

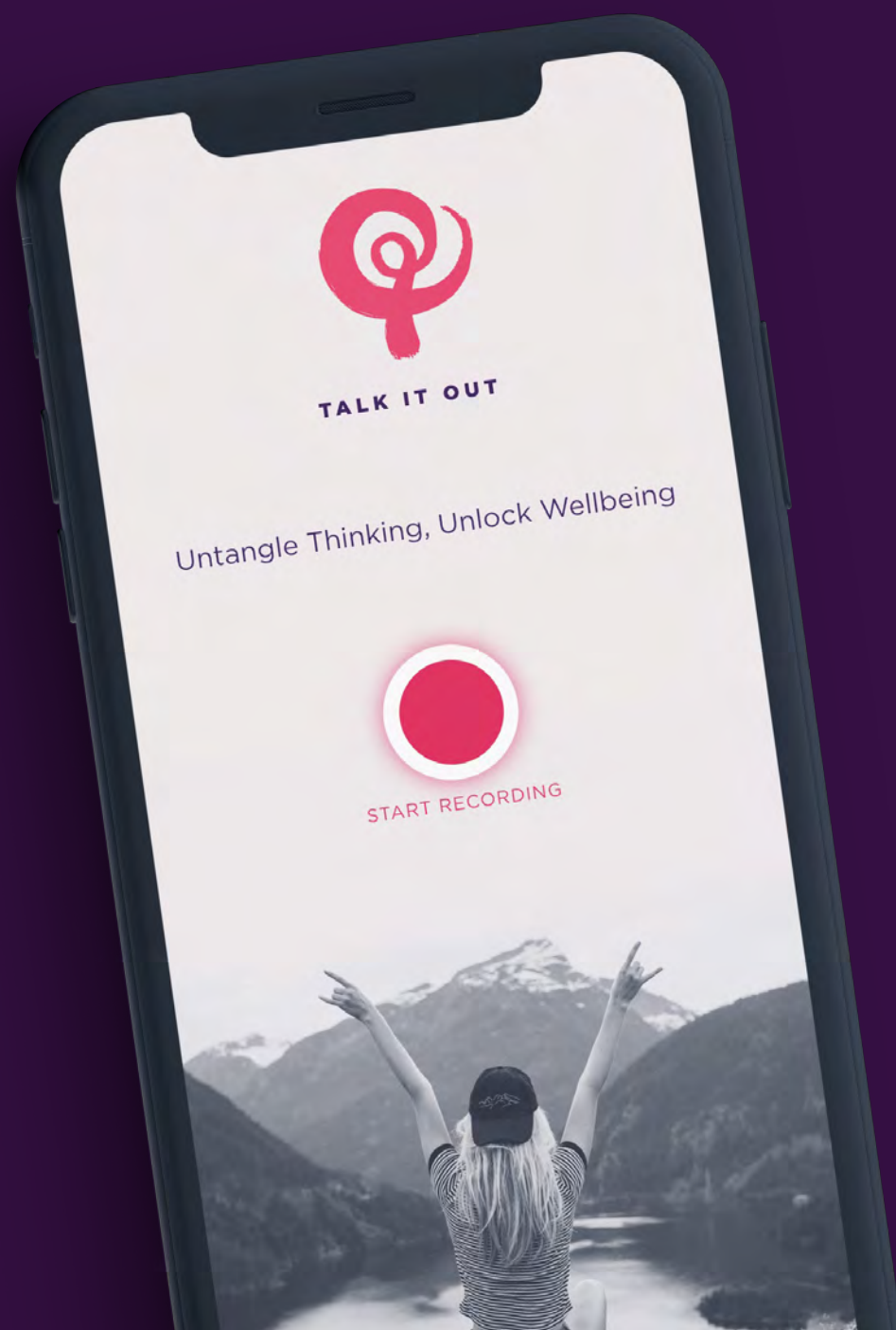


TALK IT OUT



TALK IT OUT

GET YOUR HEAD STRAIGHT



THREE IS THE MAGIC NUMBER

Our logo comes in three magical combinations.

1. PORTRAIT



2. LANDSCAPE



3. TERTIARY



I NEED SOME SPACE!

Like a jilted lover, a logo needs some space.

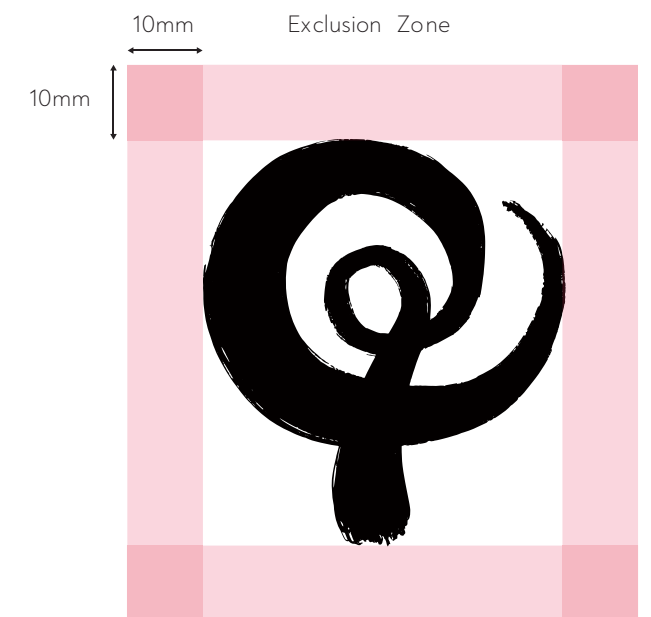
1. PORTRAIT



2. LANDSCAPE



3. TERTIARY



SIZE MATTERS

We pretend like it doesn't,
but it does.

