



today's plan

Brand style guide

Logo: variations

(01) MAIN LOGO

today's plan

(02) STACKED LOGO

today's
plan

(03) WITH TAGLINE

today's plan
TOMORROW'S RESULTS

Logo's are all available in mono and reversed.

In print, the inline logo should never appear smaller than 20mm wide. The stacked should not be less than 16mm high.

On-screen, the inline logo should never appear smaller than 56px wide. The stacked should not be less than 45px high

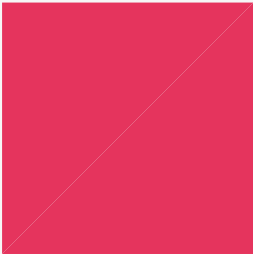
Breathing space



The preferred breathing space around the logo is equivalent to twice the height of the 'a'

When working in closer spaces the minimum clear space is the height of the 'a'

Colour palette



#E5335D
3,95,49,0



#F9A871
714 C



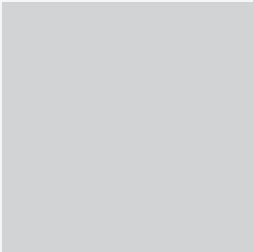
#A7A9AB
0,0,0,40



#F3BCD6
217 C



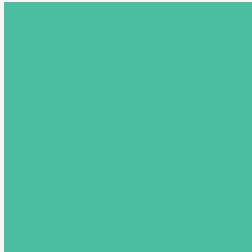
#FFE0AF
155 C



#D1D2D4
0,0,0,20



#A2D8CA
3375 C



#4BBE9F
3395 C

Our primary colour is #E5335D (top left). Other colours are secondary and are to be used at around 10% compared to primary. Even though secondary colors are not used often, they are still useful in adding diversity to the palette.

Today's Plan icon



The Today's Plan icon has been developed predominantly for the purpose of app display on a device.

The icon can be used in reference to Today's Plan apps but cannot be used separately as a replacement for the Today's Plan logo.

Brand Typeface

WHITNEY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

Whitney semibold may be used for titles and subheadings. It is not to be used as paragraph text.

Helvetica is to be used for all paragraph text and may also be used instead of Whitney Semibold in all headings.