

TimeFound

Brand guidelines



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1.0

Introduction



1.1 Introduction

TimeFound is a SaaS app that helps users analyze their calendar data, track habits, and visualize time usage, providing clarity and balance for improved productivity.

Our About, Mission Statement, and Brand Values define our identity, purpose, and offerings.

About

TimeFound is a SaaS app that helps users analyze their calendar data, track habits, and visualize time usage with detailed graphs and insights. It empowers users to optimize productivity and find balance in their daily routines.

Mission Statement

Our mission is to empower individuals and businesses to reclaim their time by providing data-driven insights that enhance focus, strategy, and mindful productivity.

Brand Values

TimeFound values clarity, balance, and empowerment, offering a seamless blend of strategy and insight to help users achieve their goals with a calm and focused mindset.



2.0

Logo



2.1 Primary Logo

Our primary logo features a logo icon and type 'TimeFound' in Navy Blue against White.



TimeFound



2.2 Logo System

Our logo system is composed of logo, and logo icon to meet our wide range of communication needs.

Logo



Logo Icon





2.3 Variations / Logo

Our logo is crafted in two color variations to cater to a wide range of our communication needs, ensuring versatility and consistency across all platforms.

White



Navy Blue





2.3 Variations / Logo Icon

Our logo icon is crafted in two color variations to cater to a wide range of our communication needs, ensuring versatility and consistency across all platforms.

White



Navy Blue





2.4 Sizing / Logo

Our logo can be used in various sizes depending on the context and medium.

The minimum height for digital is 16px.

The minimum height for print is 6mm.

16px



32px



64px



128px



256px





2.4 Sizing / Logo Icon

Our logo icon can be used in various sizes depending on the context and medium.

The minimum height for digital is 16px.

The minimum height for print is 6mm.

16px



32px



64px



128px



256px





2.5 Monochrome / Logo

We have created monochrome logos for our brand as they offer a certain classiness and dignity. We have designed our monochrome logos such that its easier to scale to fit marketing materials of any size.

White



Black

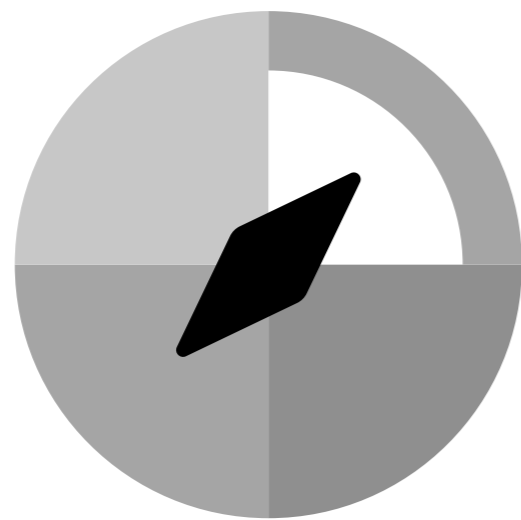




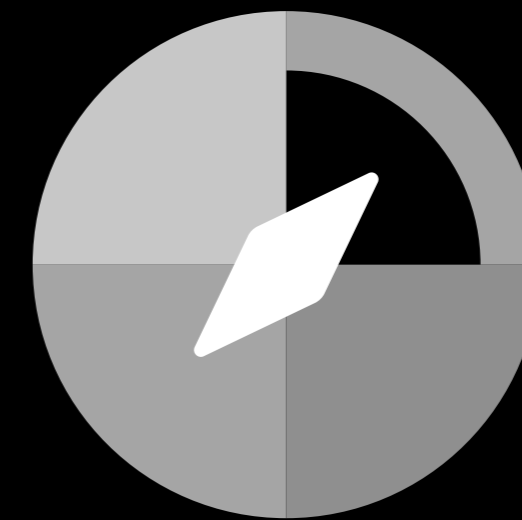
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White



Black

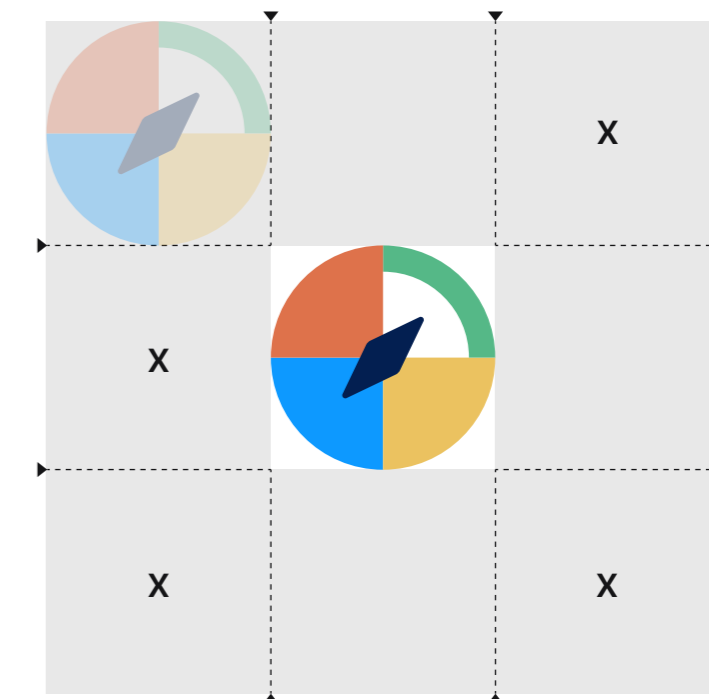




2.6 Clear Space

We have specified clear space for our logo to maximize visibility and impact. A brand logo is used in multiple formats. Our clear space guidelines cover most of the use cases.