1. PORTRAIT MIN. SIZE



95px / 25mm

2. LANDSCAPE MIN. SIZE



150px / 40mm

3. DANCING RIBBON MIN. SIZE



18px / 5mm

Minimum
It's very simple, don't make it so small an ant has trouble reading it. Not everyone has 20/20 vision. Use your common sense.

Maximum
Our logo is vectorised, so there is no limit to the size it can go, but let's not go crazy now.



COLOUR ME BAD

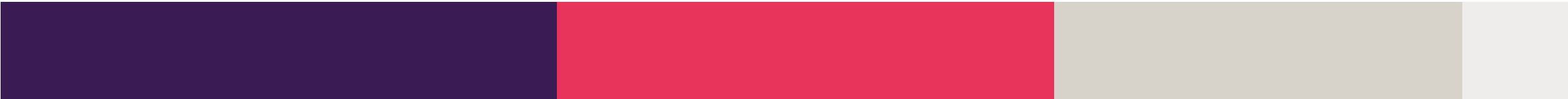
There's a lots of words written about the psychology of colour in branding (not in here).

We used them, together with our years of experience to create this colour palette for Talk It Out. Don't be tempted to use other colours you think might look better. That would be a bad idea. We know where you live.



COLOUR FULL

Our gorgeous colour palette.



PROPER PURPLE

HEX/HTML: #3C1053
RGB: 60 16 83
CMYK: 83 100 0 44
PANTONE: 2627 C

HOT PINKY RED

HEX/HTML: #E8385A
RGB: 224 62 82
CMYK: 0 88 58 0
PANTONE: 710 C

WARM GRAY

HEX/HTML: #D8D3CB
RGB: 216 211 203
CMYK: 15 13 17 0
PANTONE:
WARM GRAY 1 C

WARM GRAY 30%

HEX/HTML: #EFECEA
RGB: 240 237 235
CMYK: 5 5 5 0
PANTONE: 663 C



JUST ADD COLOUR

Joke. Don't add any colours.
We're watching you.

PORTRAIT



TALK IT OUT



TALK IT OUT

Correct!
Pinky Red ribbon. Proper Purple TALK IT OUT. Good job!

Correct!
Black ribbon. Black TALK IT OUT. Good job!

LANDSCAPE



TALK IT OUT

Correct!
Pinky Red ribbon. Proper Purple TALK IT OUT. Good job!

LANDSCAPE (MONO)



TALK IT OUT

Correct!
Black ribbon. Black TALK IT OUT. Good job!

COLOURS

Use the colours as recommended.
Don't make us create a 'Do's & Don'ts' page!

RIBBON



Correct!
Pinky Red ribbon. Good job!

Correct!
Black ribbon. Good job!

RIBBON REVERSED



Correct!
White ribbon reversed
out of Proper Purple.
Good job!



Correct!
White ribbon reversed
out of Pinky Red.
Good job!



Correct!
White ribbon reversed
out of Black.
Good job!



MONOTONE

No, not a person's voice,
that's unchanging in pitch
and without intonation.



TALK IT OUT



Mono usage
When using black
please make sure you
use a 100% black as
show here.

C - 40%
M - 40%
Y - 40%
K - 100%

R - 0
G - 0
B - 0

#000000

MONOTONE

Look! It's reversed - white
from black.



TALK IT OUT



Mono usage
When using white
please make sure it's,
er, 100% white.

C - 0%
M - 0%
Y - 0%
K - 0%

R - 255
G - 255
B - 255

#FFFFFF



MONOTONE

Mmm... Proper Purple.



TALK IT OUT



MONOTONE

Reversed out of Proper Purple.



TALK IT OUT



Mono usage
When using white
please make sure it's
er, 100% white.

C - 0%
M - 0%
Y - 0%
K - 0%

R - 255
G - 255
B - 255

#FFFFFF



NO! NO! NO!

DO NOT TRY THIS AT HOME.



TALK IT OUT



TALK IT OUT



NO! NO! NO!

DO NOT TRY THIS AT HOME.



TALK IT OUT



TALK IT OUT



TYPE-OH-GRAPHY

Typography is to design what
breathing is to life.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !§%&/()=?# @©®™ \$£¢ •°- _—

äöüß æÆ œŒ åÅ øØ çÇ ñÑ

We have used GOTHAM for the main typeface in the logo, which has had its kerning manipulated. We do not recommend using GOTHAM BOLD for any of text.



GOTHAM FONT FAMILY

<https://freefontsfamily.com/gotham-font-family/regular/>

MOON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !§%&/()=?# @©®™ \$£¢ •°- _—

We have used MOON for the strapline (not shown). We do not recommend using MOON for any other use of text. PLEASE NOTE: the Moon typeface is available to purchase for a Single User License. Terms and conditions apply. Please do not share this font once purchased, that's naughty.



MOON FONT

<https://harvatt.house/store/moon-font>



APP ICON

The all important icon for the application.

@X1

76 X 76 PX



60 X 60 PX



40 X 40 PX



29 X 29 PX



20 X 20 PX



@X3

180PX X 180PX



120PX X 120PX



87PX X 87PX



60PX X 60PX



@X2

167PX X 167PX



152PX X 152PX



120PX X 120PX



29 X 29 PX



58 X 58 PX



40 X 40 PX



These are for illustration purposes only. Actual files supplied to Client in .png format @ x1, x2 and x3.

