Visual Identity & Guidelines

TheTechGuys

Logo Rebranding

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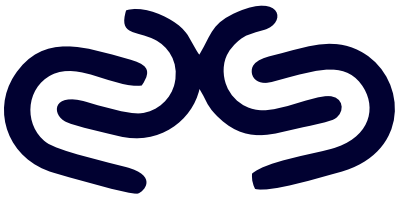

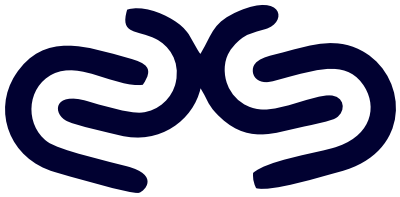

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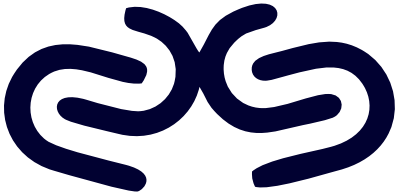

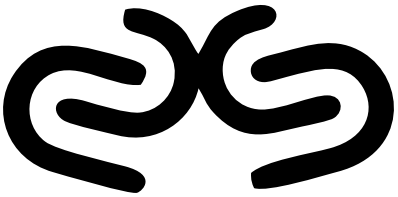

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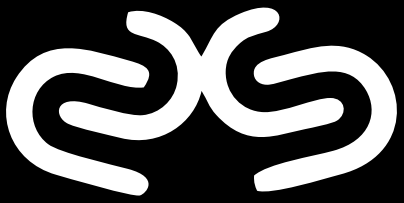

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A dark blue shade reminiscent of the deep, dark blue color of the night sky

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

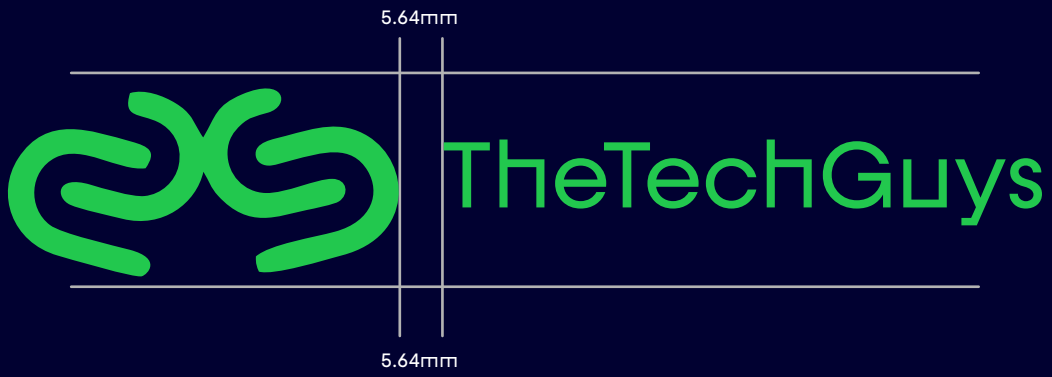
No font like me. I'm

Fractul Alt

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

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 cards, and patterns on cloths, bags, etc

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

Visualization by

Michael Ubek

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