

Brand Guidelines





fannn

2024

Single-line Lockup

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.



WYRM

Wordmark

- Simplicity rules
- Consistent experience
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Clear space around the logo is equal to the cap height of the "T".
Nothing break the limit of this space that the T's create



T Lockup Clearspace

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- Consistent experience
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Clear space around the logo is equal to the cap height of the "T".
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Brand



White



Black



Logo Colour

The logo should be white on darker backgrounds and black on lighter backgrounds



Do not stretch or manipulate logo



Do not use colours outside of colour palette



Do not use different fonts



2026

Logo Usage

Images for guidance



White Smoke	01	HEX F5F5F5
Eerie Black	02	HEX 1A1A1A
Crimson	03	HEX DC142C
Oxford Blue	03	HEX 1F2C5B
Royal Blue	04	HEX 316CD3

Colours

Thee brand pallette is important because these colors are unique to Truflation and should be synonomous with the brand.

Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.



Colours

Our secondary colors are gradients that should be used as background imagery for core marketing graphics.



SF Pro

Light
Regular
Medium
Bold

2026

General Use Font

- Print + Digital intertwined
- swiss bank sensibilities
- strong
- safe
- unique



Signature — Assets

Adds a personal, human touch that balances the clean digital assets. Great for watermarks or closing frames.



We build brands people remember

2026

Tagline — Assets

"Step by step we light your brand." paired with the staircase/checkerboard visual tells your story both verbally and visually.



Graphic — Assets

Blue geometric corners give you flexible design elements for backgrounds, slides, and templates without cluttering the main mark.



Character System — Assets

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