



# the assistant

Brand  
Guidelines

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# 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.



**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

## USAGE

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

### Light Background

the  
assistant

### B/N Dark Background

the  
assistant

### B/N Light Background

the  
assistant

### Coloured Background

the  
assistant

# logo

## LIMITATIONS



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



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



**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.

# iconography

## USAGE

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

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



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  
abcdefghijklmopqrz  
0123456789

Black  
ABCDFEGHIJKLM  
abcdefghijklmopqrz  
0123456789

### Secondary Lato

Usable for sub-titles and  
body text.

Regular  
ABCDFEGHIJKLM  
abcdefghijklmopqrz  
0123456789

Black  
ABCDFEGHIJKLM  
abcdefghijklmopqrz  
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.

### Foundational

#1c1f21 (70%)

#1c1f21 (80%)

RGB 28 / 31 / 33  
HEX #1c1f21  
CMYK 79 / 67 / 59 / 78

RGB 254 / 213 / 16  
HEX #fed510  
CMYK 1 / 15 / 92 / 0

### Flexible

RGB 255 / 255 / 255  
HEX #ffffff  
CMYK 0 / 0 / 0 / 0

60% OPACITY

RGB 204 / 205 / 199  
HEX #cccdc7  
CMYK 23 / 16 / 21 / 1

### Accent

RGB 255 / 62 / 132  
HEX #ff3e84  
CMYK 0 / 85 / 14 / 0

RGB 20 / 221 / 144  
HEX #14dd90  
CMYK 66 / 0 / 60 / 0

RGB 0 / 160 / 203  
HEX #00a0cb  
CMYK 76 / 17 / 12 / 0

RGB 255 / 145 / 0  
HEX #ff9100  
CMYK 0 / 52 / 93 / 0

**Note:**  
Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.