1.0 Logo Icon height to x ratio is 1



1.0

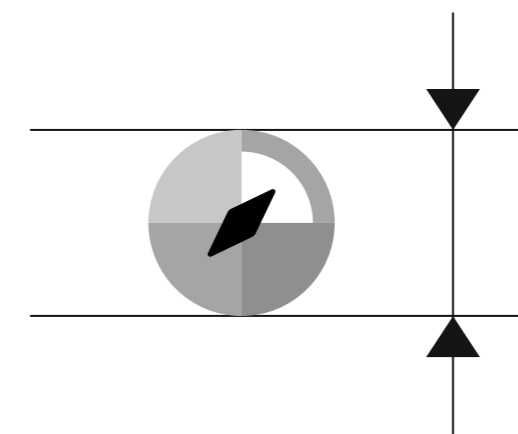


2.7 Minimum Size

The minimum logo dimensions should not dip below 80px by 16px in width and height. The minimum logo icon dimensions should not drop below 16px by 16px in width and height.



W-80px, H-16px



W-16px, H-16px



2.8 Incorrect Use

Our brand logo is our identity. It is what we are known for with our customers. We make that our logo is utilized in the best way possible. We have highlighted some common incorrect usages of the logo to avoid the common mistakes in using the logo.

Avoid Less Visible Logo



Avoid Off Brand Colors



Avoid Dark Logo Against Dark Background



Avoid Boxing In Logo



Avoid Compressing Logo



Avoid Stretching Logo



Avoid Rotating Logo



Avoid Using Drop Shadow



Avoid Repositioning Logo Icon





3.0

Colors



3.1 Primary Colors

Our official primary colors are White, Pale Sky Blue, and Navy Blue. These will be used in design projects and purposes. The color codes: RGB, CYMK for print, and Hex for web can be seen below.

<p>White 01</p> <p>HEX #FFFFFF</p> <p>RGB 255/255/255</p> <p>CMYK 0/0/0/0</p>	<p>Pale Sky Blue 02</p> <p>HEX #D2E5F7</p> <p>RGB 210/229/247</p> <p>CMYK 18/3/0/0</p>	<p>Navy Blue 03</p> <p>HEX #031F51</p> <p>RGB 3/31/81</p> <p>CMYK 100/91/34/38</p>
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3.2 Secondary Colors

We have carefully selected secondary colors to compliment and support our primary colors. The selected colors are Blue, Orange, Green, and Yellow. The color codes: RGB, CYMK for print, and Hex for web can be seen below.

