

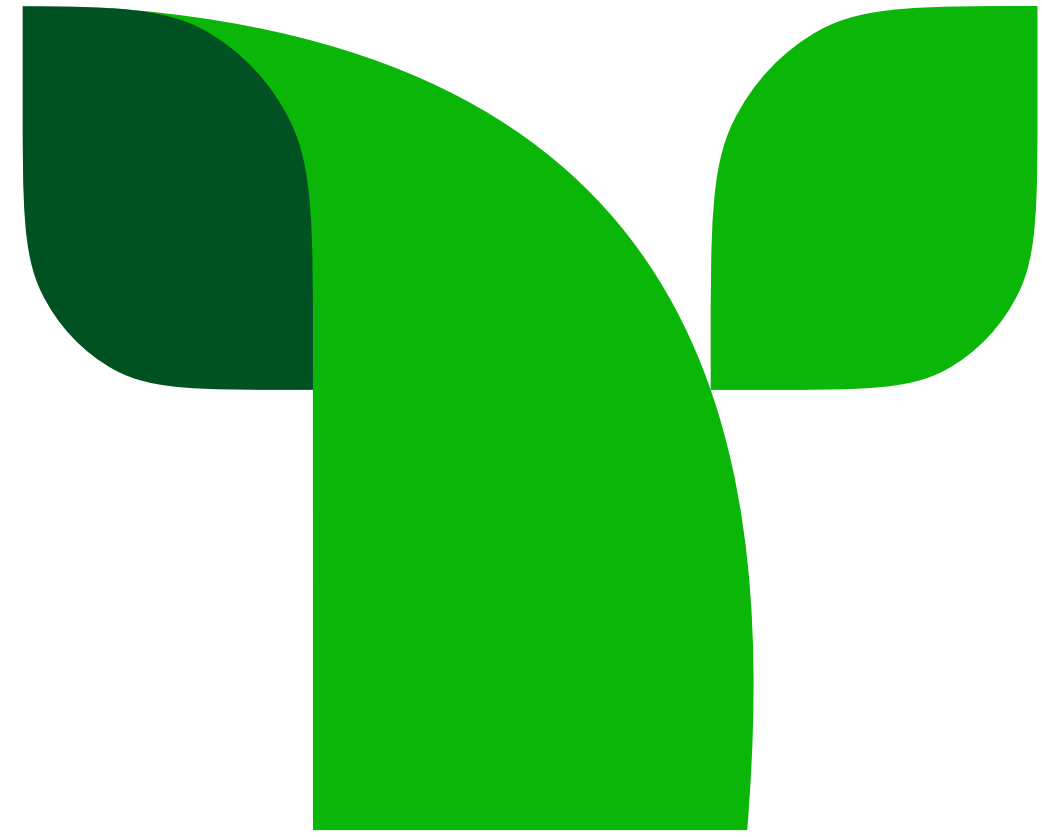
Brand Guidelines



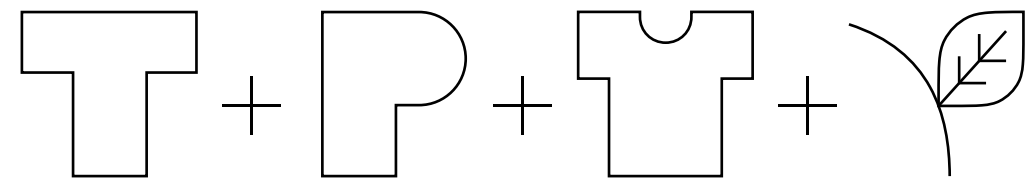
LOGO

Logo Concept

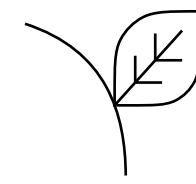
Our logo is a combination of a modern symbol with a distinctive wordmark. The symbol integrates a t-shirt and a sprout forming the letter T, subtly including the letter P. The wordmark 'texprint' also features a sprout-shaped letter p, reinforcing our commitment to environmental friendliness and sustainability.



texprint



Symbol



Wordmark

Horizontal Logo (Primary)

Our logo is a crucial element in our communications, symbolising authenticity. It's vital to use the correct, legible, and identifiable version consistently. Opt for the horizontal logo as the primary option over the vertical version.



Mono Colour

When using the logo in one colour, choose the dark version for light backgrounds and vice versa.

Feel free to use any corporate colours for the logo (refer to the colour section for specific values).



