

# TechWave Electronics

## Brand Guidelines

Version 1.0 – 2025



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## Introduction

Welcome to the official brand guidelines for TechWave Electronics. This document provides the essential information needed to use our brand assets correctly and consistently. Following these guidelines ensures that we maintain a strong, recognizable, and professional brand identity.

TechWave Electronics is a modern, high-tech brand positioned as a leader in innovation. Our mission is to convey a message of quality and trust in the digital age, ensuring a powerful first impression across all digital touchpoints.

## Logo Usage

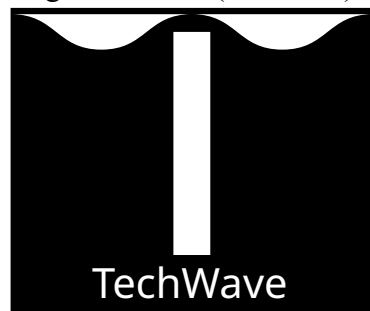
Our logo is the primary identifier of our brand. It consists of a stylized letter "T" with a wave element forming the crossbar, paired with the "TechWave" wordmark.

- i. Primary Logo / Full Color Logo:



This is the preferred version of the logo and should be used whenever possible. It is designed for use on light or white backgrounds.

- ii. Logo Variation (Reversed)



For use on dark or brand-colored backgrounds, the reversed (all white) version of the logo should be used to ensure visibility and contrast.

## Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:

✗ Do not stretch or distort the logo.



✗ Do not rotate the logo.



✗ Do not change the colors of the logo.



✗ Do not outline or add effects to the logo.



## Clear Space & Minimum Size

Always maintain a minimum clear space around the logo equivalent to the height of the wave element in the icon. This ensures visibility and prevents crowding.

Minimum Size:

- Print: 20mm width
- Digital: 100px width



# Color Palette

Our primary color is a deep, trustworthy navy, supported by neutral tones.

Color	HEX	RGB	CMYK
TechWave Navy	#1C274C	RGB(28, 39, 76)	C63 M49 Y0 K70
White	#FFFFFF	RGB(255, 255, 255)	C0 M0 Y0 K0
Black	#000000	RGB(0, 0, 0)	C0 M0 Y0 K100

## Typography

Consistent typography helps unify our brand's voice. We recommend using a clean, modern, and readable sans-serif font family.

Primary Typeface: Lato

(This is a suggestion. Lato is a free option from Google Fonts that has a clean, professional feel that pairs well with your logo.)

Lato Bold - For Headlines

This is a Headline

Lato Regular - For Body Copy

This is for paragraphs and longer text. It is clean, legible, and professional, making it perfect for website copy, product descriptions, and marketing materials.

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## Brand Applications

Our logo, colors, and typography should be applied consistently across all branded materials, especially our digital platforms.

- Website and E-commerce
- Mobile Applications







## **Contact Information**

For approvals, logo files, or brand-related inquiries, please contact:

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