



Brand Guidelines

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Overview

The Tevalis logo is a key representation of the company and should be included in all documents, artwork, and other media where Tevalis is the primary focus or is referenced within the content.

The logo should always have clear visual priority and must not be overlapped, obscured, distorted, or diminished by other visual elements.

Three logo variations are available, as shown to the right, offering flexibility and a strong visual presence across backgrounds and applications.

The dots mark may also be used on its own where appropriate, such as for social media profiles, favicons, and other digital or physical touchpoints where the full logo isn't practical.

Black and white logo versions are available where the full-colour logo isn't suitable.



Pink Dots with Black Text



Pink Dots with White Text



Black Dots with White Text

Border spacing

Logo boundaries should always be considered to maintain visibility and ensure consistent use.

The logo requires positive space at all times, measured by the width of the 'e' from the logo.

This example shows the space needed for the logo to stand out on its own in any application.

Border spacing example



Position & rotation

The logo should always complement what it's on and not be an afterthought. Never compromise the logo with rotation or negative positioning.

The position examples demonstrate that priority should be given to the logo, and content should be considered only after adequate space and position have been allocated to the logo.

The logo's position should always be upright and should never be rotated to fit a design style or for any other reason. Such movements can visibly weaken the logo and devalue the brand.

Position



Rotation



Sizing & scale

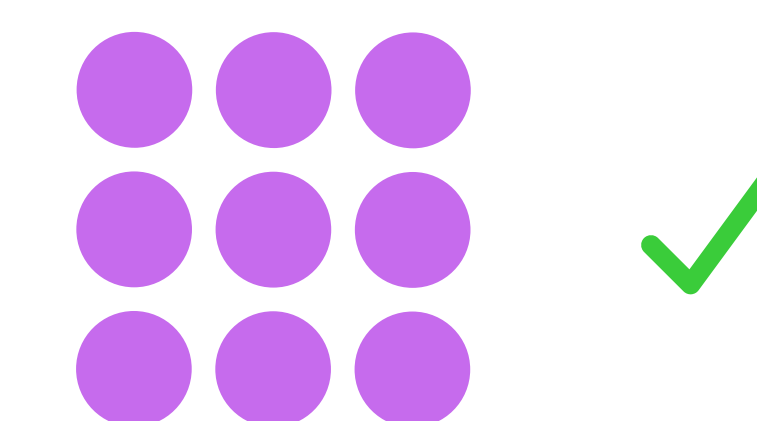
The logo should always be scaled evenly and consistently to maintain the brand's integrity.

When resizing the logo, all elements must remain in proportion and should never be stretched, compressed, or distorted to fit a space.

Clear and consistent proportions should be maintained across all applications to ensure the logo remains recognisable and visually balanced.

The dots mark may also be used on its own, as described on the overview page, where appropriate.

Sizing & scaling examples



Pattern

The Tevalis dots mark may be used as a repeating polka dot pattern to add visual interest.

The pattern should retain the clean, structured character of the original mark, with evenly spaced dots arranged in symmetrical rows and columns.

When using the dots mark as a pattern:

- **Maintain consistent spacing and scale.**
- **Keep dots evenly aligned in symmetrical rows and columns.**
- **Use brand-approved colours.**

The pattern should always feel like a recognisable extension of the Tevalis brand.

Pattern examples on exhibition stands



Colours

Black and pink are the core Tevalis brand colours and should be used across all branded materials.

