



TESF Brand kit + style guide

Brand Guidelines

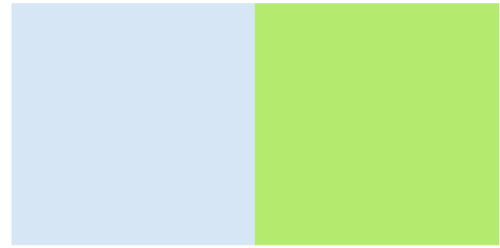
- Logo Usage: Utilize the navy blue as the primary color for your logo to ensure it stands out, especially on digital platforms.
 - For print or merchandise, consider the background color carefully; suggested use: White (#FFFFFF) or Light blue (#D7E8F9).
- Color Application:
 - Use Sky Blue (#0072BC) and Lime Green (#B5ED6F) to highlight important information or calls to action on your website, in marketing materials, and social media graphics.
 - Light blue is perfect for backgrounds or to soften designs without overwhelming them with brighter colors.
 - Navy blue or black should be used for text to ensure readability, especially against lighter backgrounds.
- Imagery and Icons: Opt for images that evoke emotions of trust, recovery, and support, complemented by icons that are simple and clear. Ensure that imagery has a consistent filter or style to maintain brand cohesion.
- Typography Use: Montserrat should be the go-to for most text, with Lato as a supportive element for diversity in your visual communication. Maintain good contrast and legibility by balancing font sizes and weights appropriately.

Color palette:



Navy Blue

Sky Blue



White

Light Blue

Lime Green

Hex # guide:

- Navy blue: #0D216B
- Sky blue: #0072BC
- White: #FFFFFF
- Light blue: #D7E8F9
- Lime green: #B5ED6F

Typography

- Primary Typeface: Montserrat - This sans-serif typeface is versatile and modern, with clean lines that complement the straightforwardness and reliability suggested by your color palette. It's suitable for headlines and body text alike, offering good readability across digital and print mediums.
 - Secondary Typeface: Lato - Another sans-serif typeface that pairs well with Montserrat but offers a slightly different character with its rounder letters. Lato is ideal for subheadings and smaller text, providing a subtle contrast to Montserrat while maintaining harmony in your brand's typography.

Note: For questions re: TESS brand guidelines and for general inquiries, please email info@thomasesmithfoundation.org