

TYME Visual Identity at a Glance

Logo

LOGO FAMILY



MINIMUM SIZES

The minimum size of the TYME logo is 1 inch.
The trademark symbol (TM) may be removed.



CLEAR ZONE

The TYME logo should have a safe space that is free of any visual elements, meaning text, imagery, other logos. A clear zone of white space surrounding the logo must be respected. Allow for a clear zone around the TYME Logo of at least half the size of the "T" in TYME.



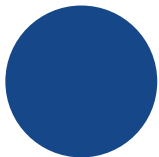
LOGOMARK

It is important that the appearance of the logomark remains consistent. The logomark should not be misinterpreted, modified, or added to. At this time, we are only using the logomark as a favicon.

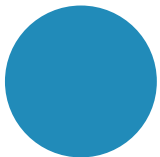


Color

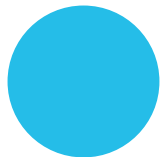
BREAKDOWN



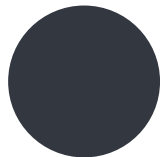
PMS: 286C
CMYK: 100, 75, 0, 0
RGB: 28, 70, 135
HEX: #1D4687



PMS: 7689C
CMYK: 77, 25, 6, 11
RGB: 41, 143, 194
HEX: #298FC2



PMS: 306C
CMYK: 75, 0, 5, 0
RGB: 0, 181, 226
HEX: #00B5E2



PMS: Cool Gray 11C
CMYK: 44, 34, 22, 77
RGB: 83, 86, 90
HEX: #53565A



PMS: Cool Gray 3CP
CMYK: 8, 5, 7, 16
RGB: 201, 202, 199
HEX: #CACAC7

COLOR PROPORTION

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.



Typography

PREFERRED TYPEFACE

Nunito Sans is the preferred typeface for all TYME communications. Use Nunito Sans for professionally produced communications — materials produced by a professional printer or created by a professional designer.

Nunito Sans Regular Nunito Sans Italic
Nunito Sans Bold Nunito Sans Bold Italic
Nunito Sans Black Nunito Sans Black Italic

DEFAULT TYPEFACE

When Nunito Sans is not available, Arial should be used. Use Arial for all Microsoft Office applications, including PowerPoint slides and Microsoft Word templates. Arial is a system font and does not need to be purchased.

Arial Regular *Arial Regular Italic*
Arial Bold *Arial Bold Italic*
Arial Black *Arial Black Italic*