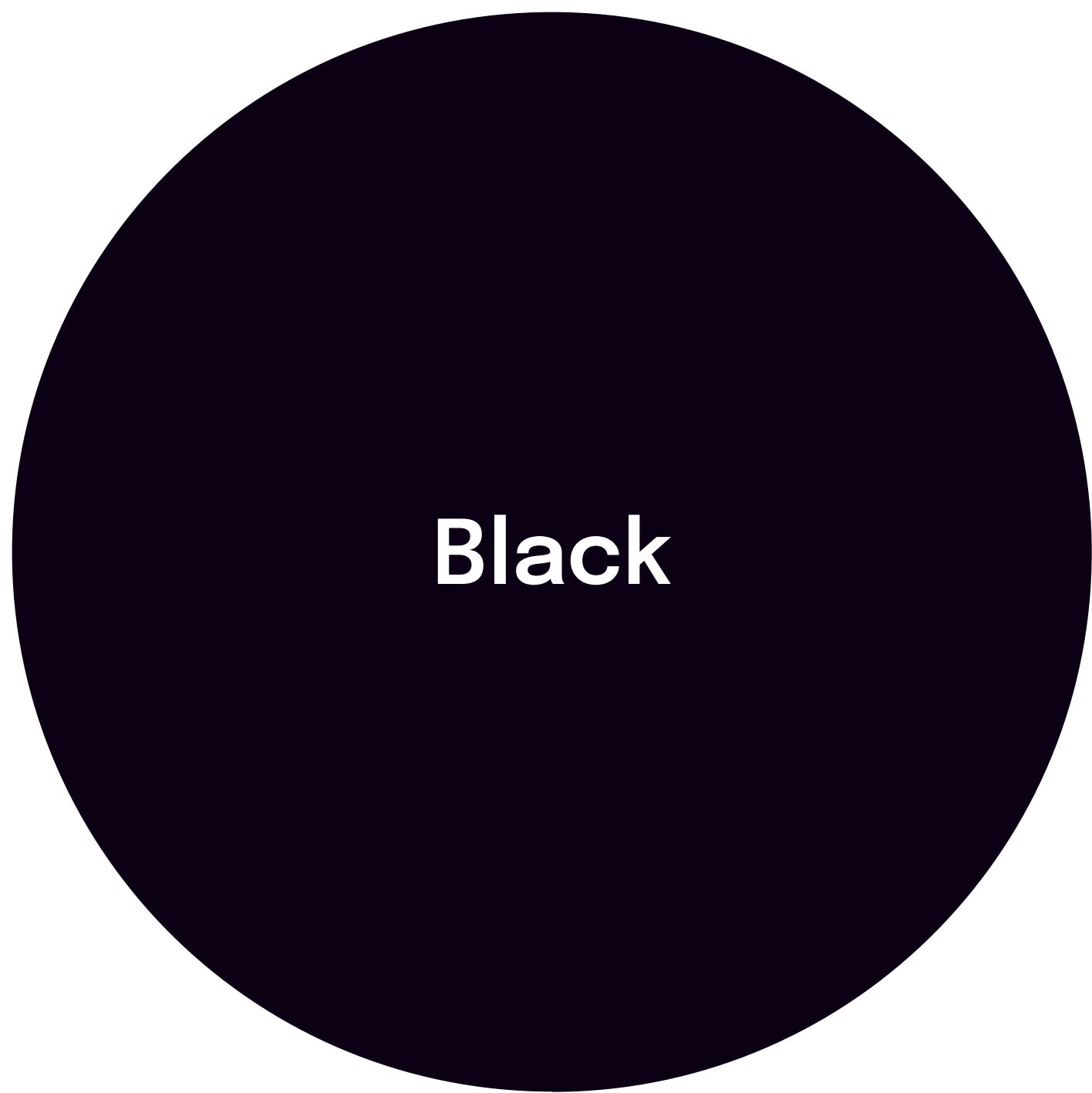
Only the approved colours should be used. Do not introduce additional colours or variations.

Use the specified RGB values across all applications. Do not convert RGB colours to CMYK for printing, as this can significantly reduce the vibrancy of the Tevalis pink.

Where required, Pantone references are provided to ensure accurate colour reproduction.

The off-white should be used only on the website, in place of bright white (#FFFFFF), to create a softer and more comfortable user experience.

Green should be used sparingly as a complementary colour, where necessary.



