Visual Identity & Guidelines

THE TECH GUYS

Logo Rebranding

The logo

Midnight navy blue **only**

The logo

Lime green **only**

The logo

Midnight blue and lime green **combined**

The logo

Midnight blue **only**

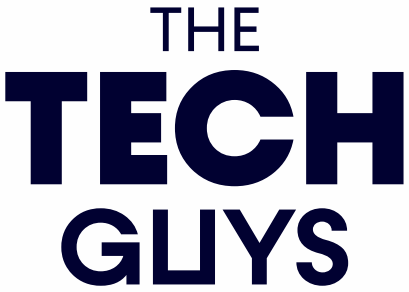
The logo

Lime green **only**

The logo

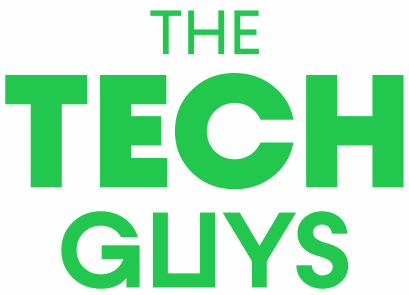
Midnight blue and lime green **combined**

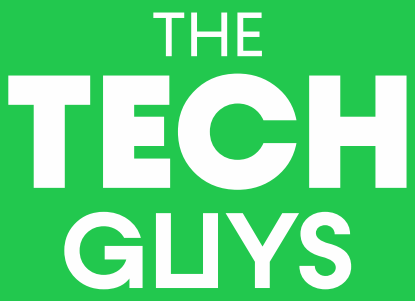
The logo



Midnight blue **only**

The logo





Lime green **only**

The logo

Midnight blue and lime green **combined**

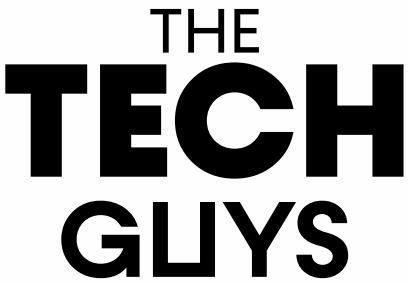
The logo

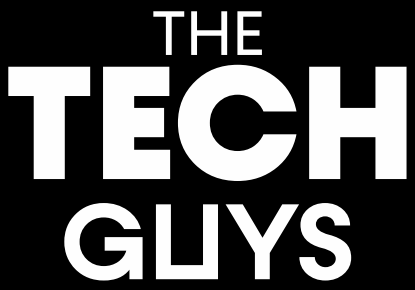
Monochrome **only**

The logo

Monochrome **only**

The logo





Monochrome **only**

A dark blue shade reminiscent of the deep, dark blue color of the night sky

HEX 010131
RGB 1 1 49
CMYK 82 76 60 81
Midnight Blue

(Primary Colour)

It's a vibrant and lively green hue often associated with freshness and nature

HEX 010131
RGB 1 1 49
CMYK 82 76 60 81
Lime Green

(Secondary Colour)

HEX ffffff
RGB 255 255 255
CMYK 0 0 0 0

(Neutral Colour)

HEX 000000
RGB 0 0 0
CMYK 0 0 0 100

(Neutral Colour)

