

TECHORES

Complete Brand Theme & Visual Identity Guide

Techores

Design. Develop. Brand. Grow.

A practical system for consistent website design, social media creatives, presentations and marketing assets.

POSITIONING

Modern digital services

PERSONALITY

Smart, clear, energetic

CORE PROMISE

Design. Develop. Brand. Grow.

Version 1.0 | Prepared from the approved sky-blue Techores logo

1. Logo Identity

APPROVED LOGO DIRECTION



The logo uses a wide, futuristic rounded wordmark with glossy 3D depth. Sky-blue faces, stronger blue edges, soft highlights and a restrained drop shadow create a polished digital-technology appearance. The capital "T" gives the name a confident starting point, while the remaining lowercase letters keep it approachable.

Important production note

The approved artwork is a raster, AI-generated image, so its exact original font file cannot be identified reliably. For editable brand work, recreate the wordmark using one of the recommended fonts below, then customise the letterforms to match. Do not claim an exact font match without the original vector source.

Recommended editable wordmark fonts

- Primary recreation: Orbitron SemiBold or Bold - geometric and technology-led.
- Closer rounded alternative: Exo 2 ExtraBold - modern, softer and highly readable.
- Premium alternative: Eurostile Extended Bold or Microgramma Bold Extended - use only with the correct commercial licence.

Tagline treatment

Use Inter Regular or Montserrat Regular with generous tracking. Keep the tagline dark navy, centred below the wordmark, and significantly smaller than the logo name.

2. Brand Colour System

The logo is built around a clean sky-blue family supported by navy typography and very light neutral backgrounds. The values below are practical brand standards derived visually from the approved artwork; minor screen-to-print differences are normal.



Sky Highlight #47C8F5

Logo highlights, soft gradients, decorative glows and light UI accents.



Techores Sky Blue #159FEA

Primary brand colour for headings, icons, buttons and social graphics.



Digital Blue #0877E5

Gradient depth, hover states, links and stronger interface accents.



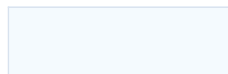
Edge Blue #0755C9

3D edges, outlines and high-contrast blue details.



Deep Navy #082F6B

Tagline, body headings, navigation and dark brand backgrounds.



Cloud White #F4FAFE

Primary page and post background; keeps the identity clean and modern.



Mist Blue #D8EAF5

Cards, dividers, subtle patterns and secondary sections.



Slate Text #26364A

Long-form body copy where pure navy feels too heavy.

Recommended primary gradient

Top/left: #47C8F5 → Centre: #159FEA → Bottom/right: #0877E5. Use #0755C9 sparingly along lower edges for depth.

3. Typography System

Typography should feel contemporary, structured and easy to read. The logo can remain distinctive while the supporting type system stays simple and scalable.

Role	Recommended font	Usage
Logo recreation	Orbitron Bold / Exo 2 ExtraBold	Wordmark only; custom spacing and 3D finishing.
Headings	Inter Display Bold	Website H1-H3, post headlines, presentation titles.
Body copy	Inter Regular / Medium	Website paragraphs, captions, proposals and reports.
Alternative	Montserrat	Use when Inter is unavailable; keep weights consistent.
Numbers / UI	Inter SemiBold	Stats, pricing, cards, CTA buttons and dashboards.

Suggested website scale

- H1: 52-64 px, bold, line-height 1.05-1.15
- H2: 36-44 px, bold, line-height 1.15
- H3: 24-30 px, semibold
- Body: 16-18 px, regular, line-height 1.55-1.7
- Buttons: 14-16 px, semibold, slight letter spacing

Tone of typography

Use short, confident headings and plain-language body copy. Avoid thin fonts, decorative scripts and excessive all-caps text.

4. Logo Usage Rules

Clear space

Maintain clear space equal to the height of the lowercase “e” around every side of the logo. No text, border or graphic should enter this area.

Minimum size

- Digital full logo with tagline: minimum 320 px wide.
- Digital wordmark only: minimum 150 px wide.
- Print full logo: minimum 70 mm wide.
- For favicons and very small placements, use a separately designed “T” monogram rather than shrinking the full wordmark.

