE Please write a short description about your selected secondary colors, including the inspiration behind the design choice and usage guidelines.

PRIMARY FONT

Baloo_Bhaijaan

USAGE The primary typeface is the voice of the T&S brand. It reflects the same attributes as the logo: Modern, Stable, and Connected. It is a Geometric Sans-Serif that offers high readability while maintaining a confident, professional tone.

IMAGERY