Blue

HEX
#0D99FF

RGB
13/153/255

CMYK
76/32/0/0

01

Orange

HEX
#DE724B

RGB
222/114/75

CMYK
2/73/82/0

02

Green

HEX
#55B887

RGB
85/184/135

CMYK
75/0/67/0

03

Yellow

HEX
#EBC260

RGB
235/194/96

CMYK
4/25/82/0

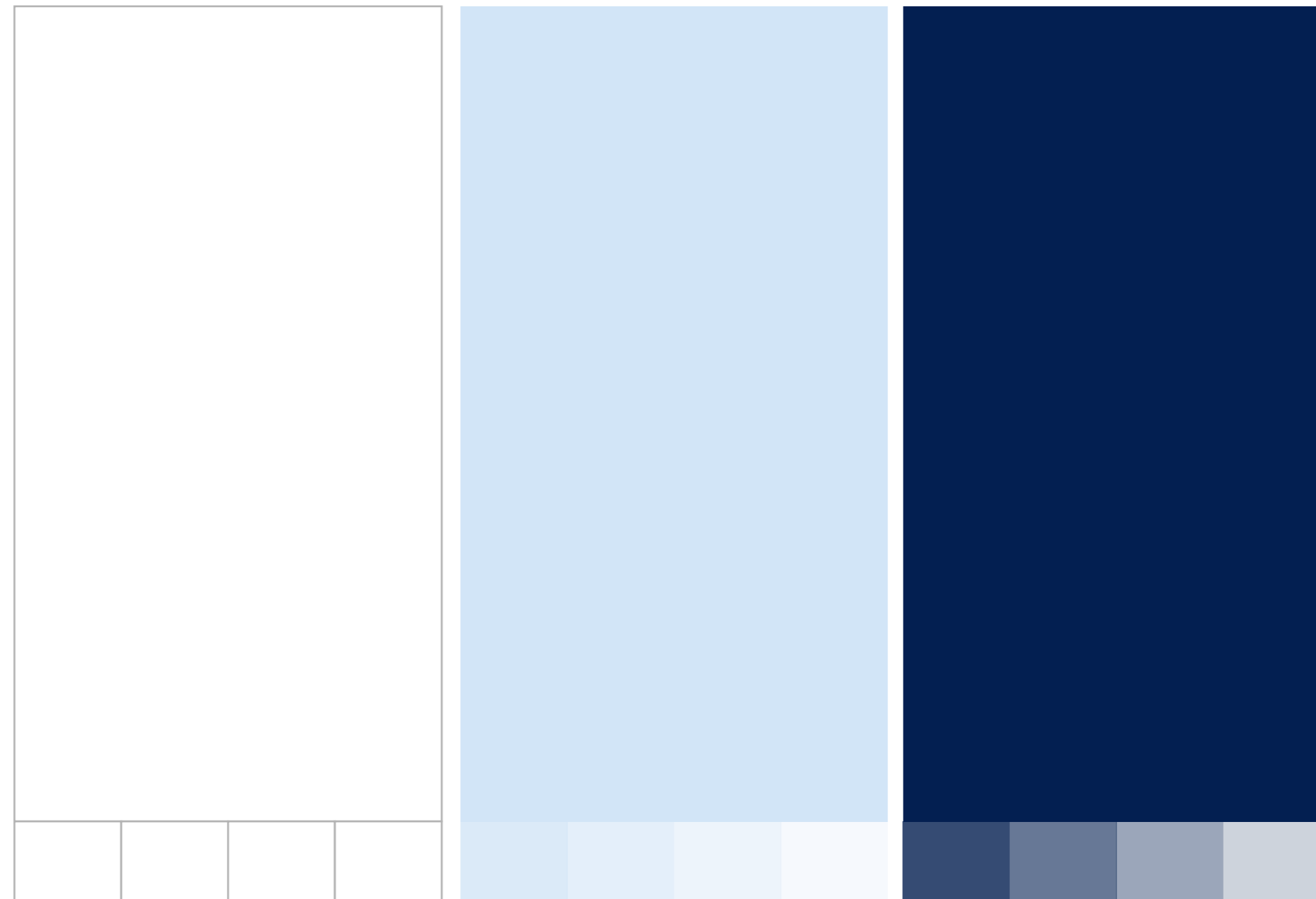
04



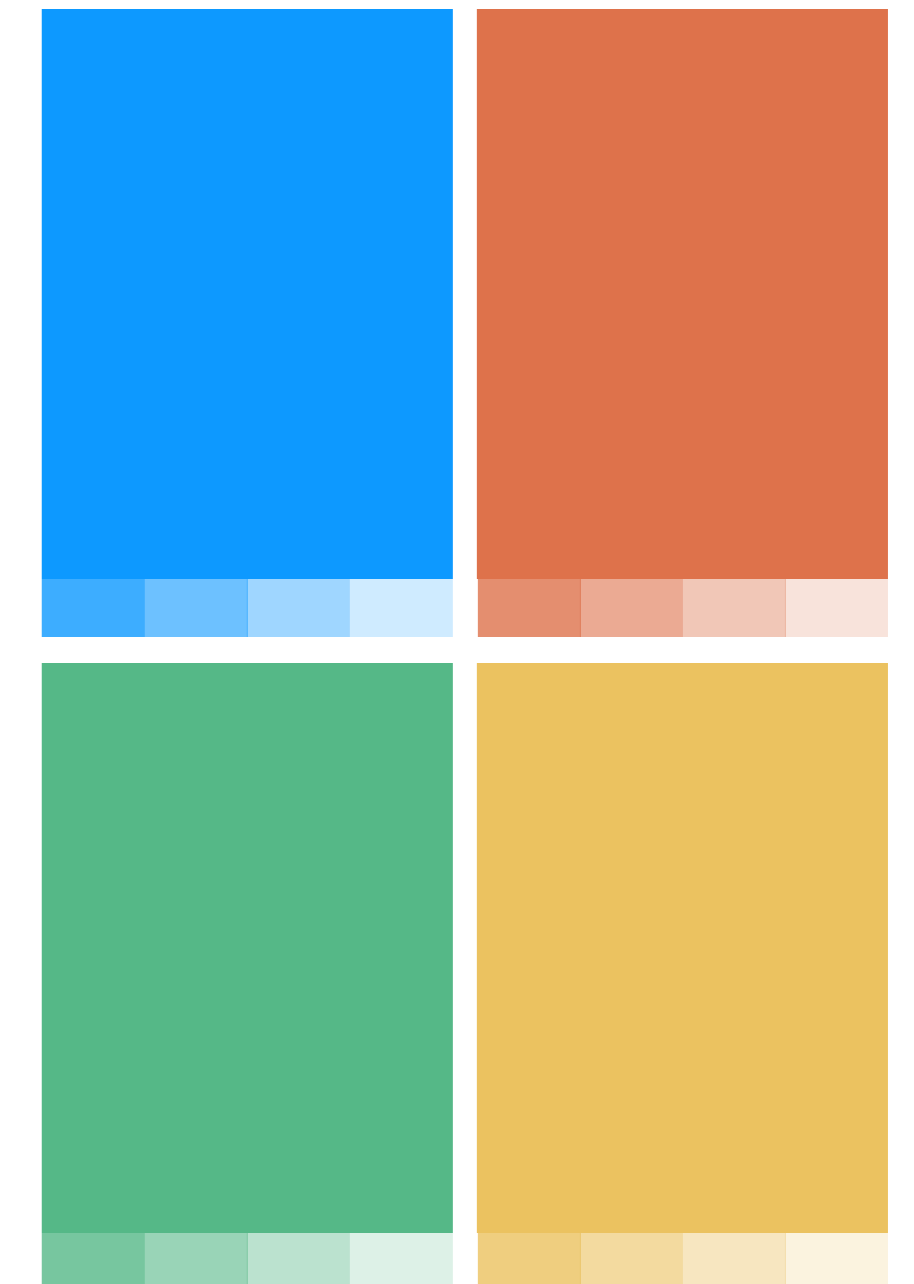
3.3 Color Palette Usage

We use our primary colors 70% of the time, and secondary colors to highlight elements 30% of the time.

70% Primary



30% Secondary





3.4 Color Combinations

We have a broad range of primary and secondary colors to complement different ways of communication. We have created a color combination guideline that combines the right colors to maximize contrast, impact and visibility.





