

Brand Guidelines

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01

Introduction

Hi Arielle!



Welcome to your brand book! In these pages, you will be guided through the essential elements that make up your brand and how to use them to create beautiful and consistent assets.

By following these guidelines, you can ensure that your brand is always communicated in a way that is authentic, meaningful, and memorable.

I am incredibly excited and honored to have been a part of this evolution and am forever excited to see what work you will embark upon next!

With love, Z

Logo Design

The T&C mark utilizes imagery of the iris flower to inspire notions of transformation, ascension, healing, and the driving out of hate through love and community action. These flowers rise from the figure at all stages of bloom to indicate continual growth through all stages of life.



Iris

+



Figure

=



Logo Mark



Color Logo Variations



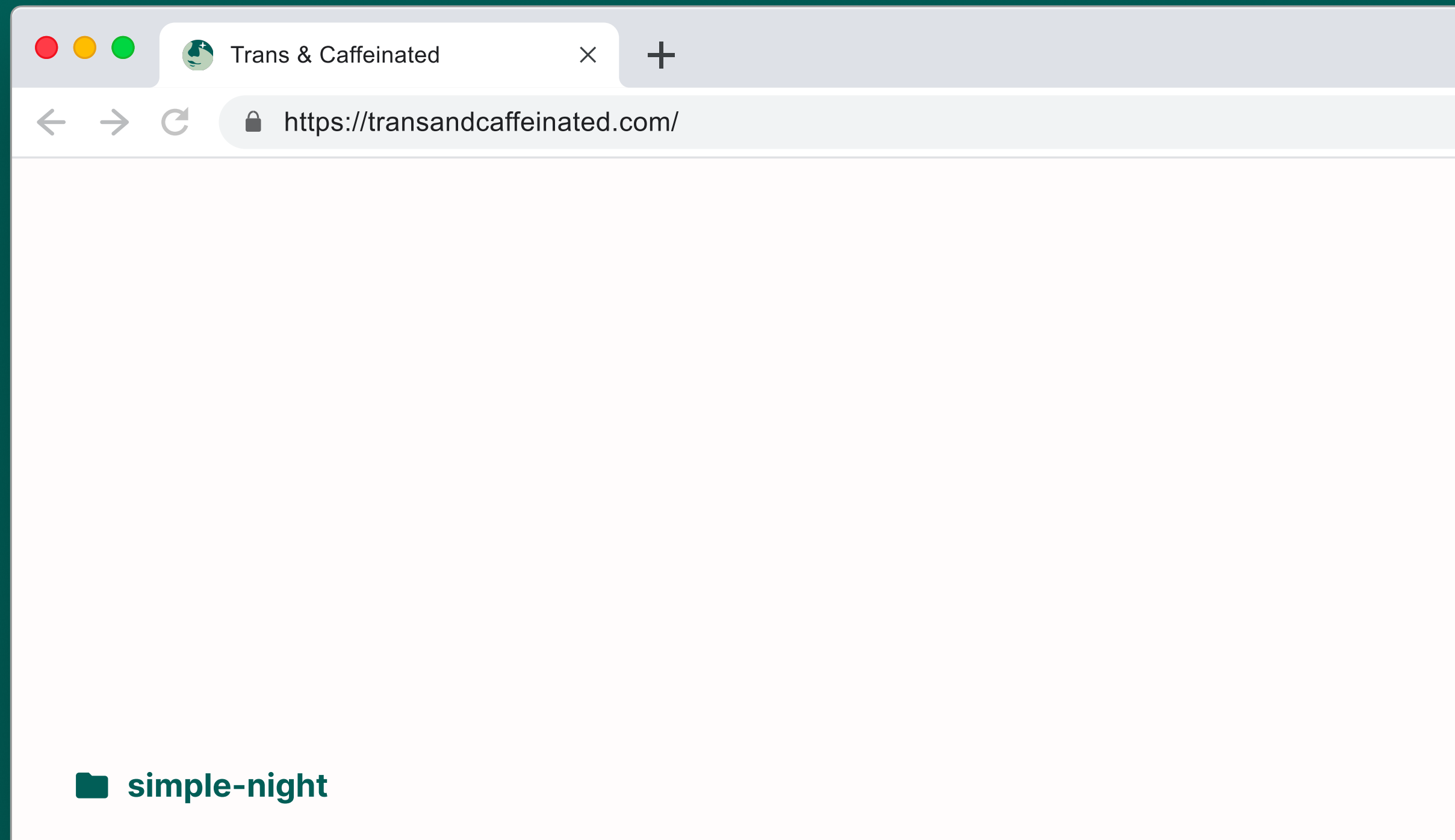
← Primary
○ ○ ○

Secondary →
○ ○

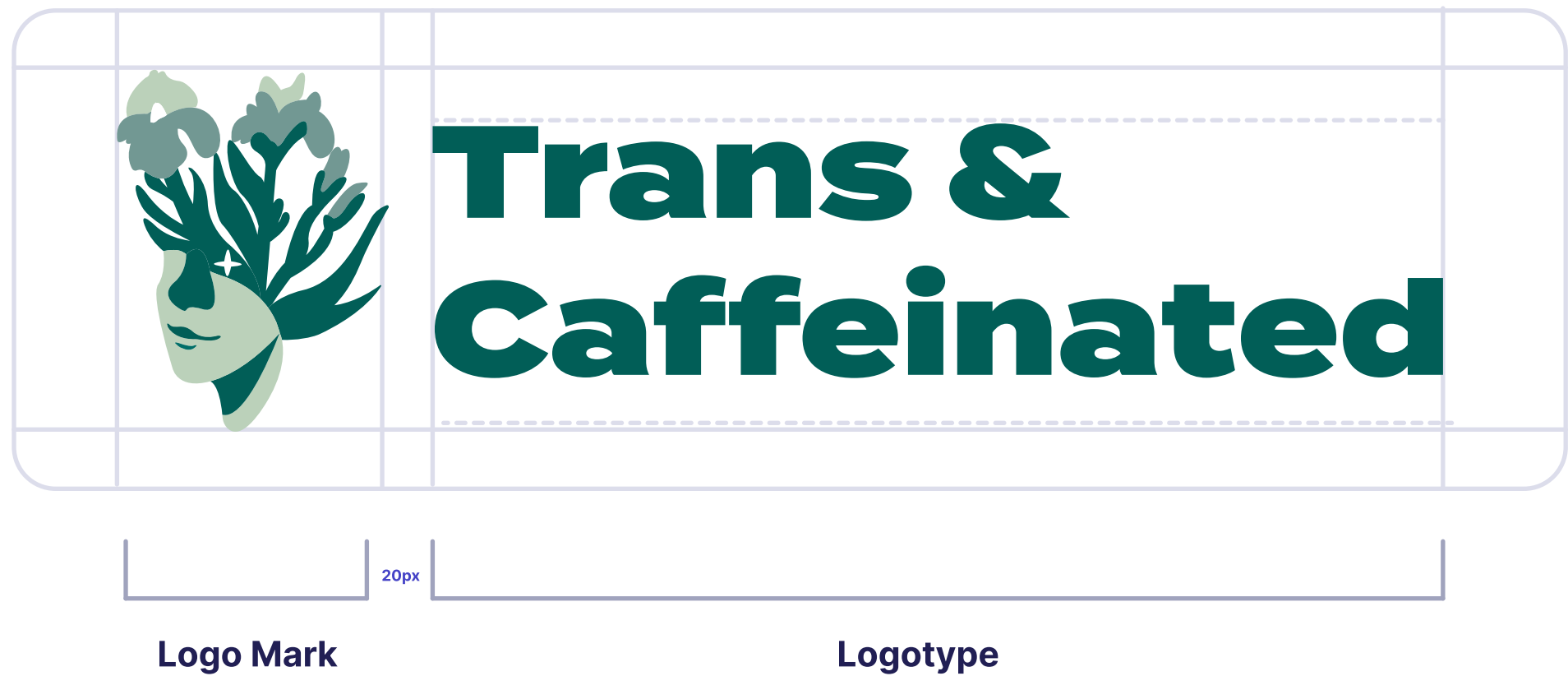


Hypersimplification (Favicons)

For very small use cases, a hypersimplified version of the logo may be used to retain legibility.



Horizontal Wordmark (detailed)



Horizontal Wordmark (detailed 2)

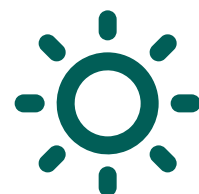
For when you want a bigger image and less text!



Logo Mark

Logotype

Horizontal Wordmark (simplified)



Horizontal Logos (secondary colors)