Typography

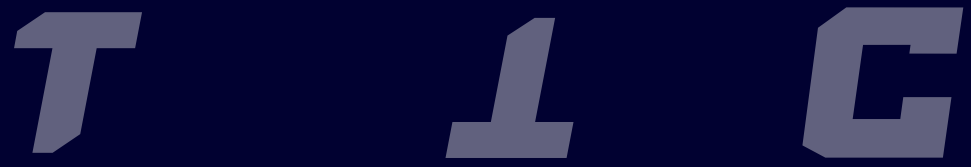
Aa

No font like me. I'm

Fractul Alt

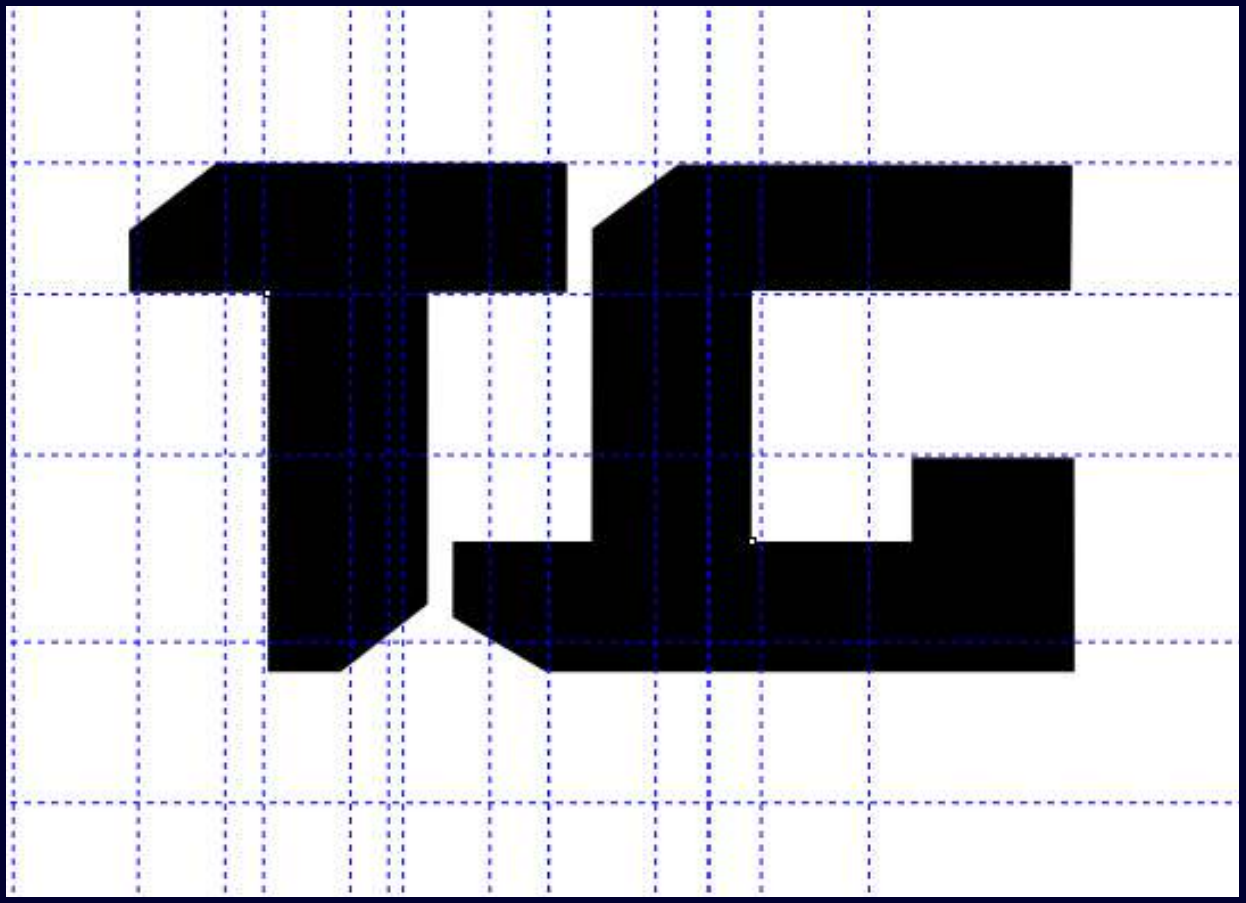
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,/?\';!@#$%^&*()_+~[]{}|"<>