4.0

Typography



4.1 Typography

Switzer

Switzer

Switzer Regular
Switzer Medium
Switzer SemiBold
Switzer Bold

Inter

Inter

Inter Regular
Inter Medium
Inter SemiBold
Inter Bold



4.1.1 Primary Typeface / Switzer

Switzer is a clean, modern sans-serif typeface designed by Jeremy Mickel. Characterized by its simple, geometric forms and balanced proportions, Switzer exudes professionalism and neutrality, making it an ideal choice for various design applications. Its straightforward and clear letterforms ensure excellent readability, whether used in digital interfaces or print materials, making it highly versatile for websites, apps, branding, and editorial designs.

With its broad range of weights and styles, Switzer provides flexibility in creating visual hierarchies. The typeface's design is well-suited for corporate branding, marketing, and user experience projects where clarity and sophistication are key.

We'll use Switzer mainly for titles and large headings, ensuring a cohesive and polished look across all visual communications.

Switzer - Regular

A B C D E F

Switzer - Bold

A B C D E F



4.1.2 Secondary Typeface / Inter

Inter is a versatile and highly legible typeface designed specifically for digital interfaces. Developed by Rasmus Andersson, Inter offers exceptional clarity and readability across various screen sizes and resolutions. Its clean and modern design, combined with well-balanced proportions and distinct letterforms, makes it an ideal choice for user interfaces, websites, and digital applications.

We'll primarily use Inter for body copy and smaller headings.

Inter - Regular

A B C D E F

Inter - Bold

A B C D E F



4.2.1 Typography Example / Weights

Using different font weights in typography is essential for creating visual hierarchy and enhancing readability. It allows for emphasis on key information, ensuring clarity and impact across all design elements.

Opposite is a diagram explaining how to use the different weights of our brand typeface in a simple layout.

As a common rule of thumb, Headings should be 2.5 times the size of the Body Text, while Sub-headings and Intros 1.25 times the size of the Body Copy. Similar details like factors, folios or legal information should be 0.75 times the Body Text.

Folio

Switzer Regular

Header

Switzer SemiBold

Intro

Inter Regular

Sub-headers

Switzer SemiBold

Body Copy

Inter Regular

September 2024

Analyze your schedule, optimize your habits, and take control of your time

Using different font weights in typography is essential for creating visual hierarchy.

About Us

Using different font weights in typography is essential for creating visual hierarchy and enhancing readability. It allows for emphasis on key information, ensuring clarity and impact across all design elements.

Our Mission

As a common rule of thumb, Headings should be 2.5 times the size of the Body Copy, while Sub-headings and Intros 1.25 times the size of the Body Copy. Similar details like factors, folios or legal information should be 0.75 times the Body Copy.



4.2.2 Typography Example / Spacing

Spacing in design is essential for creating balance, hierarchy, and visual appeal. Proper spacing ensures clarity, readability, and a polished design aesthetic.

Opposite is a diagram explaining how to use spacing with our brand typeface in a simple layout.

H1	—————•
48px	—————•
H2	—————•
16px	—————•
Body	—————•
48px	—————•
H3	—————•
16px	—————•
Body	—————•
48px	—————•
Link	—————•

Find your time

Track habits

Using different font weights in typography is essential for creating visual hierarchy.

Visualize time

Using different font weights in typography is essential for creating visual hierarchy and enhancing readability. It allows for emphasis on key information, ensuring clarity and impact across all design elements. As a common rule of thumb, it should be 2.5 times.

[View more info](#)



5.0

Graphical Elements



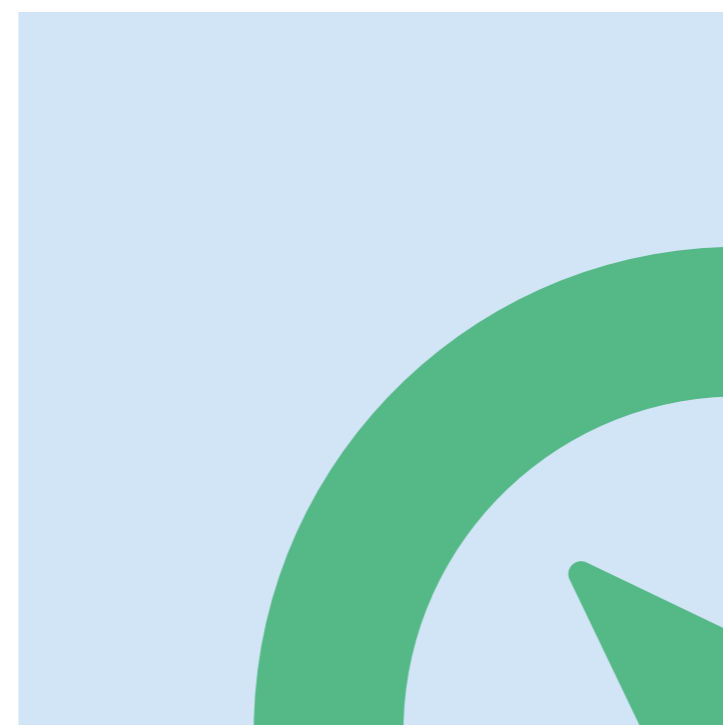
5.1 Brand Patterns

We have carefully crafted patterns that communicate our brand values, preferences, and personality. Our brand patterns appeals to modern audiences, enhances brand recognition, and encourages positive response from the potential customers. We have created an outline of various patterns that align with our brand identity.

We use them as:

1. A background element in our communications.
2. A photography enhancement.
3. An ornamental feature in our printed material like packaging.