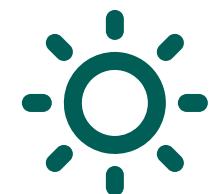


**Trans &
Caffeinated**

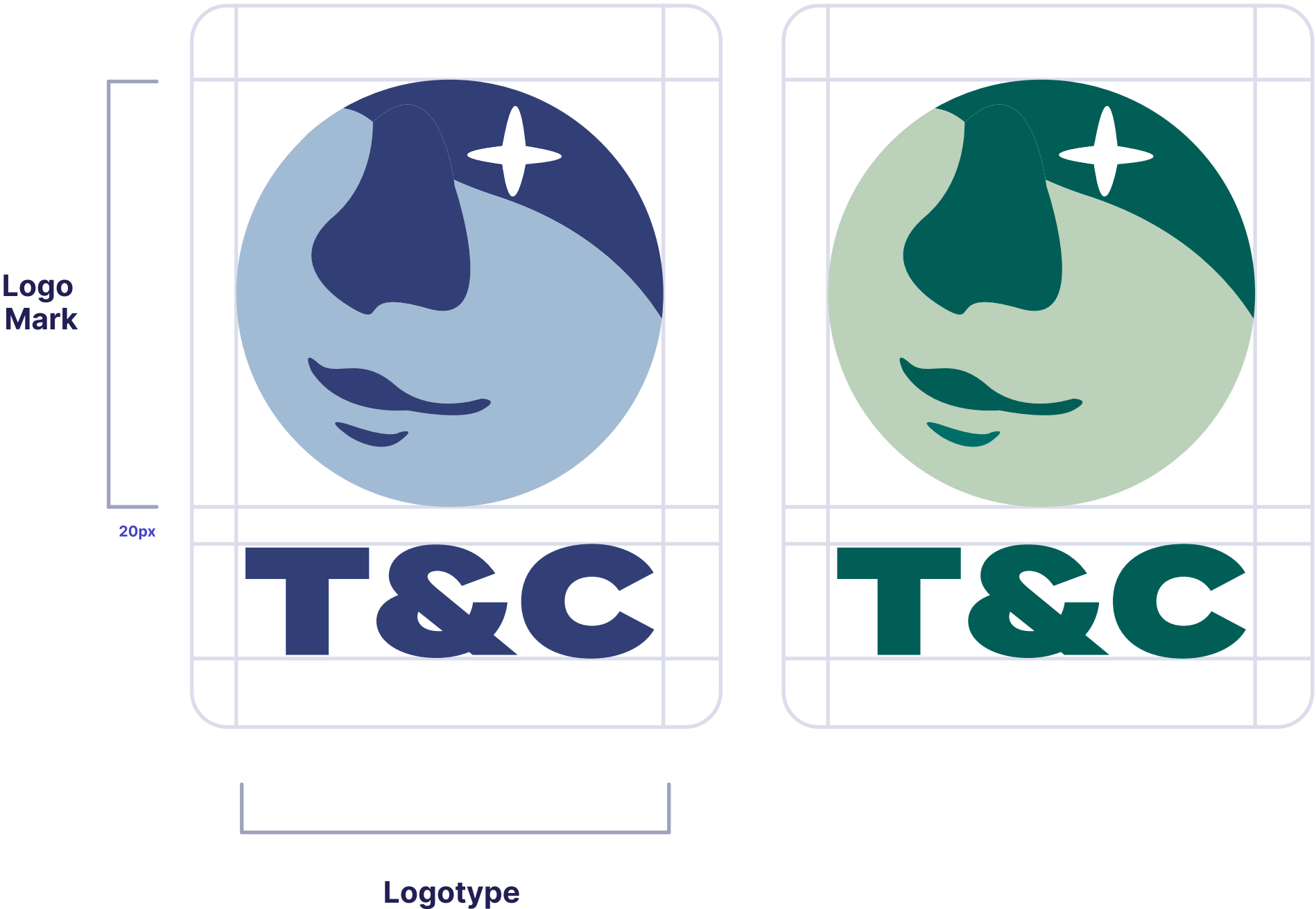


**Trans &
Caffeinated**

Vertical Logo (detailed)



Vertical Logo (simplified)

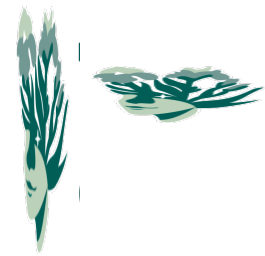


Logo Misuse

The Logo Misuse section of a brand book outlines guidelines for what not to do with the brand's logo, in order to avoid misrepresenting the brand.

This section is particularly important to ensure that the logo is not used inappropriately or in a way that conflicts with the brand's values and messaging.

01 stretched/contorted



02 incorrect colors (partial)



03 using night mode mark on light bg
(can't see text)



04 incorrect colors (fully recolored)



05 applying drop shadow



06 applying outline



07 alternate fonts in wordmarks



08 mixing mark elements



02

Graphic Elements

Color Palette - Primary

The primary palette is based upon the lush green of plant life, built around the darkest shade, a close cousin of Phtalo Green.

White

#FFFFFF

Green (Light)

#BBD1BA

Green (Mid)

#729893

Green (Dark)

#015E57

Color Palette - Secondary

The secondary palette is a simplified blue palette, pulling from the cool dark colors found in variations of irises as the darkest tone.

White

#FFFFFF

Blue (Light)