Logo Rationale

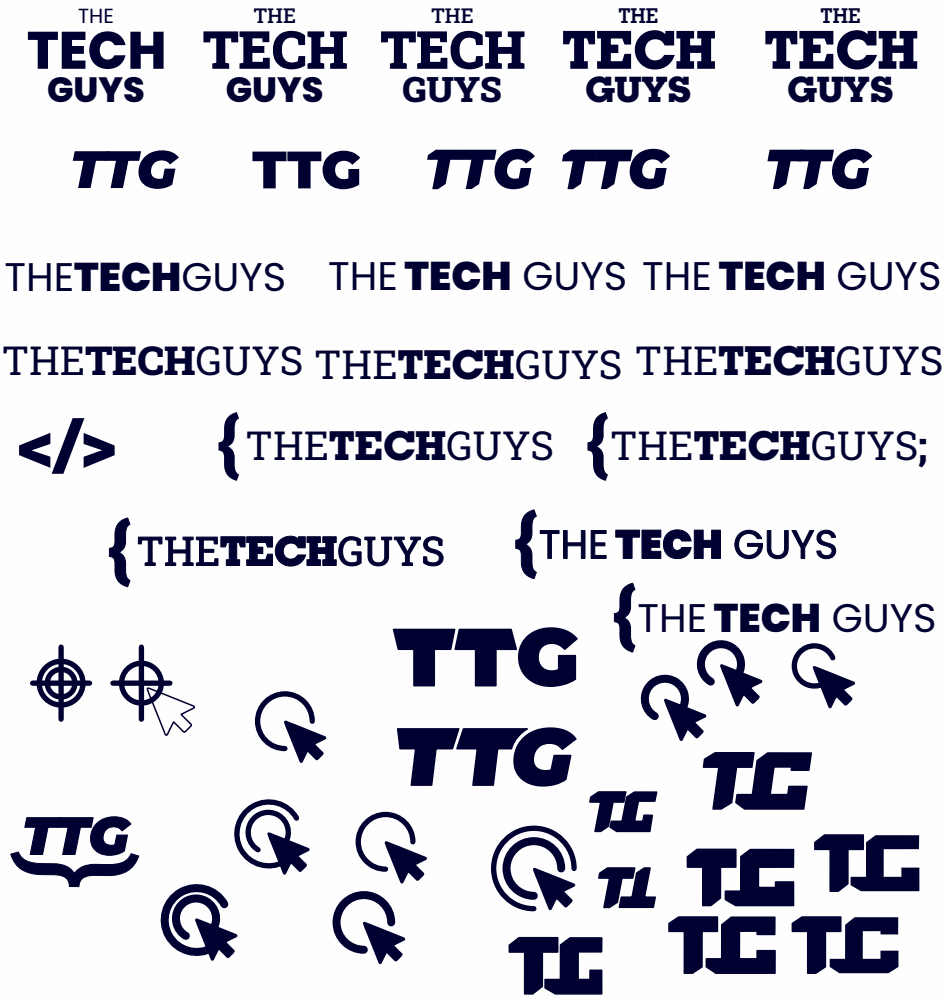


Letter T + **Letter T** (Upside Down) + **Letter G**

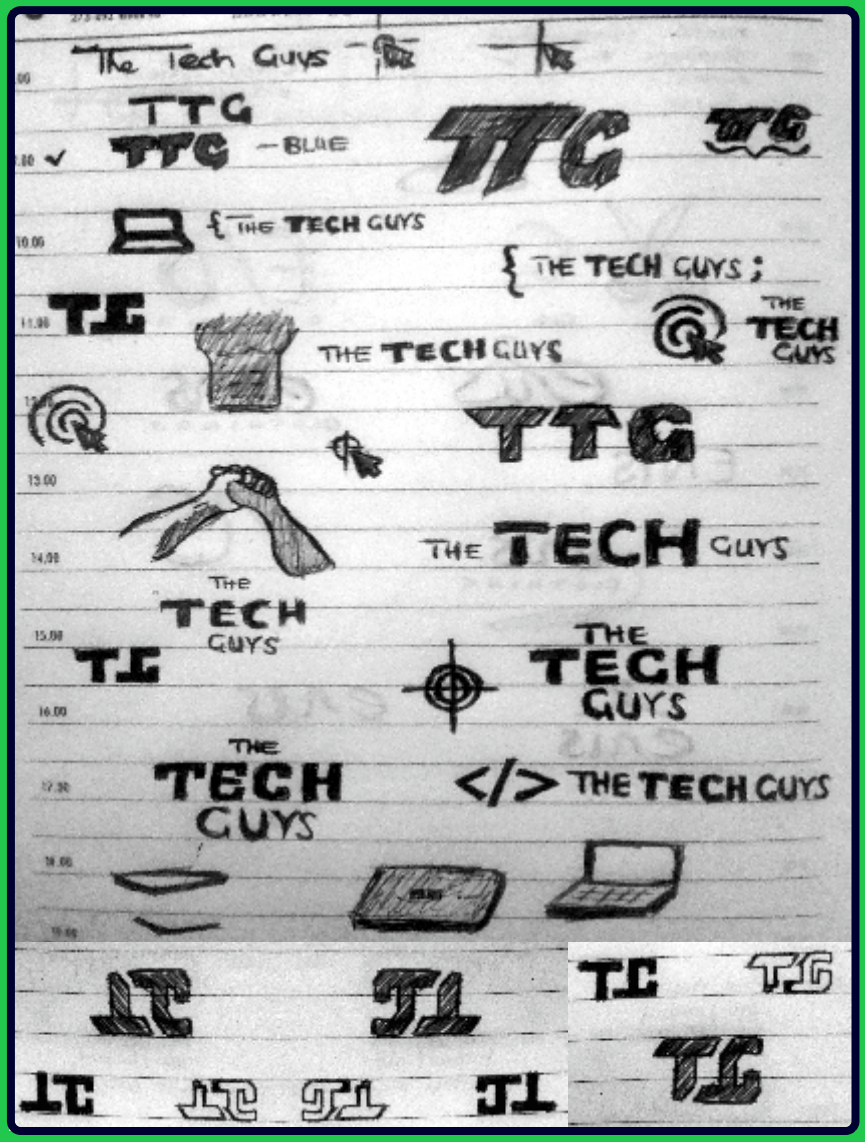
Logo Construction



Logo Ideation



Logo Sketch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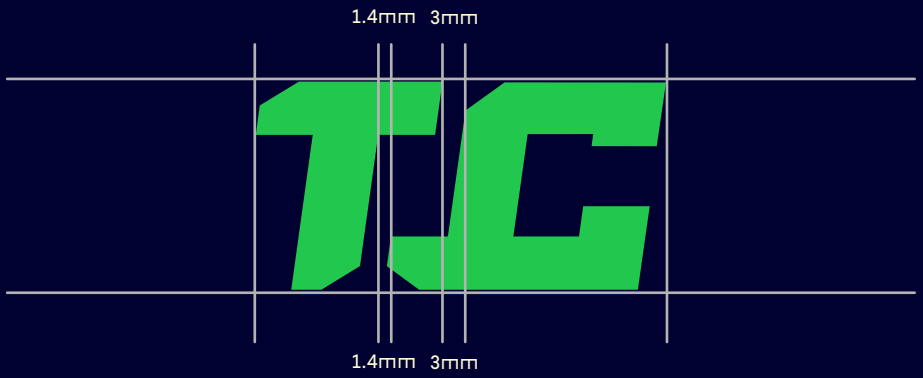
TC

Clear Spacing

The minimum amount of empty space or padding that should surround a logo to maintain its visibility, legibility, and visual integrity. Clear spacing is essential to ensure that the logo remains recognizable and stands out when placed in different contexts, such as on various backgrounds or alongside other elements.