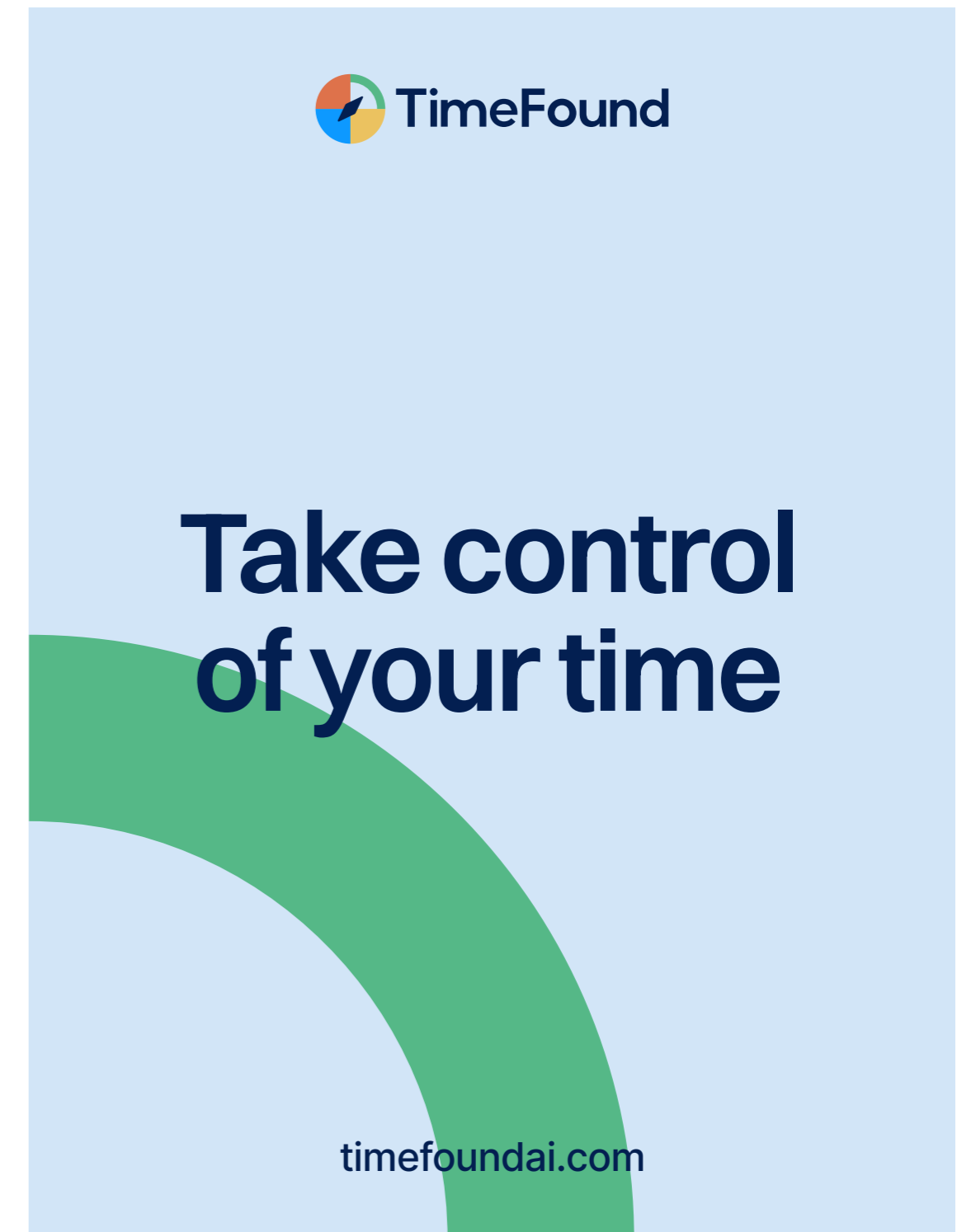
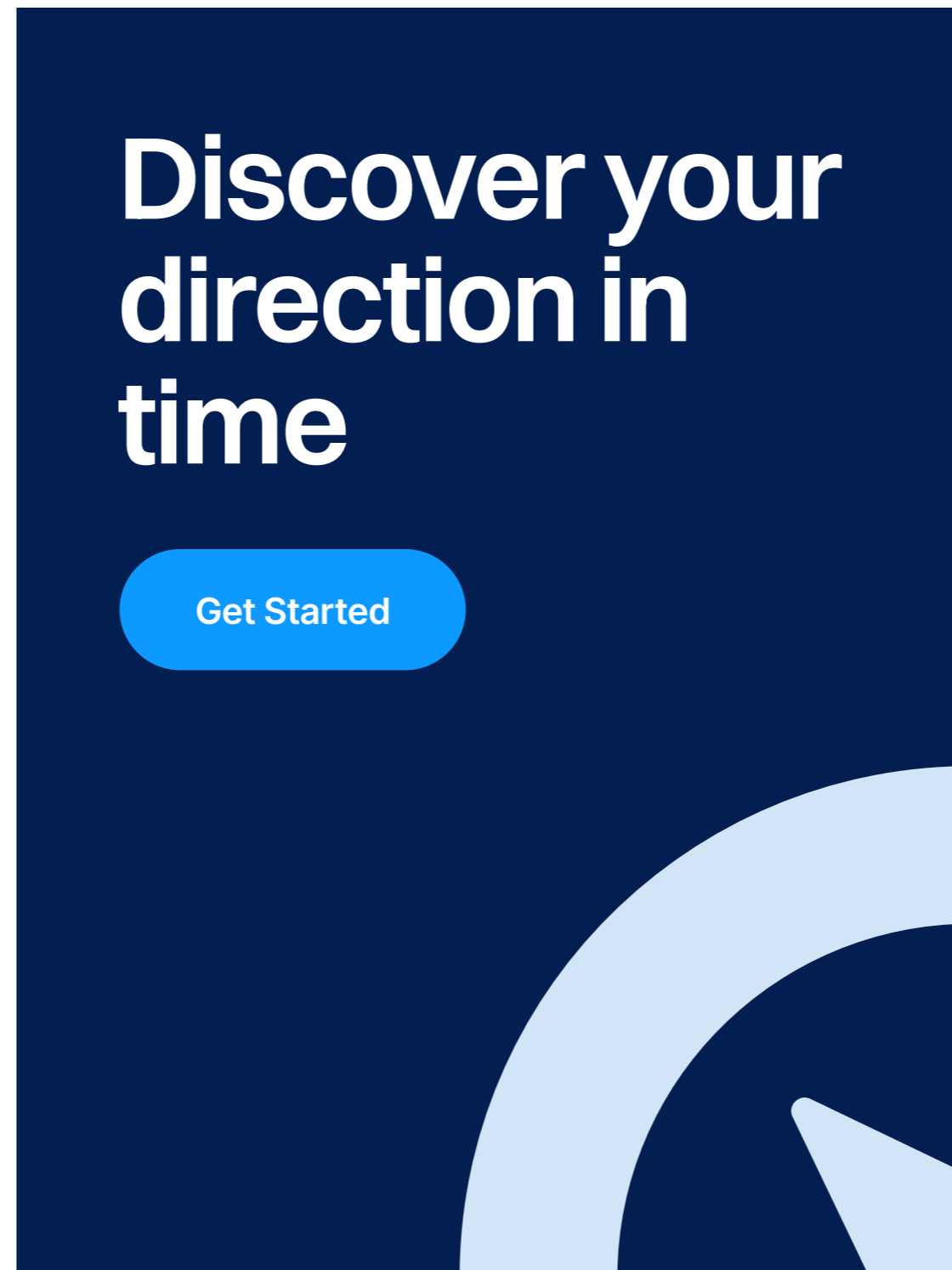
These patterns can be used in any color combinations outlined in Section 3.4