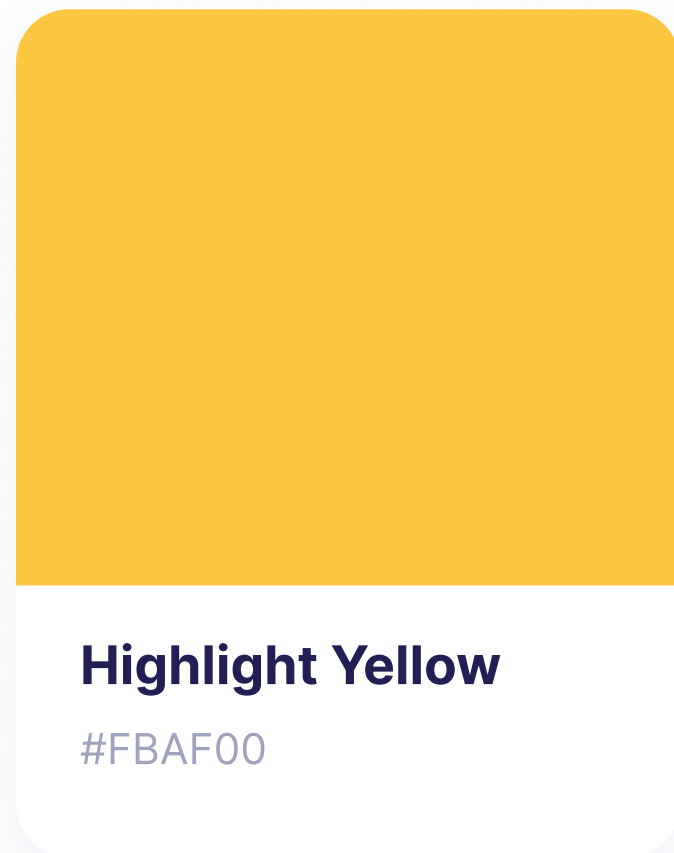
#A2BBD4

Blue (Dark)

#313F76

Color Palette - Accents

The two accent colors below may be used **sparingly** (see next slide) to keep the primary and secondary palettes from feeling too limited.















Color Usage Rules and Ratios

When creating assets with the brand palette, especially digital assets, it is important to adhere to the **60-30-10 rule**, which states that a primary, secondary, and accent colors should be used in 60% 30% 10% proportions. Most digital assets you need to make may be achieved with 2 or 3 colors. See the next page for **all accessible pairs**.



Every Accessible Text Pairing

By adhering to the combination options below, you can be certain that your text content will always retain accessible contrast ratios and a cohesive appearance!

1	Green (Dark) + White	+ Inverse :)	 	Contrast Ratio 7.66:1
2	Green (Dark) + Green (Light)	+ Inverse :)	 	Contrast Ratio 4.72:1
3	Green (Dark) + Highlight Yellow	+ Inverse :)	 	Contrast Ratio 4.89:1
4	Blue (Dark) + White	+ Inverse :)	 	Contrast Ratio 9.98:1
5	Blue (Dark) + Blue (Light)	+ Inverse :)	 	Contrast Ratio 5.03:1
6	Blue (Dark) + Highlight Yellow	+ Inverse :)	 	Contrast Ratio 6.37:1

WCAG 2.0 level **AA** requires a contrast ratio of **at least 4.5:1 for normal text and 3:1 for large text.**

WCAG Level **AAA** requires a contrast ratio of **at least 7:1 for normal text and 4.5:1 for large text.**

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Whenever we can fulfill WCAG AAA standards, that's good! But we always want to hit AA as a baseline.

What about highlight tangerine and green (mid)? **We may use these colors decoratively as accents, underlines, etc.** More details in usage section.

Typography

Aa

Termina

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Aa

Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Characters

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

Header (Termina)

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

Body (Roboto)

Typography with Brand Colors

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

ABC

Greyscale Mark

Used when you know something will be in greyscale (print matter is a great example).



**Trans &
Caffeinated**



**Trans &
Caffeinated**

Additional Illustrative Assets

To be used for flavor, **not** as a replacement for logo graphics.



03

Usage

Web Components

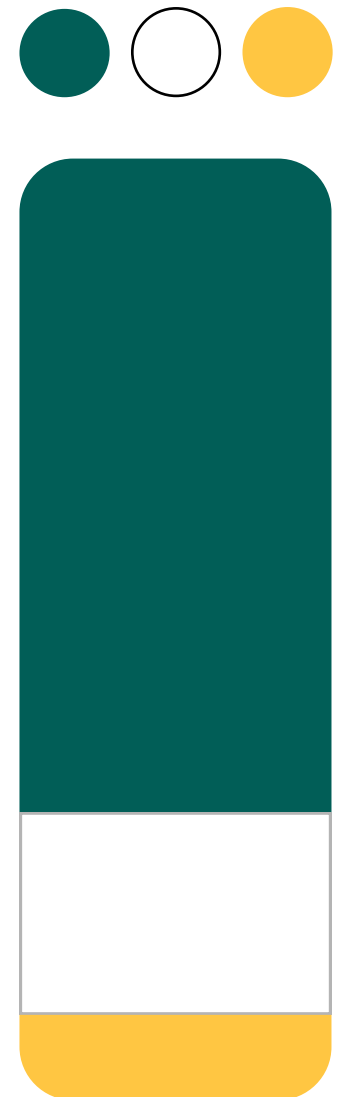
Using the 60-30-10 rule, we can use our primary, secondary, and accent colors to create a number of web component combinations with headers, body text, and buttons.