HEX: #0C0014
RGB: 12, 0, 20
PANTONE: 532 C



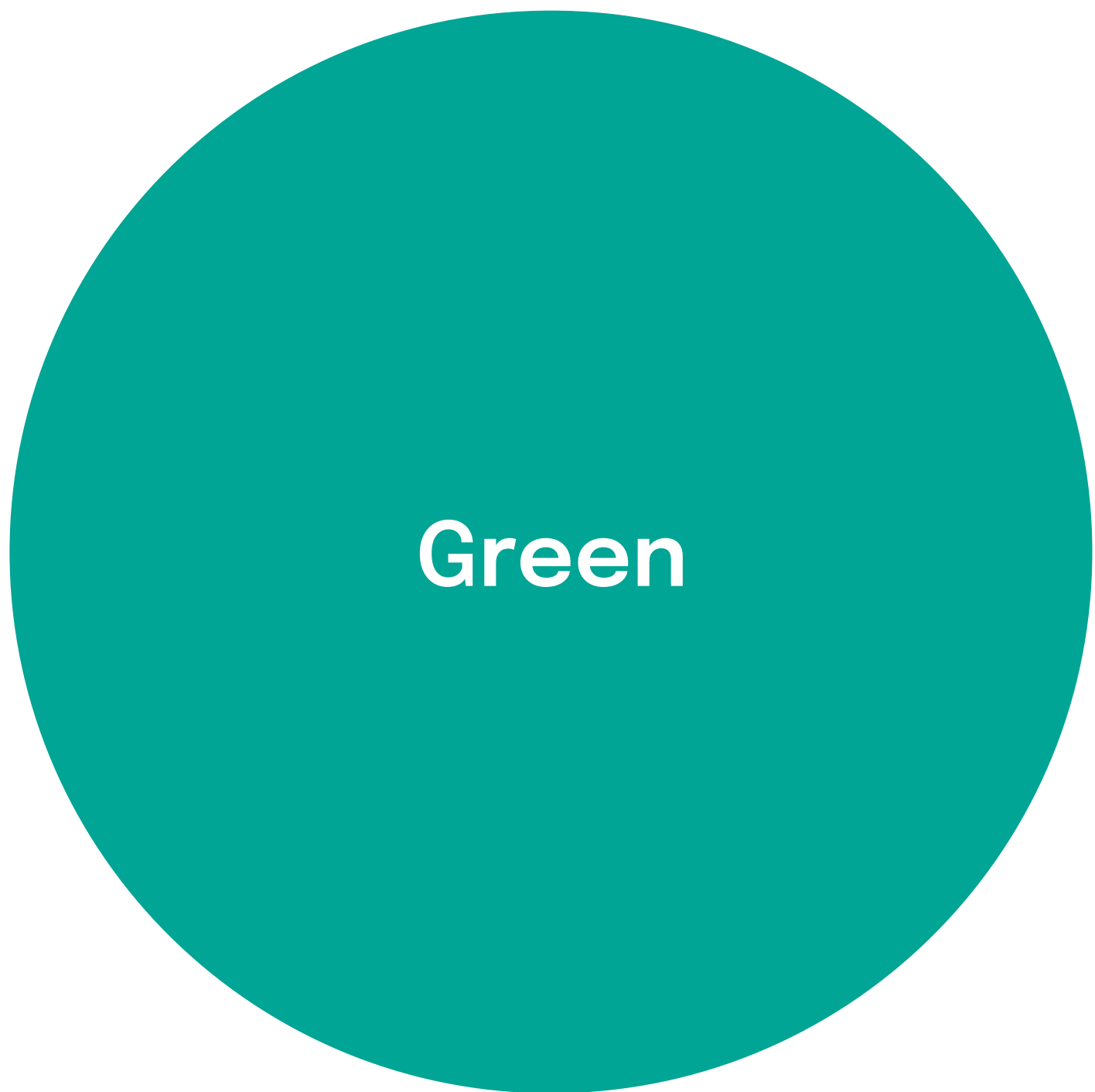
HEX: #C76BED
RGB: 199, 107, 237
PANTONE: 252 C