5.2 How to Use Patterns

Use our graphic elements boldly by placing them large enough so they are cropped by at least two or three edges of our frames. Make sure to have enough space for displaying our text copy clearly.





6.0

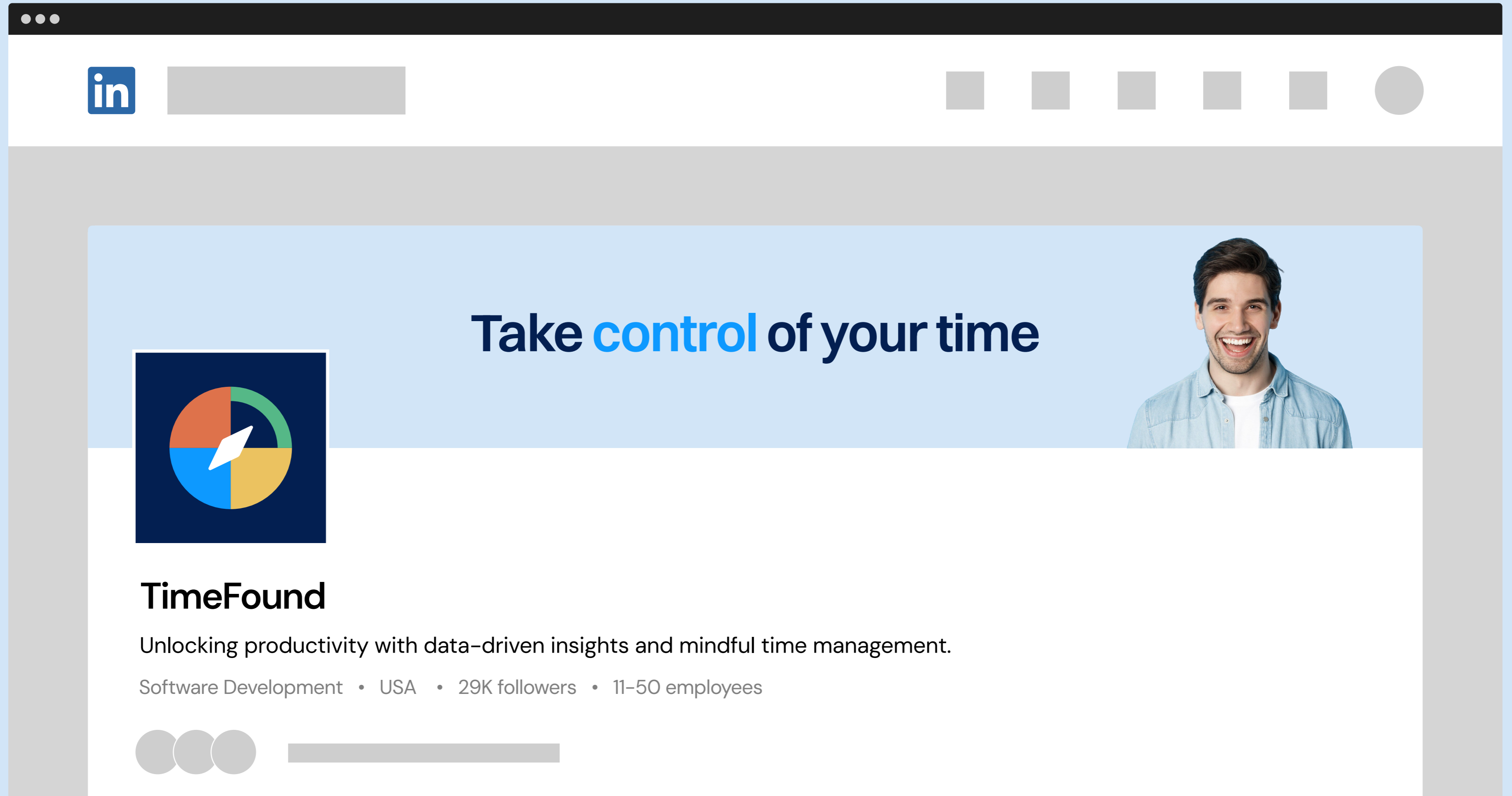
Applications



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6.1 T-shirt

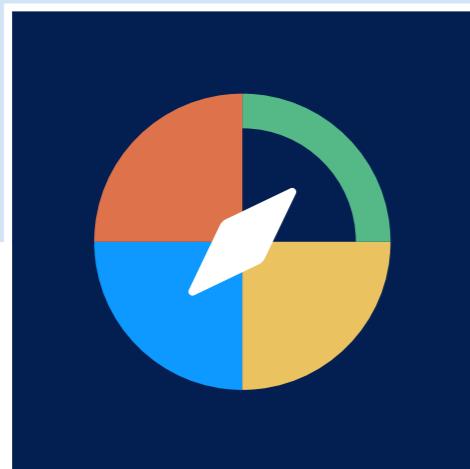




[Redacted search bar]



Take control of your time



TimeFound

Unlocking productivity with data-driven insights and mindful time management.

Software Development • USA • 29K followers • 11-50 employees





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6.3 Social Media / X.com Profile

The image shows a mockup of an X.com profile card for TimeFound. The card has a dark blue header with the text "Take control of your time" in white and blue. Below the header is a circular profile picture of the TimeFound logo. To the right of the profile picture is a dark grey "Follow" button. Below the profile picture, the name "TimeFound" is displayed in bold, followed by the handle "@timefoundai". A bio reads "Unlocking productivity with data-driven insights and mindful time management." Below the bio, it shows "317 Following" and "24.5K Followers". At the bottom, there is a link icon followed by the website "www.timefoundai.com".

Take control of
your time

Follow

TimeFound
@timefoundai

Unlocking productivity with data-driven
insights and mindful time management.

