



Brand Guidelines

2021

Main Logo



Symbol

Wordmark

Telivity_logo_main_eps

Brand

Logo

Version

- main
- 1color
- gradient
- dark
- white
- outline

File Format

- AI
- EPS
- PDF
- PNG
- JPG

Logo Variations



Main



1 color



Gradient



Dark



White



Outline

Logo Usage



Clear Space

Clear space is the area surrounding the Telivity logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure it stands out on all of our communications.

Minimum Size

To make sure the logo is always clear and legible, we have tested and established a minimum reproduction size.



0.25"  Telivity

07

Logo Usage



Treat the Logo Respectfully

The Telivity logo represents our identity and it is important to display it with as much consistency as possible.

This page shows some typical alterations to the logo that can degrade recognition or reduce its clarity.

Always remember that the more consistent the presentation of the logo the more powerful it will be.



DO NOT change colors



DO NOT set the logo on a not contrasting background



DO NOT rearrange logo elements



DO NOT use shadows



DO NOT set the logo against dark background



DO NOT stretch or alter the proportions



DO NOT add outlines



DO NOT set the logo against a busy pattern



DO NOT change the typeface

Montserrat

Primary Typeface

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Telivity communications. We have selected Montserrat and Arial, which helps inject energy and enthusiasm into the entire Telivity communications, as the primary and secondary corporate typefaces.

To download the font please visit:
<https://fonts.google.com/specimen/Montserrat>

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

SemiBold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Color Palette

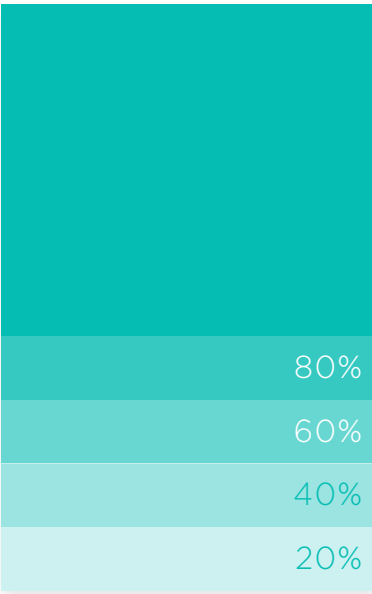


Primary Colors

Hex: #06bdb4

RGB 6, 189, 180

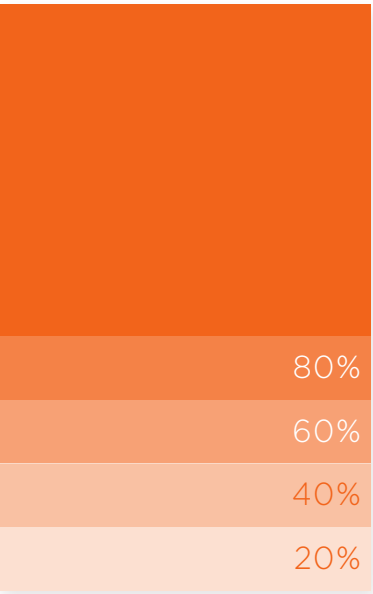
CMYK 72, 0, 37, 0



Hex: #f2641b

RGB 242, 100, 27

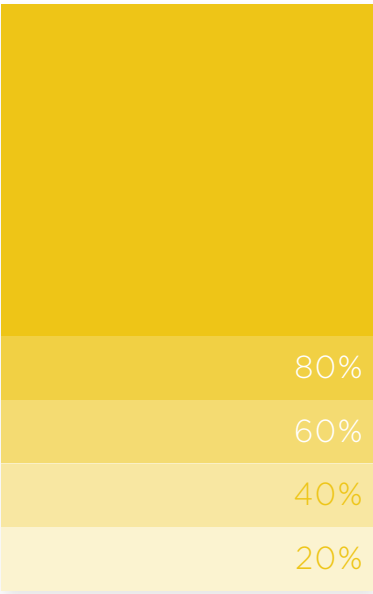
CMYK 0, 75, 100, 0



Hex: #eec517

RGB 238, 194, 23

CMYK 8, 20, 100, 0

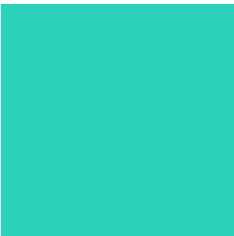


Secondary Colors

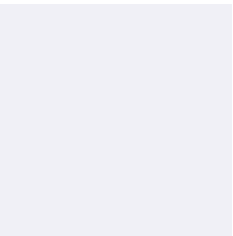
#00a692



#2cd1b9



#f0f0f6



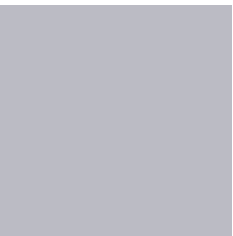
#016491



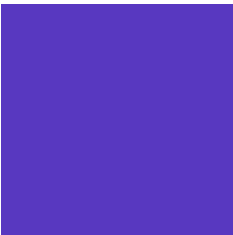
#ff7d36



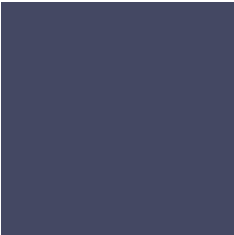
#bbbbbc4



#5838c0



#444863



#23273d