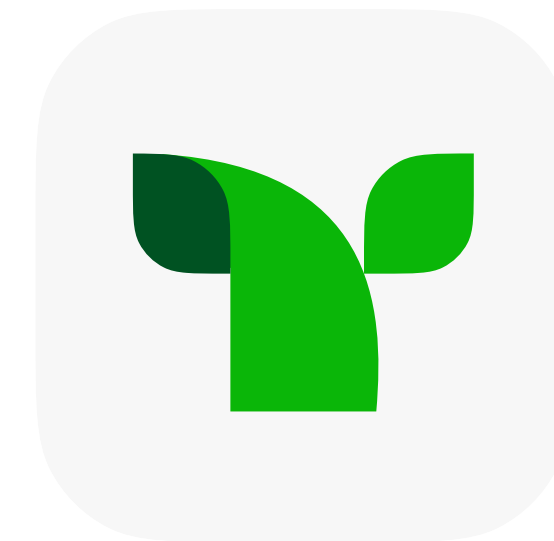
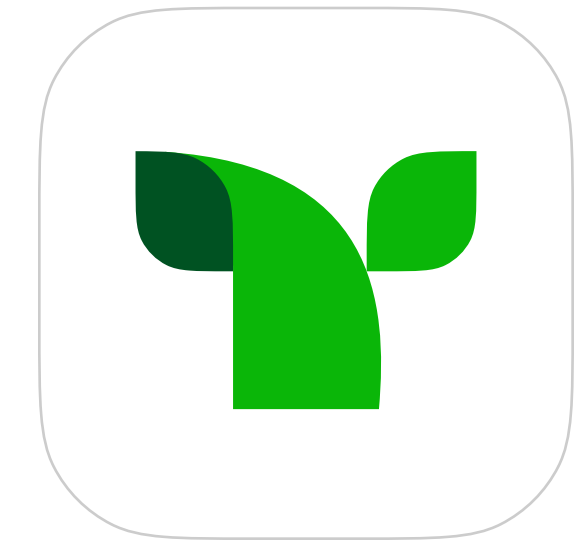
Background Applications

Ensure ample contrast when overlaying the logo on brand colours or photography. The following examples are approved combinations.



Symbol

The symbol can be used separately for social and app icons, profile pictures, etc. Prioritise a full-colour symbol on a light green background.



Vertical Logo (Secondary)

Use the vertical (or stacked) Texprint logo if space is limited and prevents using of the horizontal logo.



Minimum Sizes

The logo is designed to be readable even in small sizes. Follow the minimum size requirements for small-scale usage.

Horizontal Logo
Minimum Width: 110 pixels



Vertical Logo
Minimum Width: 50 pixels



Symbol
Minimum Width: 23 pixels



Clear Space

Maintain an exclusion zone around the logo to ensure readability and impact. The minimum distance is the x-height of the wordmark.

View this zone as the bare minimum safe distance. Typically, providing the logo with additional space for a more pronounced and impactful presentation is advisable.



Misuse

Avoid unnecessary or destructive modifications to the logo to preserve brand integrity.



Do not stretch



Do not rotate



Do not use unapproved colors



Do not scale individual parts of the logo



Do not outline



Do not apply shadows or effects

COLOURS

Primary colours

The primary colour palette includes natural green hues and neutral shades. Use specified colour values in branded materials.

Green

HEX #0AB608
RGB 10/182/8
CMYK 75/0/100/0

Dark Green

HEX #005222
RGB 0/82/34
CMYK 92/39/100/41

Light Green

HEX #E9F3E9
RGB 233/243/233
CMYK 11/0/12/0

Black

HEX #000000
RGB 0/0/0
CMYK 60/60/60/100

Light Grey

HEX #F7F7F7
RGB 229/229/229
CMYK 0/0/0/5

White

HEX #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Secondary colours

The secondary palette complements the primary shades and can be used for creative or functional purposes.

Dark Olive

HEX #313E1B
RGB 49/62/27
CMYK 75/51/93/59

Gold

HEX #E0D17D
RGB 224/209/125
CMYK 16/13/60/1

Night Green

HEX #023818
RGB 2/56/24
CMYK 91/49/94/63

TYPOGRAPHY

Brand Typefaces

Two font families, Inter Tight and Inter, are used across communications. Inter Tight is for headings, while Inter is for body copy, subheadings, UI, and other text.

Inter Tight

<https://fonts.google.com/specimen/Inter+Tight>

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()?+

Inter

<https://fonts.google.com/specimen/Inter>

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()?+

Hierarchy

Size, scale, and position are crucial in influencing how information is perceived. Make sure there is a deliberate distinction between various type sizes.

Headings

Inter Tight, Black (Uppercase)

**THE QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG**

Subheadings

Inter Tight, Bold

**The quick brown
fox jumps over
the lazy dog**

Lead text

Inter, Light

The quick brown
fox jumps over
the lazy dog

Accents

Inter, Bold

**The quick brown
fox jumps over
the lazy dog**

Body text

Inter, Regular

The quick brown
fox jumps over
the lazy dog