



Brand Identity Guidelines

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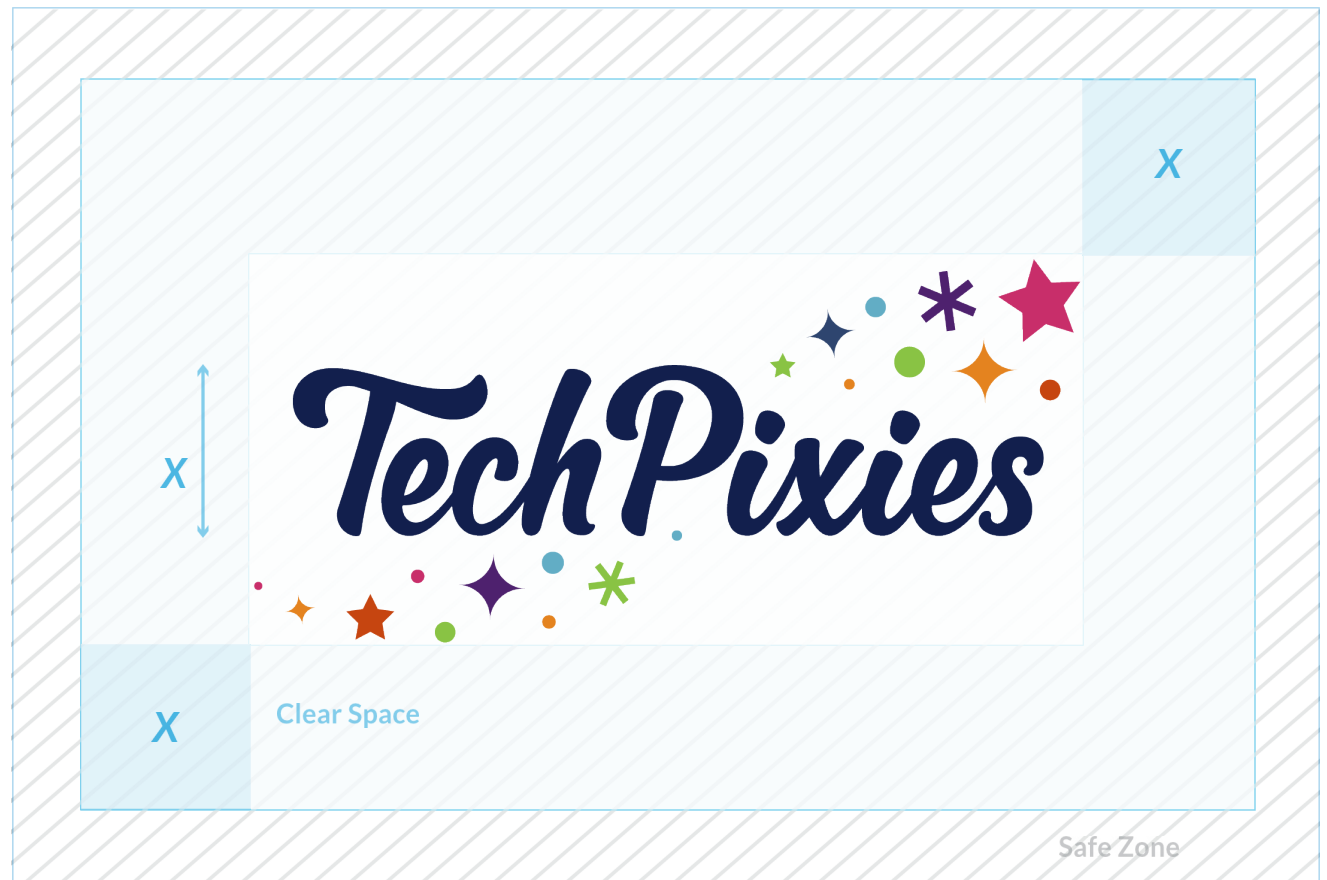
TechPixies Logo

POSTIONING

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up outside this space. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height.)

LOGO TAGLINE

We currently do not have a tagline, but space for one if we need it.



Logo Options

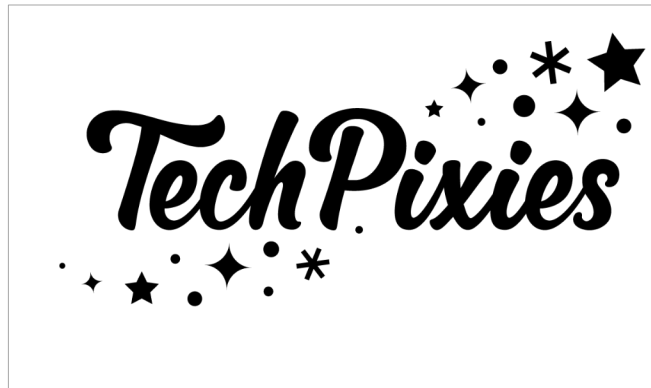
Reverse colours, light and dark.



A secondary monochrome is available solely for where colour is unavailable

Social Media icon

We do not have a social media icon yet.



Logo In Use



Backgrounds



Shooting Star
elements



Typography

TYPEFACE FAMILY

Only THREE font styles are to be used for the TechPixies identity design, and they are : M J Zhafira which can be downloaded from:

Ubuntu can be downloaded from:

The Ubuntu font family contains 12 fonts: 5 weights and 5 italics. Ubuntu regular or light can be used for body text but the huge variety of font weights and widths will ensure immense flexibility, and can be used for all other forms of standard body text to keep consistency for the future growth of the TechPixies identity.