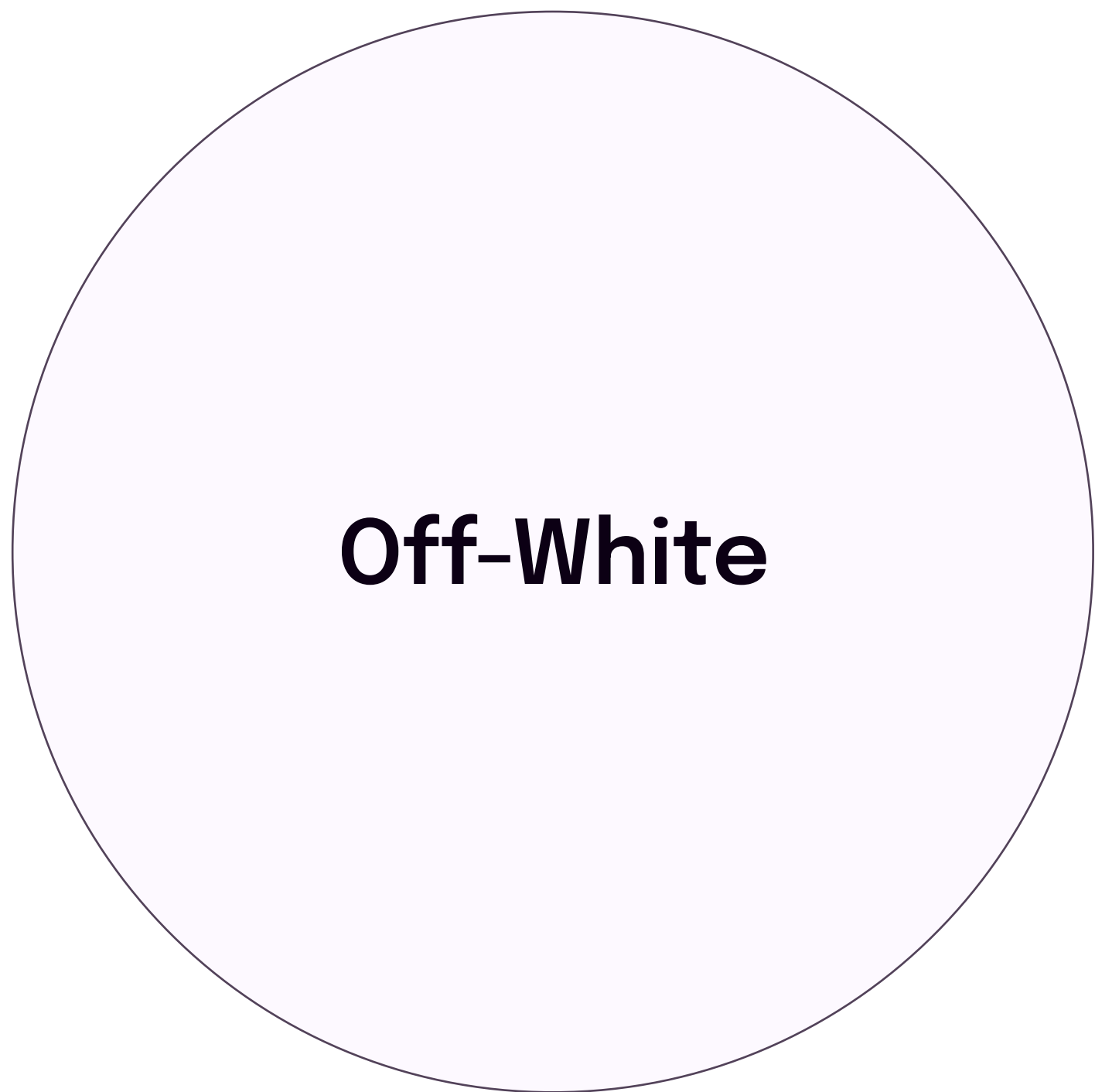
HEX: #F6E6FB
RGB: 246, 230, 251
PANTONE: 7436 C



HEX: #534359
RGB: 83, 67, 89
PANTONE: 7666 C



HEX: #00A695
RGB: 0, 166, 149
PANTONE: 3560 C



HEX: #FEFAFF
RGB: 254, 250, 255
PANTONE: N/A

Typeface

Tevalis’ official typeface is **Epilogue**, a Google font.

This typeface should be used consistently across digital and print materials.

Epilogue can be downloaded for free here:

fonts.google.com/specimen/Epilogue

Use these weights for body text:

ExtraLight, Light, Regular

Use the following weights for headings:

SemiBold, Bold, ExtraBold

In situations where Google fonts cannot be accessed, **Microsoft Century Gothic** may be used as a substitute.

