

Brand Guidelines

This is a guide to the basic elements
that make up 3YOURMIND.

Our Logo

The logo is the most visible identifier of the brand. There are 3 version of the logo. The standard version of the logo includes the icon to the left in color as well as the text. Unless it is impossible, the standard logo should always be used.



Minimum safety area

Standard Rules

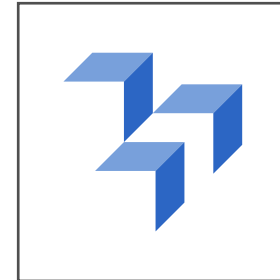
- The Logo should always appear in its entirety as shown.
- The Logo should maintain a minimum safe area all around.
- The Logo should never appear smaller than 8mm height.
- Always use PNG instead of JPG whenever possible.
- Do not scale up or stretch the PNG/JPG files.
- If you need a bigger version ask Felix

Secondary Version

The Secondary versions of the logos should be reserved for only when it is impossible to use the standard logo.



Use Logo-white-text.png on dark backgrounds



Logo Icon



Use Logo-white-all.png on colored backgrounds.



Logo Icon-white

Incorrect Uses 1.

These are examples of the incorrect and not allowed uses of the logo.



Do not alter the font of the logo



Do not change/move the elements of the logo.



Do not remove elements from the logo



Do not rotate the logo



Do not alter the colours of the logo



Do not invert the colours of the Logo



Do not use the logo without the safe margins



Do not stretch/distort the main shape of the logo



Do not use the logo on backgrounds with a pattern



Do not use the logo inside any kind of text or headline

Incorrect Uses 2.

These are examples of the incorrect and not allowed uses of the brand name.

In a body of text the brand name should always be written in all caps.

- ✗ Lorem Ipsum 3yourmindD
- ✗ Lorem Ipsum 3yourmind
- ✗ Lorem Ipsum 3yourMind
- ✓ Lorem Ipsum 3YOURMIND

As a URL the brand name should always be written in lower case

- ✗ THREEYOURMIND.COM
- ✗ 3YOURMIND.COM
- ✗ 3-your-mind.com
- ✓ 3yourmind.com

Colour Palette

The colour palette is representative of the values of the brand.



#2c66c4

RGB
44, 102, 196

CMYK
83, 62, 0, 0

Uses
Logo, Titles

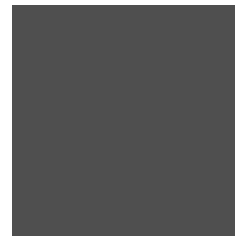


#78a0db

RGB
120, 160, 219

CMYK
52, 29, 0, 0

Uses
Logo



#4f4f4f

RGB
79, 79, 79

CMYK
65, 57, 57, 35

Uses
Logo, Text



#a0a0a0

RGB
160, 160, 160

CMYK
40, 32, 33, 0

Uses
Logo, Text



#ff7800

RGB
255, 120, 0

CMYK
0, 66, 100, 0

Uses
Buttons, CTA

Colour Palette

Open Sans is our typeface.

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{|:;'"<>?.,/

Headline

Open Sans Bold

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{|:;'"<>?.,/

Sub-headline

Open Sans Semibold

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{|:;'"<>?.,/

Body

Open Sans Regular

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#\$%^&*()+[]\{|:;'"<>?.,/

Quotes and other

Open Sans Light