M J Zhafira is identical to the TechPixies logo type and can be used on headings when stronger emphasis is needed, such as in: stationery, website headings, brochures and all forms of general correspondence.

Open Sans.

M J Zhafira

Ubuntu

Open Sans

Sparkle and Thrive!

I believe social media is one of the most powerful tech tools on the planet and if women can overcome their fear of it AND learn to leverage it professionally, they'll be unstoppable.

At TechPixies we recognise that women require confidence in order to go back to work in fulfilling, stimulating careers, to upskill or to start a business.

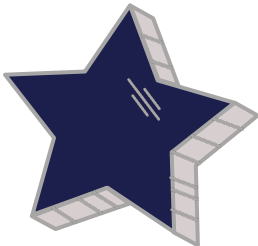
We believe one of the best ways to gain confidence and therefore choice over your future is through education.

Our Social Media Magic Course will help you to upskill and discover your sparkle!

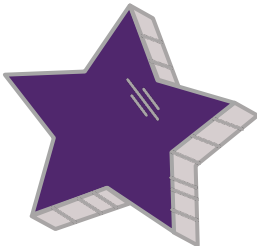
Colour Specifications

MAIN COLOURS

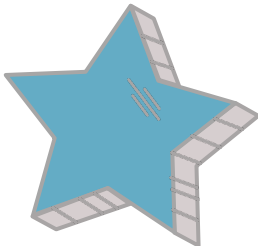
CMYK C95 M95 Y39 K39
SCREEN R26 G31 B76
WEB HTML #1A1F4C



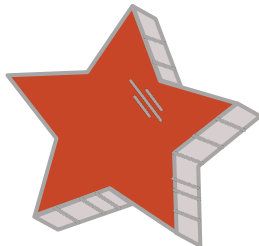
CMYK C82 M100 Y25 K13
SCREEN R80 G39 B109
WEB HTML #50276D



CMYK C60 M18 Y17 K0
SCREEN R100 G172 B197
WEB HTML #64ACC5

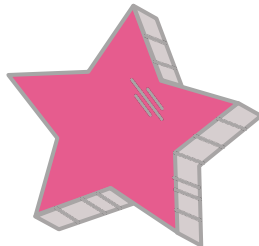


CMYK C16 M87 Y100 K5
SCREEN R198 G70 B39
WEB HTML #C64627

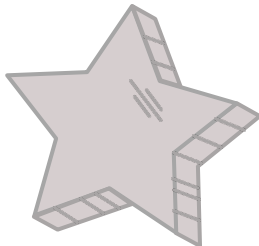


COMPLIMENTARY COLOURS

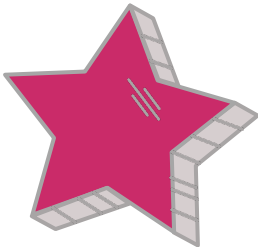
CMYK C4 M79 Y16 K0
SCREEN R230 G92 B142
WEB HTML #E65C8E



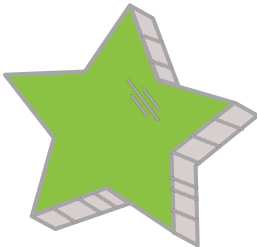
CMYK C14 M16 Y13 K0
SCREEN R214 G206 B207
WEB HTML #D6CECF



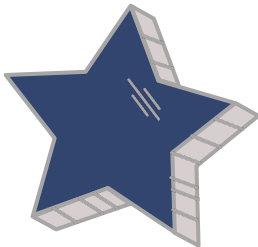
CMYK C16 M97 Y38 K1
SCREEN R202 G43 B105
WEB HTML #CA2B69



CMYK C51 M2 Y98 K0
SCREEN R139 G194 B67
WEB HTML #8BC243

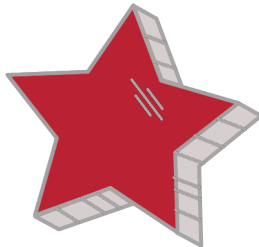


CMYK C89 M77 Y32 K18
SCREEN R49 G69 B111
WEB HTML #31456F

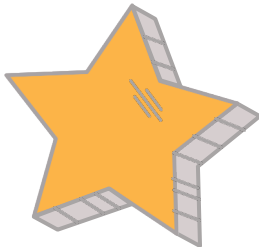


COLOURS TO USE IF ESSENTIAL

CMYK CMYK C21 M100 Y88 K7
SCREEN RGB R186 G33 B50
WEB HTML #BA2132



CMYK C0 M33 Y82 K0
SCREEN R252 G180 B72
WEB HTML #FCB558



Logo Best Practices

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown here. Positioning. DO NOT resize or change the position of the logomark. Only use logos specified in these guidelines.

Colours. DO NOT change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.

Fonts. DO NOT use any other font for the main logo, no matter how close it might look.

Sizing. DO NOT stretch or squash the logo. Any resizing must be in proportion.



Positioning
DO NOT resize or change the position of the logomark. Only use logos specified in these guidelines.



Colours
DO NOT change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



Fonts
DO NOT use any other font for the main logo, no matter how close it might look to Keep Calm.



Sizing
DO NOT stretch or squash the logo. Any resizing must be in proportion.