This alternative should only be used when necessary, and efforts should always be made to use **Epilogue** wherever possible to preserve brand consistency.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

Light

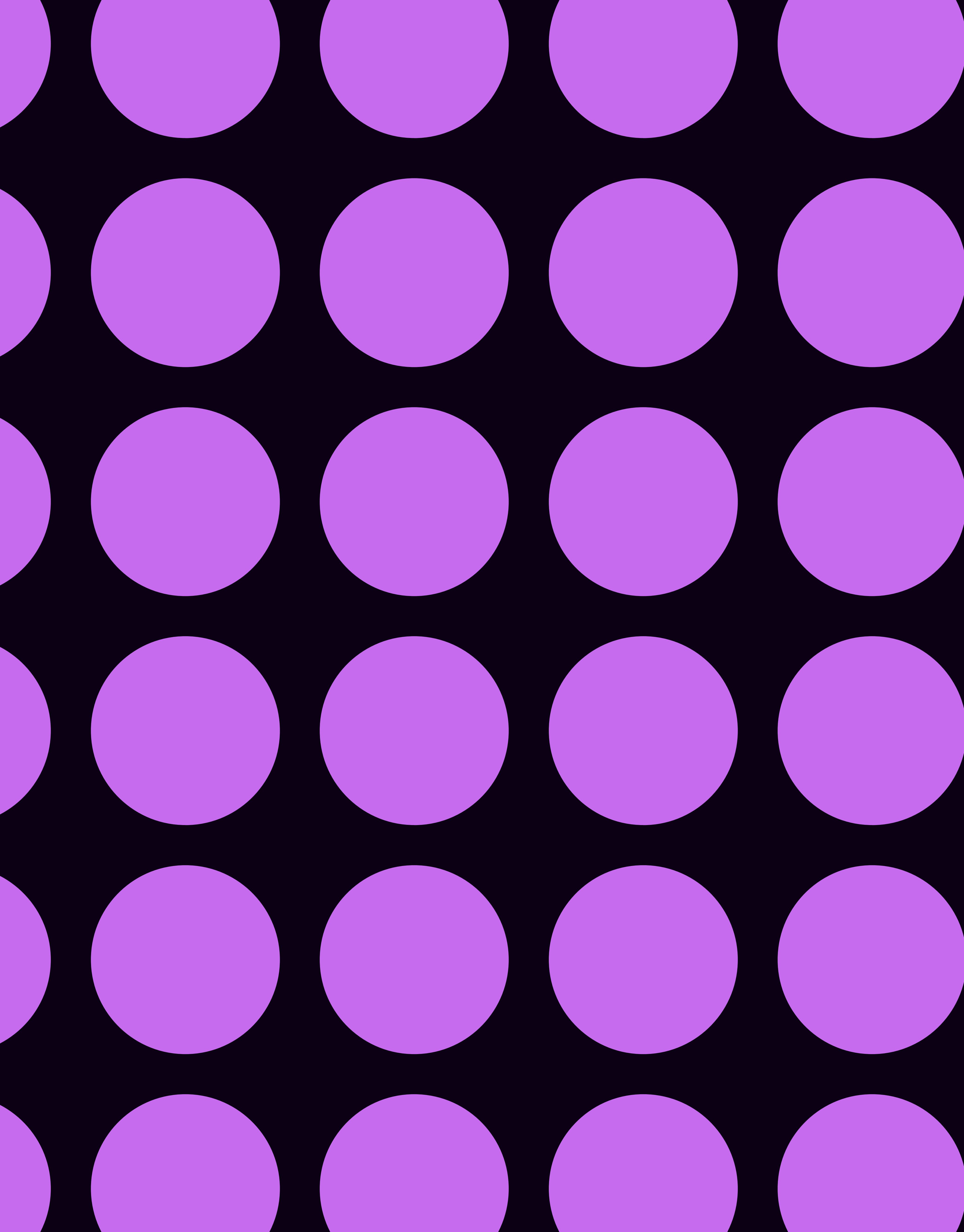
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,,:;! ? – ‘ ’ “ ” () & @ # % £ € / + =



Summary & checklist

If you have any questions regarding these guidelines or something in relation to the company branding, please get in touch with us.

Have you considered?

- How to use the logo
- Preserving brand integrity
- Using the right colours
- Using the correct fonts