Trans & Caffeinated Consulting

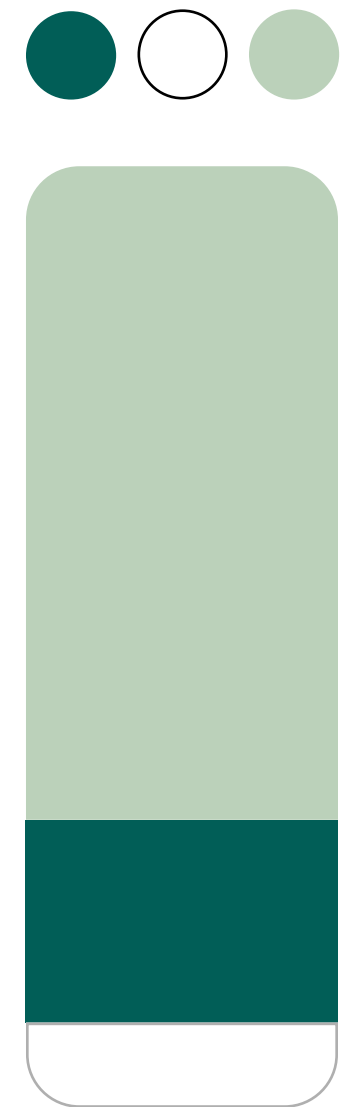
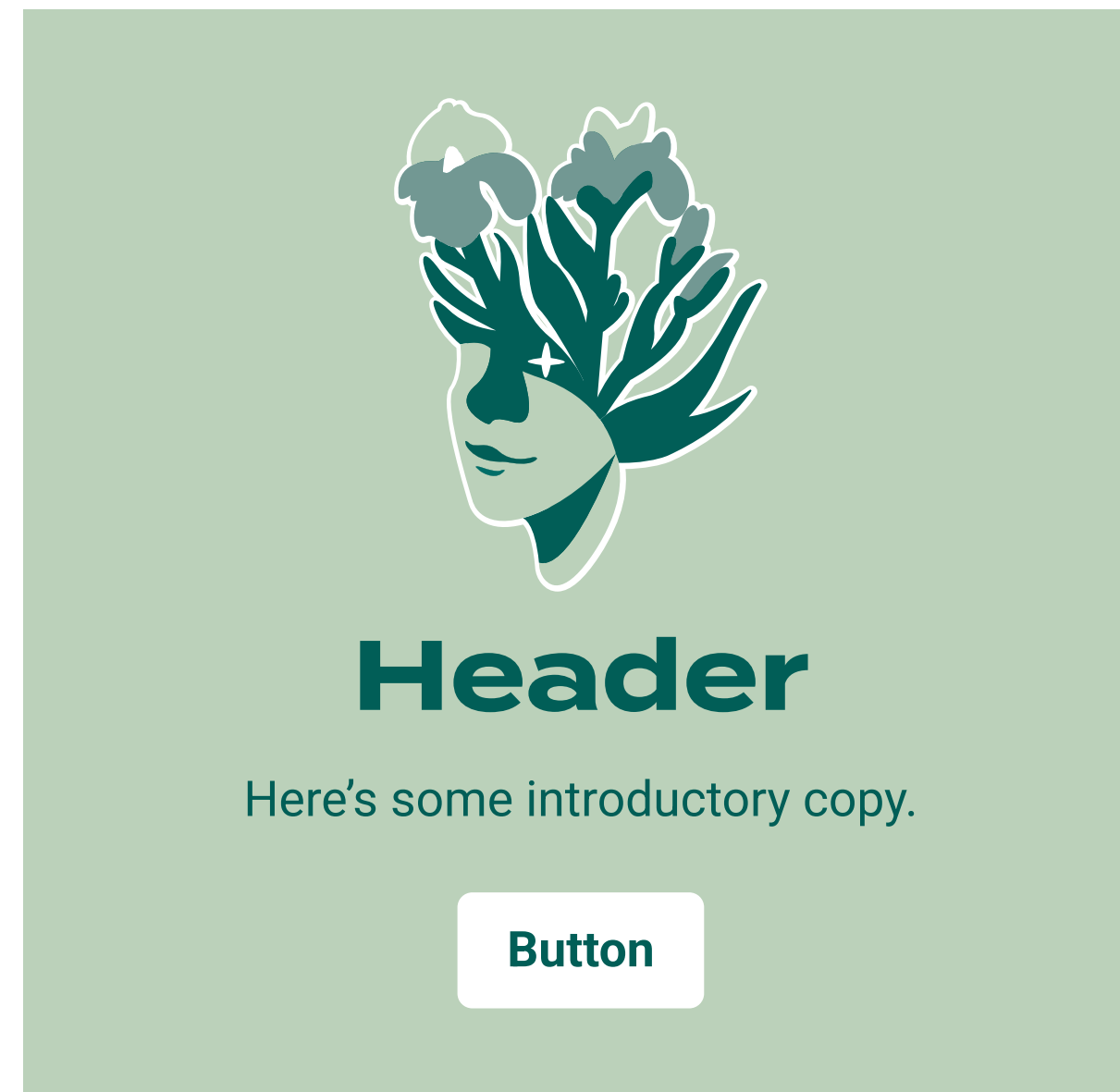