Logo Pattern

This pattern can be used for complimentary cardsm, and patterns on cloths, bags, etc

Logo Pattern

This pattern can be used for complimentary cardsm, and patterns on cloths, bags, etc

Unacceptable Logo Alterations

DO NOT

Stretch

Skew Vertically

Change Brand Colours

No Gradient

Adjust Clear Spacing

THE TECH GUYS

Change Typography

TC
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THE TECH GUYS

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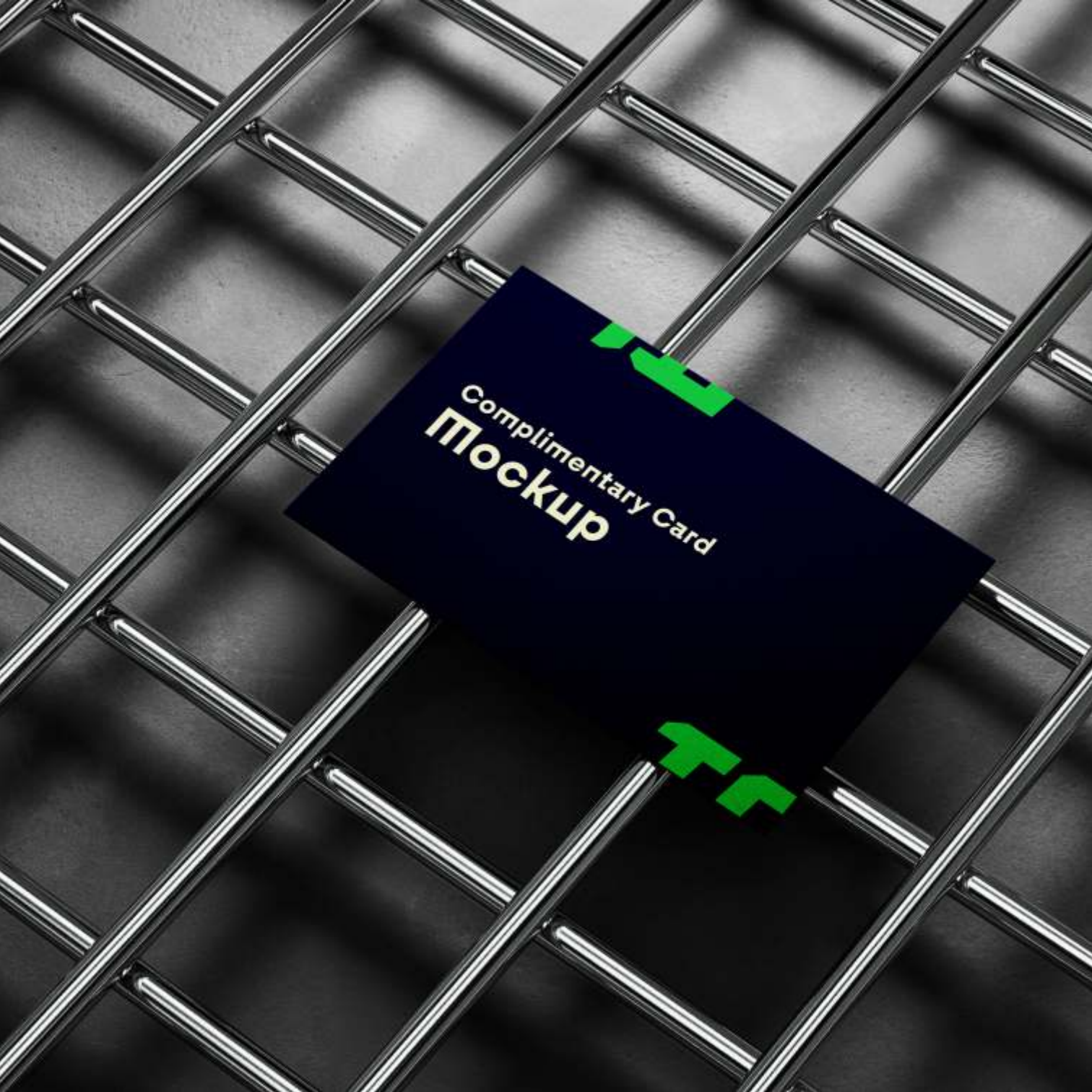
Complimentary Card
Mockup

Complimentary Card
Mockup

SIGNAGE
Mockup

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THE TECH GUYS
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TC

TC

Say
Say Tech?
THE TECH GUYS
Say
Say Tech?
THE TECH GUYS

Visualization by

Michael Ubek

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