Approved backgrounds

- Preferred: white or Cloud White (#F4FAFE).
- Alternative: Deep Navy (#082F6B) using a flat white or very light-blue logo version.
- Photography: place the logo inside a clean white or navy safety panel; do not place it over busy details.

Do not

- Do not stretch, compress, rotate or rearrange the logo.
- Do not change the approved sky-blue family to random colours.
- Do not use heavy outer glows, bevels or shadows beyond the approved subtle 3D treatment.
- Do not add “.io” to this approved wordmark unless a separate domain lockup is formally created.
- Do not rewrite the tagline with inconsistent punctuation or capitalisation.

5. Website Design Direction

The website should combine a bright agency feel with strong usability. Use generous white space, large headlines, rounded cards and restrained gradient details rather than filling every section with blue.

Recommended page structure

- Header: white background, navy navigation, sky-blue primary CTA.
- Hero: strong service promise, brief supporting copy, one primary CTA and one secondary CTA.
- Services: 3- or 4-column rounded cards with simple blue line icons.
- Portfolio: large project thumbnails with consistent aspect ratios and short case-study summaries.
- Trust section: client logos, testimonials, results and delivery process.
- Footer: Deep Navy background with white text and sky-blue links.

UI style

- Border radius: 14-22 px for cards; 10-14 px for buttons.
- Shadows: soft and low-opacity; avoid strong black shadows.
- Primary button: #159FEA background, white text; hover #0877E5.
- Secondary button: white or transparent with #159FEA border and text.
- Section spacing: approximately 88-120 px desktop and 56-72 px mobile.
- Use subtle abstract gradients, grids and blurred blue orbs as supporting graphics.

Suggested homepage message

Designing digital experiences that help businesses look better, work smarter and grow faster.

6. Social Media Design System

Create recognisable posts through repeatable composition rather than placing the logo everywhere at a large size.

Core templates

- Service post: large headline, one icon or device mockup, short supporting line and CTA.
- Portfolio reveal: project image dominates 65-75% of the canvas with a small branded title panel.
- Educational carousel: navy cover, sky-blue accent shape, white headline; inner pages on Cloud White.
- Testimonial: quote on white card over a soft blue-gradient background.
- Offer or CTA post: large result-focused statement, sky-blue button shape and concise contact line.

Recommended dimensions

- Instagram / Facebook square: 1080 x 1080 px.
- Instagram portrait: 1080 x 1350 px.
- Stories / Reels cover: 1080 x 1920 px.
- LinkedIn post: 1200 x 1200 px or 1200 x 627 px.

Visual ratio

Aim for roughly 70% white or neutral space, 20% blue brand elements and 10% dark navy text. Photography may replace the neutral portion, but keep the branded blue accents controlled.

Logo placement

Use the wordmark at approximately 8-14% of the canvas width, usually in the lower-left or upper-left corner. Maintain clear space and never let the logo compete with the headline.

7. Brand Voice & Production Checklist

Brand personality

- Modern, capable and helpful
- Creative without being confusing
- Professional without sounding corporate or cold
- Result-focused and easy to understand

Writing style

- Lead with business value, then explain the service.
- Use active language: Build, improve, launch, grow, simplify.
- Keep headlines under 10 words wherever possible.
- Avoid exaggerated claims such as “the best in the world” unless supported by evidence.
- Use American English consistently for the US market.

Approved tagline

Design. Develop. Brand. Grow.

Final consistency checklist

- Logo is undistorted and has enough clear space.
- Primary blues and navy match the approved palette.
- Inter or the approved substitute is used consistently.
- The design contains generous white space.
- CTA is clear and visually prominent.
- Images, icons and mockups share one visual style.
- Spelling, punctuation and contact information have been checked.
- Website and social assets feel like the same brand.

Recommended next production step

Rebuild the logo as an editable vector master (AI, SVG, EPS and PDF), including a flat-colour version, reverse white version, favicon/monogram and transparent PNG exports. This will ensure consistent reproduction across web, print and social media.

End of guide