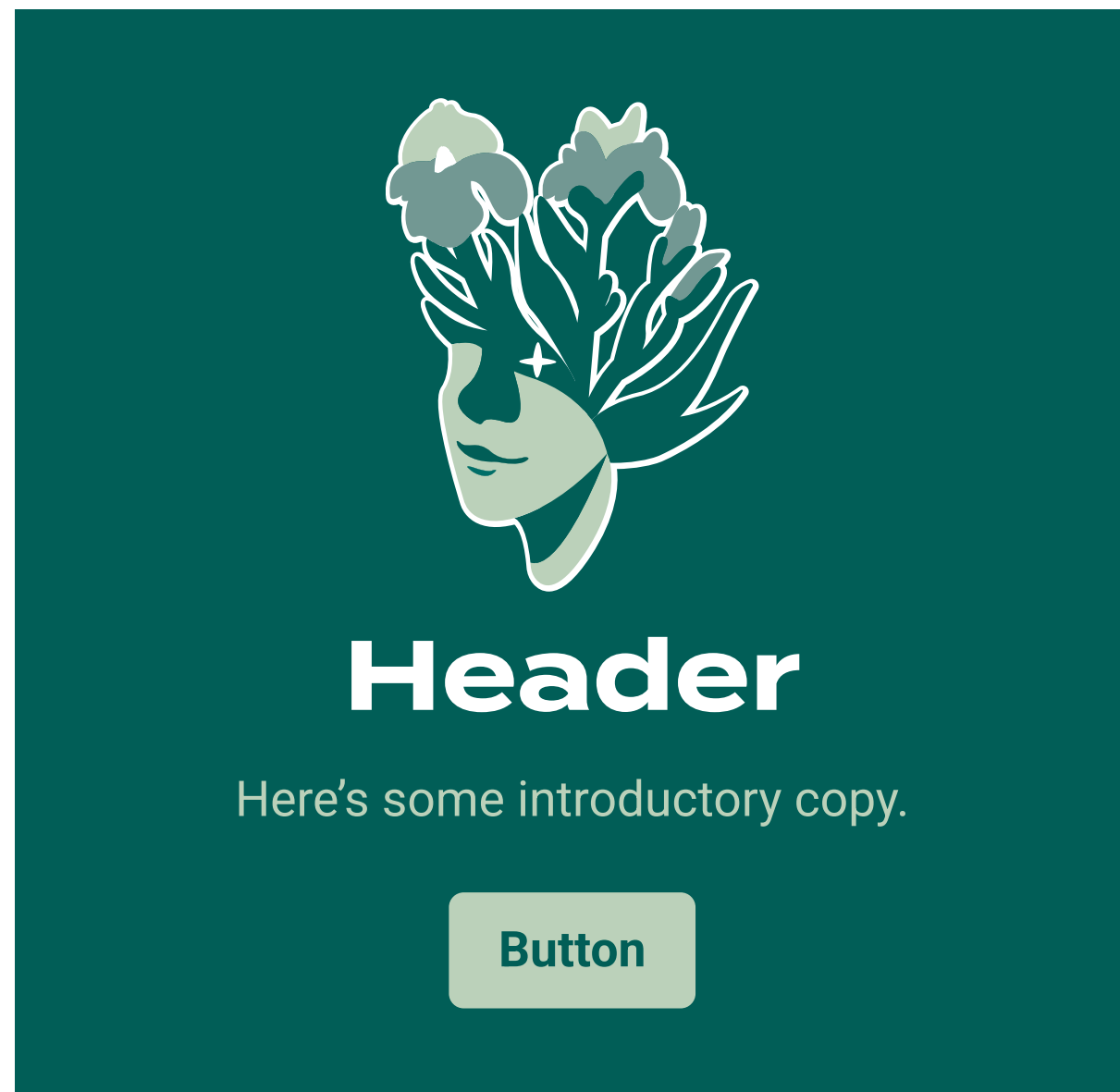
Here's some introductory copy.

