Transformers Agency

Brand guidelines

Transforming Businesses, Scaling Success

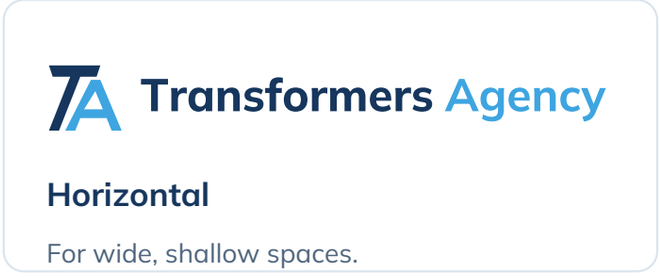
THE IDENTITY, THE ASSETS, THE WAY TO USE THEM

One recognisable identity. Useful in every space.

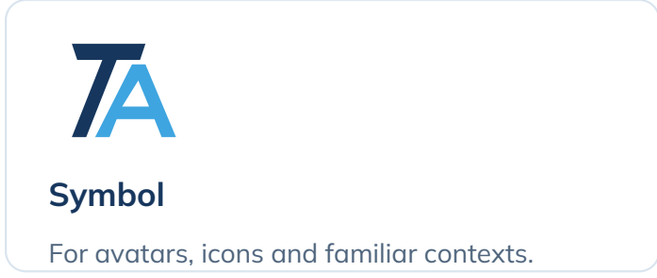
The selected direction keeps the familiar slanted TA and original colours, with a stronger two-line name. Use the supplied outlines consistently.











Give the logo room to work.

Clear space is measured from the visible artwork. X equals one quarter of the TA symbol height: 26 units in the original 104-unit mark.



Keep text, borders, image edges and other logos outside this area.

PRIMARY

200 px

40 mm in print

HORIZONTAL

260 px

55 mm in print

SYMBOL

24 px

6 mm in print

Minimum sizes exclude clear space. Prefer a primary logo width of 220 px or more. The purpose-made 16 px favicon is the only tiny-symbol exception. Inspect every output at its final size.

Keep the artwork intact.

Consistency comes from using the right file, at its original proportions, on a suitable background.



X Do not stretch



X Do not rotate



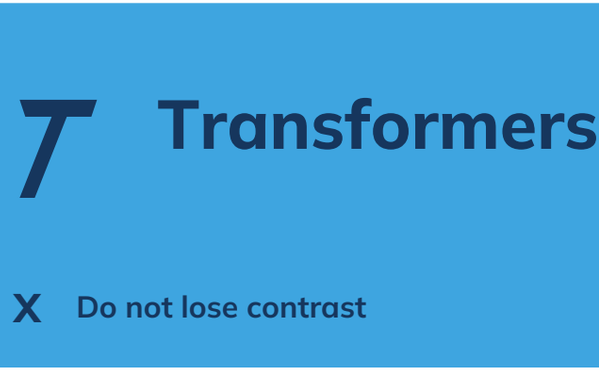
X Do not recolour



X Do not add shadows



X Do not crowd the logo



X Do not lose contrast

Navy leads. Sky adds energy.

Functional neutrals: body text #40536A / muted text #63758A / borders #DBE6EF. Check contrast against the intended background.

Navy
#16365D

RGB 22 / 54 / 93
Text and dark panels

Sky
#3EA5E0

RGB 62 / 165 / 224
Logo and decorative accents

Light sky
#88CEF3

RGB 136 / 206 / 243
Reverse accent

Action blue
#1463FF

RGB 20 / 99 / 255
Digital actions and links

Pale
#EFF7FC

RGB 239 / 247 / 252
Quiet section backgrounds

White
#FFFFFF

RGB 255 / 255 / 255
Main background

READABLE TEXT PAIRINGS

Aa 12.21:1

Navy / white
Body text

Aa 4.93:1

White / action blue
Button labels

Aa 7.08:1

Light sky / navy
Reversed text

Aa 2.74:1

Sky / white
Decoration only

W3C WCAG 1.4.3: normal text 4.5:1; large text 3:1; logos have an exception. Convert RGB for print using the printer's profile. Contrast formula: w3.org/WAI/WCAG22/Understanding/contrast-minimum.html

Mulish. Clear, confident and human.

PRIMARY TYPEFACE

Aa Bb Cc

0123456789

Transforming Businesses, Scaling Success

Your Expert Partner in Digital Growth

Use the original wording with a comfortable reading rhythm. Leave space between ideas and keep line lengths easy to follow.