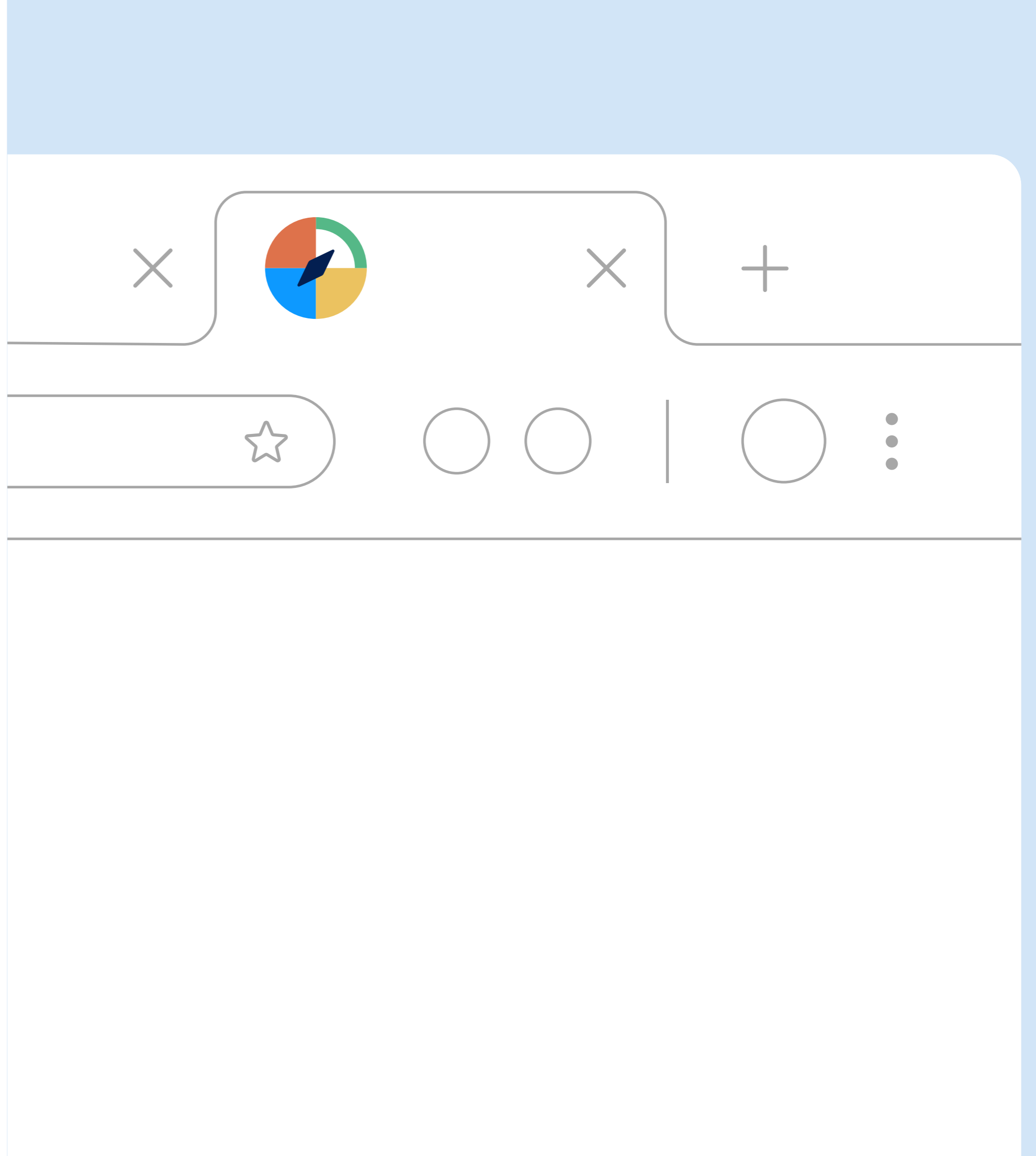
317 Following 24.5K Followers

www.timefoundai.com



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Brand Guidelines

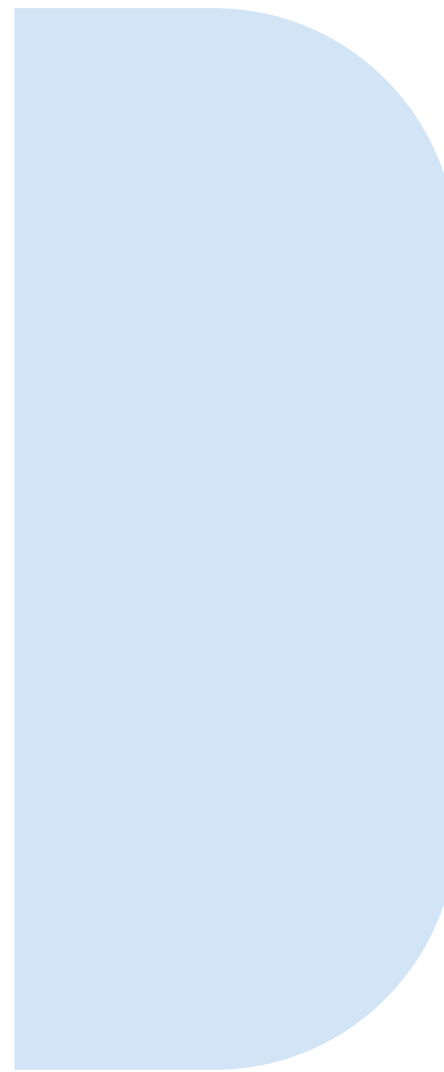
6.4 Favicon





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6.5 Web/App Icon



Where productivity meets insight & innovation drives balance

Providing personalized tools and analytics to unlock your full potential and enhance work-life harmony

