# theasistant

Brand Guidelines

# logo

### **OVERVIEW**

The visual system defines the unique and proprietary assets that bring the brand to life.

#### Clear Zone

Our logo has a clear zone around it, to create prominence and to avoid interference.

No text or graphic elements can appear in this area.



#### Icon overview

When the use of the logo in small sizes is not possible due legibility, the icon is the alternate to use.

It must also be used consistently, respecting the clear areas around it.



# logo

USAGE

Logo variations provide flexibility for different spatial parameters and use cases.

Light Background



B/N Dark Background



B/N Light Background



Coloured Background



#### Note:

The logo is a trademark and should not be altered in any way. It must always be used consistently in its standardized form. This provides legal protection and aids recognition and awareness.

# logo

### LIMITATIONS



**DO NOT** place logo on top of a dark color.



**DO NOT** change the color of the logo.

the

# iconography

### USAGE

Our visual supporting icons are the same as the apple emojis.

They are familiar, uncomplicated and friendly, just like we are.



**DO NOT** place logo on top of an image.





**DO NOT** rotate, srtetch or squash the logo neither rearrange elements of the logo.



**DO NOT** place the logo on a busy background textures





**DO NOT** use drop shadow or any kind of effect on the logo.



SPECIFIC TASKS



SECRETARIAT TASKS



OFFICE MANAGEMENT TASKS



H.R. TASKS



COMMERCIAL TASKS



PERSONAL TASKS



ADMINISTRATIVE TASKS

# tipography

### SYSTEM

#### Primary Futura

Usable for titles

Regular
ABCDFEGHIJKLM
abcdefghiklmopqrz
0123456789

Black
ABCDFEGHIJKLM
abcdefghiklmopqrz
0123456789

#### Secondary Lato

Usable for sub-titles and body text.

Regular
ABCDFEGHIJKLM
abcdefghiklmopqrz
0123456789

Black ABCDFEGHIJKLM abcdefghiklmopqrz 0123456789

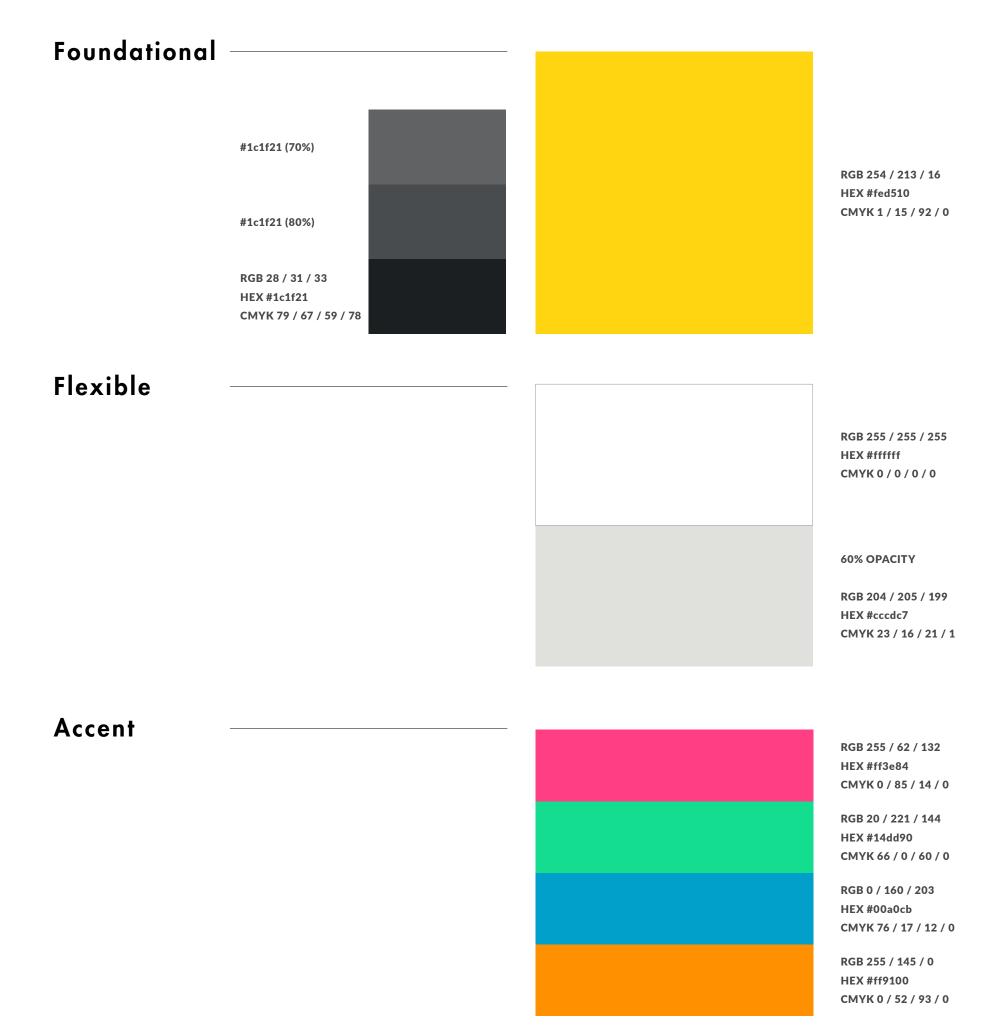
## color palette

### USES

Preferably, you must always reproduce TheAssistant logo in foundational colors on a white/grey background.

There are also defined accent colors for specific uses.

The specifications and percentages of use are visually represented as follows.



#### Note:

Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.