PAGE TITLE

800 / 40-64 px / 1.08-1.15

SECTION TITLE

800 / 28-40 px / 1.15-1.25

INTRODUCTION

500 / 20-24 px / 1.5

BODY

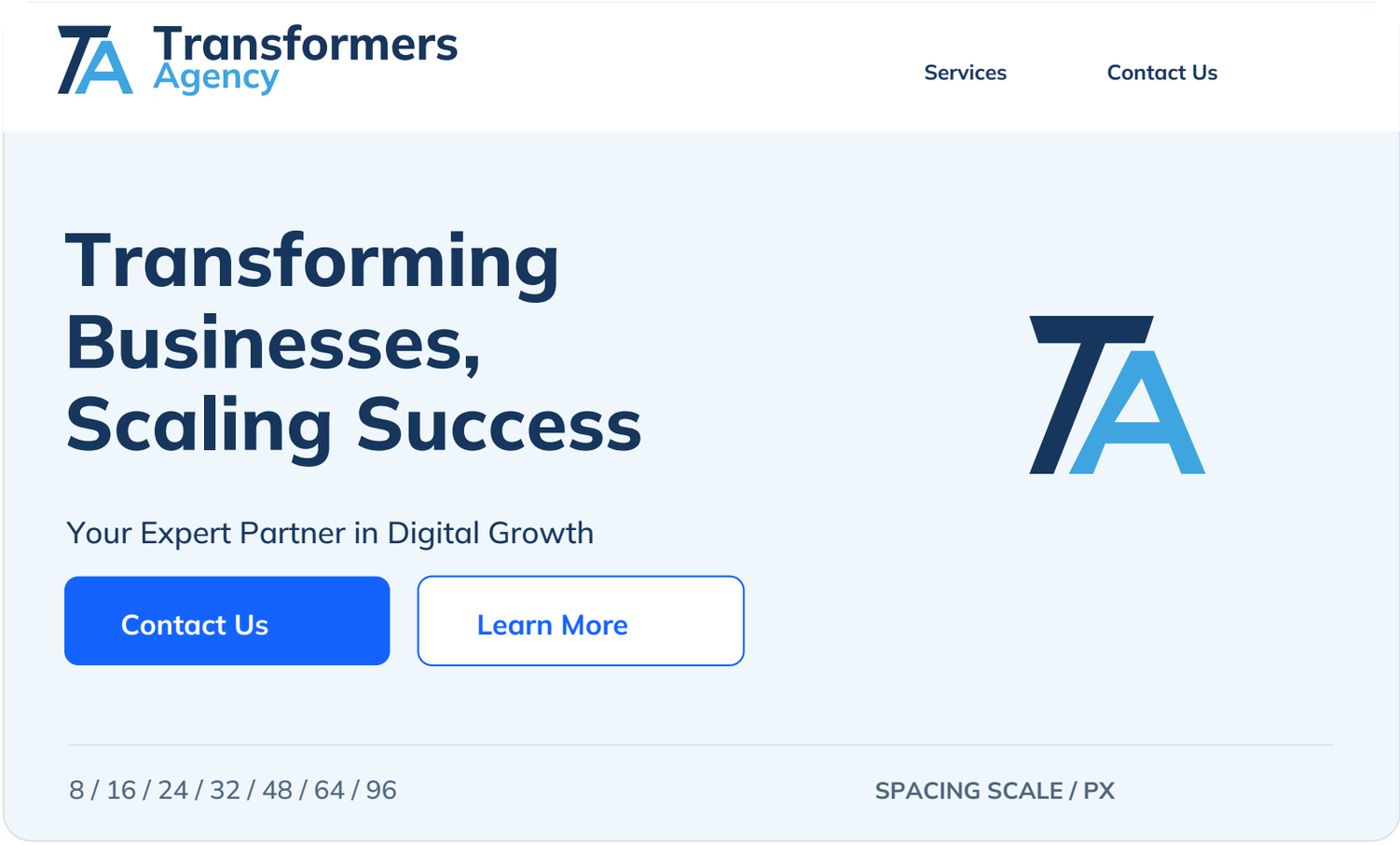
500 / 18 px / 1.7

NAVIGATION AND BUTTONS

800 / 13-16 px / 1.4

The logo is supplied as outlines, using its own 780 / 730 weights and measured geometry. Do not retype it. Mulish font files and SIL Open Font License 1.1 are included.

A simple system for the website.



Structure

Align to a grid. Use white and pale panels with generous spacing.

Actions

Use action blue, descriptive labels and a visible focus state.

Details

Use restrained diagonal accents and the site's rounded cards.

Responsive use

Scale typography and spacing. Keep the primary logo at least 200 px wide.

Layout illustration using the original homepage title and subtitle. Follow the actual site's navigation, content and form behaviour.

Keep the people, pictures and voice.





Original team photography



Original service imagery and illustrations stay part of the website.

Authentic imagery

Use existing team portraits, photography and service illustrations. Preserve their aspect ratios and crop with care.

Original writing

The original website remains the source of truth for service copy, biographies and marketing promises.

Accurate attribution

Keep verified Google review wording and reviewer names together. Never invent a review or attach it to a different person.

Useful image descriptions

Write alt text when an image adds meaning. Decorative artwork can have empty alt text.

Ready for profiles, links and everyday use.



LINK PREVIEW / 1200 X 630 PX



SQUARE SOCIAL AVATAR



DEVICE ICON



FAVICON

Transformers Agency

chat@transformers.agency
020 3728 8295

For email signatures, use a transparent PNG for the logo and live text for contact details. Use SVG in documents when supported.

Everything stays together.

Use the approved kit as the single source for production. The prototype gallery is design history, not a set of alternative live identities.

LOGO MASTERS

Primary, horizontal, wordmark and symbol SVGs. Full colour, reverse, navy, black and white.

RASTER EXPORTS

Transparent PNGs for tools that do not accept SVG. Preserve proportions and avoid enlarging small exports.

DIGITAL ICONS

SVG / PNG / ICO favicons, Apple touch icon, square social avatar and 1200 x 630 social card.

FONT AND GUIDELINES

Mulish web and desktop font files, OFL licence, this PDF and editable Markdown guidelines.

BEFORE RELEASING

Right variant. Clear space. Legible size. Readable contrast. Authentic pictures. Original wording. Accurate review names. Working links.

transformers.agency/brand/

Version the source, then regenerate the kit and site together. Website delivery remains static HTML, CSS and JavaScript, with a separate PHP SMTP enquiry handler.