



## Brand Guidelines



[trafficloop.ai](https://trafficloop.ai)

## Brand Guidelines

# Our Brand

In this document, you will find detailed guidelines on how to represent the brand consistently and distinctively, from color choices to logo usage and typography. This manual is intended to ensure that every expression of the brand, both internally and externally, reflects our essence, promoting a strong and recognizable image.



## Brand Guidelines

# Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



## Brand Guidelines

# Color Palette

Our color palette is inspired by the very essence of technology and the lightning speed of modern connections. Each shade is a symphony of energy and innovation, evoking the relentless rhythm of digital progress and the invisible power that keeps us all connected. The chosen colors pulse with dynamism, reflecting the fluid elegance of data in motion and the constant transformation of the hyperconnected world.

#5F249F

#000000

## Brand Guidelines

# Typography

Font used: Space Grotesk bold, Space Grotesk light.

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

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# Do's and Don'ts

Ensuring brand consistency across all platforms is key in building recognition and trust. Here are some basic guidelines to ensure our brand is represented appropriately:

### Do's

- **Use Official Color Palette**  
Ensure you use the brand's specified colors in all assets.
- **Follow Imagery Style**  
Use photography and illustrations that match the brand's aesthetic.
- **Typography Consistency**  
Use the specified fonts and styles in the brand guidelines for all written communications.
- **Consistent Messaging**  
Ensure the message delivered is aligned with our brand values.

### Don'ts

- **Modify the Logo**  
Do not alter, distort, or change the logo colors without permission.
- **Inappropriate Color Usage**  
Do not use colors that are not included in the brand's official palette for brand representation.
- **Misuse Design Elements**  
Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.
- **Conflicting Messages**  
Avoid communications that contradict or obscure our brand message.

## Brand Guidelines

# Legal Guidelines

Legal protection is a fundamental foundation in maintaining the strength and integrity of our brand. Below are some basic legal principles that must always be followed:

- **Copyright**

All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

- **Licensing**

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

- **Unauthorized Use**

Avoid unauthorized or potentially brand-damaging use of our brand assets.

- **Trademark**

Logos, slogans, and other brand elements have been registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

- **Objections and Violations**

Immediately report any objections or violations against our brand to our legal department.

- **Marketing Material Approval**

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.



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