Services



Web Components (2)

By playing with background and foreground options, you can achieve light and dark mode components for your website.





Header

Intro copy


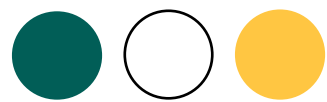
Button



Header

Intro copy


Button



Header

Intro copy


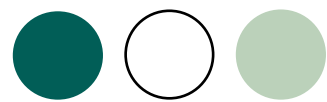
Button



Header

Intro copy

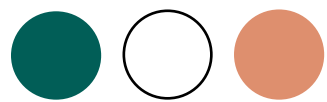
Button



Header

Intro copy

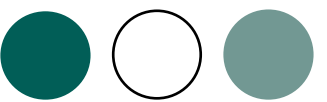
Button



Header

Intro copy

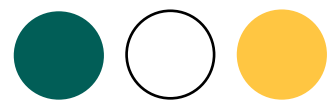
Button



Header

Intro copy

Button



This row demonstrates ways that we can use green (mid) and highlight tangerine decoratively in digital and web assets without sacrificing accessible contrast ratios.

Underlines and decorative graphics are both great ways to achieve this.



Header

Intro copy

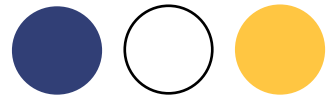
Button



Header

Intro copy

Button



Header

Intro copy

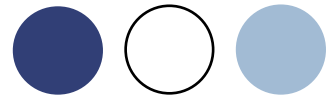
Button



Header

Intro copy

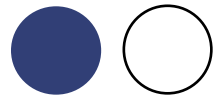
Button



Header

Intro copy

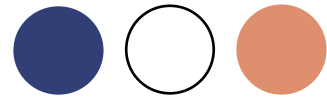
Button



Header

Intro copy

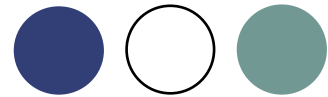
Button



Header

Intro copy

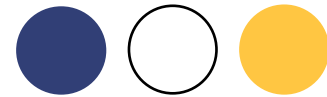
Button



Header

Intro copy

Button



Business Cards



Pitch Deck

TRANS & CAFFEINATED

An introduction



Merch



Social Media

 **transandcaffeinated**  

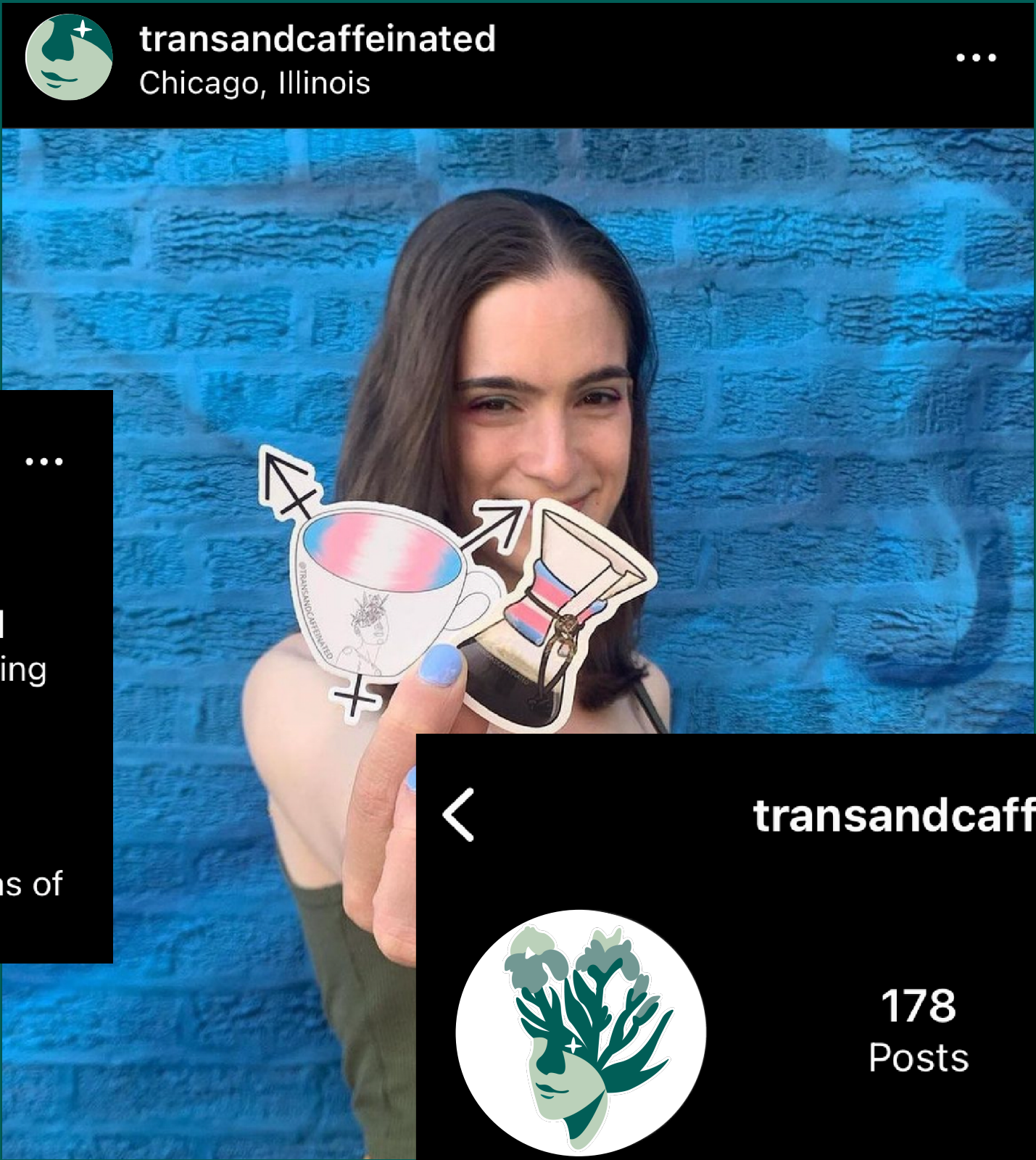


178
Posts

1,903
Followers

541
Following

Trans & Caffeinated
Consulting agency
Event planning & workplace training through the lens of
trans liberation. Certified LGBTBE. #TransOwned