[Get Started](#)

Take control of your time



Unlocking productivity with data driven insights

Get Started

Discover
timefoundai.com

21%

84%

Progress:

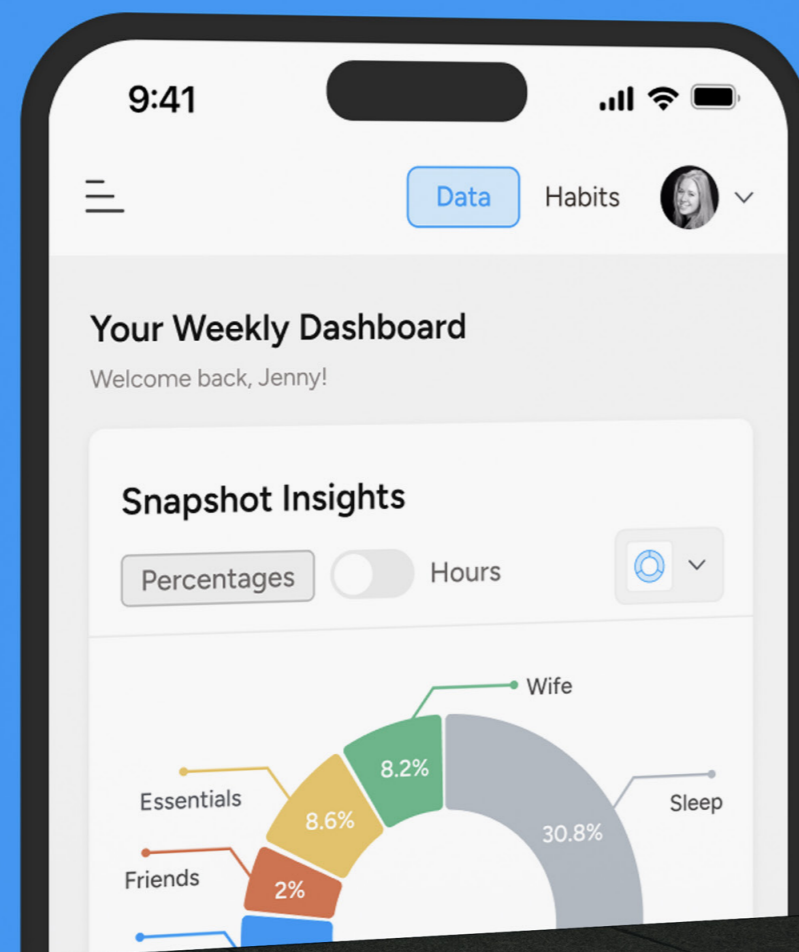
56%

38%

75%

Take control of your time

timefoundai.com



Unlocking productivity with data driven insights

Discover
timefoundai.com



HAND CRAFTED QUALITY
OVERALL MURALS
SINCE 2010

Take control of your time

 TimeFound



Analyze, optimize, visualize.

