



Brand Guidelines

Visual Identity & Design Standards

Version 1.0 · 2025



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Brand Overview

Discover the essence of Tawabiry's visual identity

Our Brand

Tawabiry stands for trust, innovation, and efficiency in queue management. Streamline customer flow, cut wait times, and enhance service quality — all with one seamless solution.

Brand Values

Innovation

Cutting-edge technology and forward-thinking solutions

Trust

Reliable, secure, and dependable queue-management platform

Excellence

High-quality content and superior user experience

Design Principles

Simplicity: Clean, uncluttered designs that enhance usability

Consistency: Uniform application across all touchpoints

Accessibility: Inclusive design for all users



Logo & Identity

Official logo usage and identity guidelines

Primary Logo



Light Background



Dark Background



Brand Background

Clear Space

Maintain a minimum clear space around the logo equal to the height of the logo mark. This ensures the logo remains impactful and legible.

Minimum Size

Digital: 32px height minimum

Print: 15mm height minimum

Logo Variations

Available Formats

- Primary logo (full color)
- Monochrome version
- Reversed/white version
- Icon-only version



Brand Colors

Our primary brand color palette

Primary Brand Colors

PRIMARY

Ocean Blue

#17222D

Primary brand color for backgrounds and navigation

SECONDARY

Concrete Turquoise

#13404D

Secondary backgrounds, gradients and cards

ACCENT

Crystal Blue

#34F5C5

Primary accent for CTAs and highlights

ACCENT

Baby Blue

#1DCDFE

Secondary accent for interactions

Supporting Colors

TEXT

Coal Black

#2F2E41

Primary text and deep
backgrounds

ERROR

Lava Red

#B41818

Error states and
destructive actions

UI

Lava Black

#444444

Dark UI elements and
backgrounds

EMPHASIS

Ignite Black

#3E3E3E

Bold text and emphasis
elements



Color Usage Guidelines

Color Combinations

**Ocean Blue + (Crystal
Blue OR White)**

High contrast pairing

**Concrete Turquoise +
Baby Blue**

Gradient combination

Coal Black + Off White

Text on background



Grey Shades

UI elements and typography support colors

Grey Color System

Our comprehensive grey palette provides subtle variations for text hierarchy, borders, backgrounds, and interactive states across web and mobile platforms.

<div>LIGHT</div> <div>Off White</div> <div>#D9D9D9</div> <div>Light backgrounds and content areas</div>	<div>BORDERS</div> <div>Shark Grey</div> <div>#C5C5C5</div> <div>Subtle borders and dividers</div>	<div>DISABLED</div> <div>Slight Slate Grey</div> <div>#C3C3C3</div> <div>Disabled states and light borders</div>	<div>STANDARD</div> <div>Lite Grey</div> <div>#ADADAD</div> <div>Standard borders and inactive elements</div>
<div>TEXT</div> <div>Slate Grey</div> <div>#7D7D7D</div> <div>Secondary text and metadata</div>	<div>BODY</div> <div>Dark Grey</div> <div>#515151</div> <div>Body text and readable content</div>		



Typography

Font families, weights, and sizing system

Jost

Primary Font Family

Used for headings, navigation, and main content areas

Bold (700)

Headings, emphasis

Semibold (600)

Subheadings, UI elements

Regular (400)

Body text, paragraphs

Inter

Secondary Font Family

Used for UI components, technical content, and data

Bold (700)

Button labels, CTAs

Medium (500)

Form labels, captions

Regular (400)

Interface text, data

Type Scale

Heading Large (32px)

Heading Medium (24px)

Heading Small (20px)

Body Text (16px)

Small Text (14px)

Caption Text (12px)

Spacing System

8-Point Grid System

All typography sizes, margins, padding, and spacing should follow our 8-point grid system for consistent visual rhythm and alignment.

Primary Scale (Multiples of 8)

8px · 16px · 24px · 32px · 40px · 48px · 56px · 64px

Use for: Font sizes, major spacing, component dimensions

Secondary Scale (Multiples of 4)

12px · 20px · 28px · 36px · 44px · 52px · 60px

Use for: Intermediate values when 8px increments are too large

Examples:

- Button padding: 16px horizontal, 8px vertical
- Card margins: 24px between cards
- Section spacing: 32px or 48px
- Small gaps: 8px or 12px
- Icon sizes: 16px, 24px, 32px



Usage Guidelines

Dos and don'ts for brand implementation

✓ Do's

- ✓ Use our official logo files
- ✓ Maintain minimum clear space around logo
- ✓ Use approved color combinations
- ✓ Ensure proper contrast ratios
- ✓ Follow typography hierarchy
- ✓ Use consistent spacing

✗ Don'ts

- ✗ Modify or distort the logo
- ✗ Use unapproved colors
- ✗ Add effects or shadows to logo
- ✗ Place logo on busy backgrounds
- ✗ Use more than 3 font weights
- ✗ Ignore accessibility standards

Accessibility Requirements

Color Contrast: Minimum 4.5:1 ratio for normal text, 3:1 for large text

Font Size: Minimum 14px for body text, 16px recommended



Brand Applications

How to apply the brand across different mediums

Digital Applications

Website

Use full brand palette with proper contrast ratios. Implement consistent spacing and typography.

Mobile App

Focus on readability and touch-friendly interfaces. Use simplified color schemes.

Social Media

Consistent profile imagery and post templates. Use brand colors for highlights.

Print Applications

Business Cards

Use Ocean Blue background with Crystal Blue accents. White or reversed logo.

Presentations

Use brand gradient backgrounds. Maintain consistent slide layouts and typography.

Marketing Materials

Bold use of brand colors with clear hierarchy. Ensure logo visibility.

File Formats

Logo Files: SVG (preferred), PNG, PDF

Print: High-resolution PDF, EPS

Digital: SVG, PNG (transparent background)



Contact Information

Get in touch for brand guidance and support

Brand Inquiries

For press inquiries and additional brand assets

contact-us@tawabiry.com

Design Support

Need help implementing these guidelines?

contact-us@tawabiry.com

Brand Assets Download

Download the complete brand asset package including:

- Logo files in multiple formats
- Color palette swatches
- Font files and licenses
- Template files
- Brand photography guidelines

Download our Media Kit at www.tawabiry.com/en/release-content

Version History

Version 1.0 - August 2025

Initial brand guidelines release

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