 **transandcaffeinated**  



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Posts

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Usage Warnings

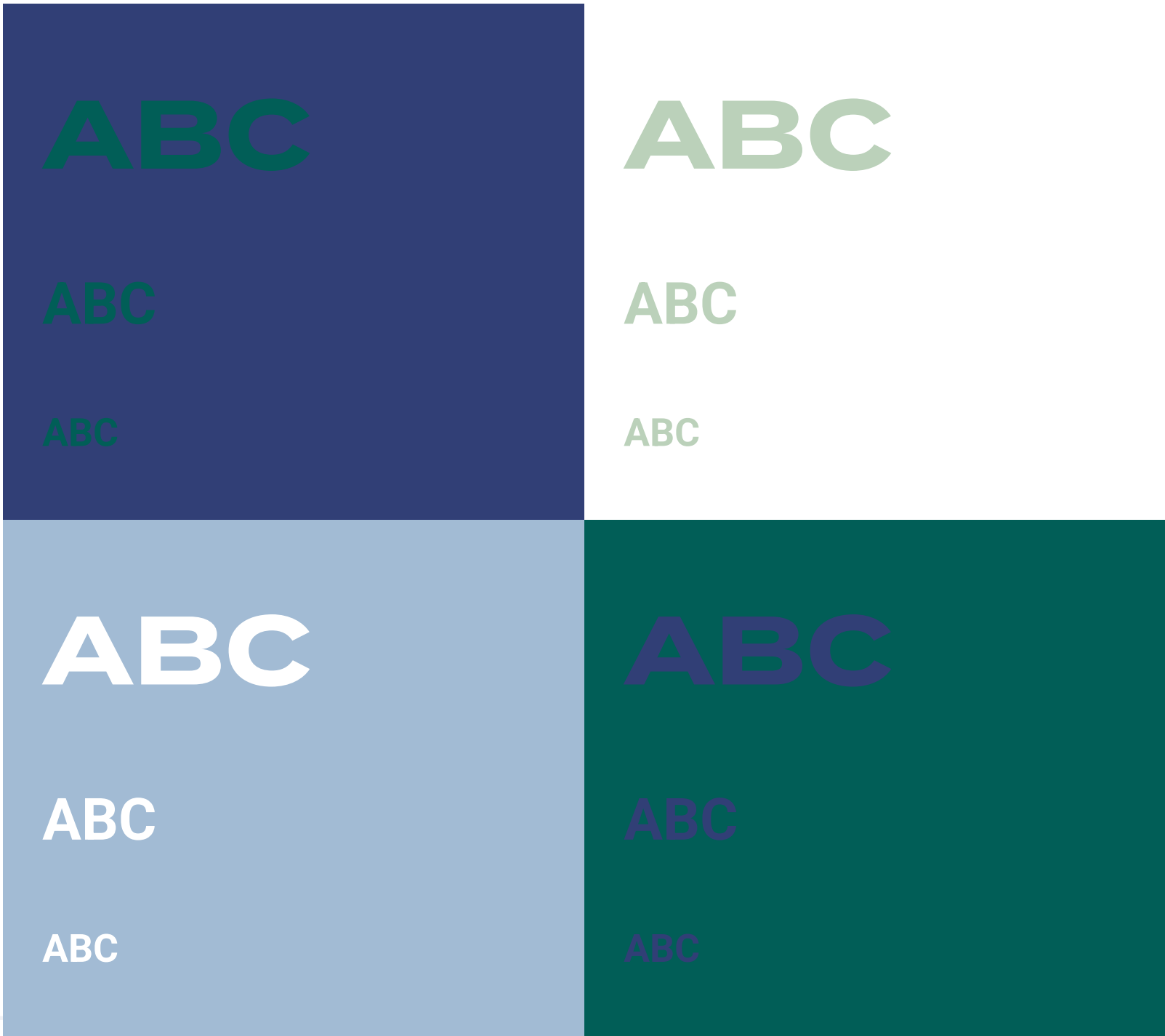
01 don't use illustrative assets in wordmark variation as you will lose legibility of the mark



02 don't mix primary and secondary palettes within a single asset
(this makes us lose brand consistency and continuity)



03 always **be aware of contrast ratio** when choosing background and text colors
(“typography with brand colors” slide exhibits accessible options)



Usage Warnings (Web)

01 when working on web components, do your best to **avoid mixing dark and light colors from the primary and secondary palettes**

02 also avoid using accent colors as a primary color



Mixing these colors looks a bit... off.
When in doubt, using the combos on
the prior slides is always a safe bet.

