

TOOLPATH

Brand Identity Guide

Updated 22/3/25



Logo



Notes:

1. It's fine to use the ICON without the word, but you should never use the word without the icon
2. Don't adjust spacing, corner radius, or any other element of the logo. When changing size, preserve all proportions.
3. Don't adjust the space between the icon and the "T"
4. Don't crop the supplied Logo Lockup files, they have the required whitespace built into them.
5. Logo text should be Main Blue (4D5168) & logo mark should be Green (68B688) unless logo is on a dark background (see next page)



Logo on Dark Background

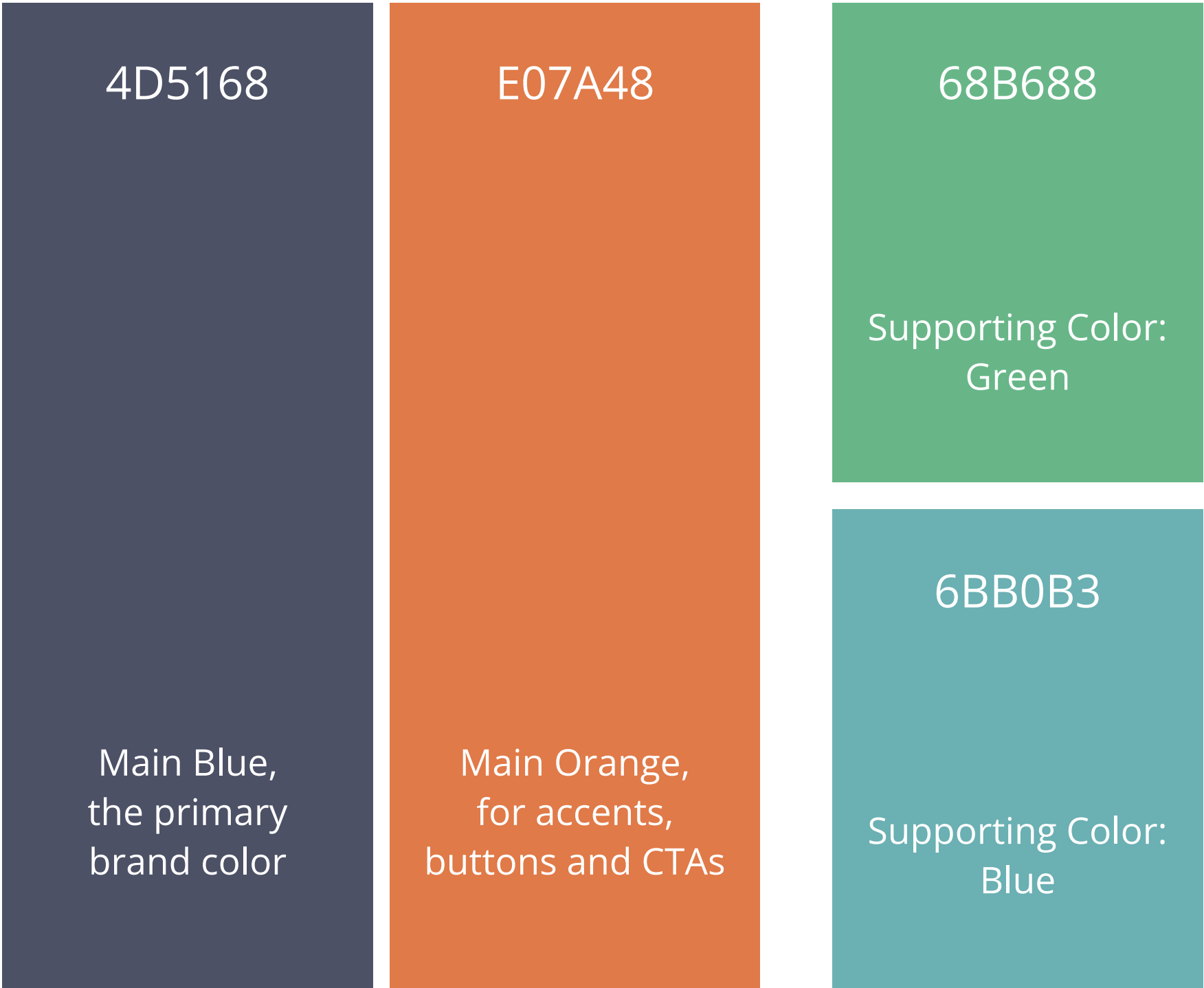


Note:

1. On dark backgrounds, present the logo in white (FFFFFF). Don't use any other color, and don't adjust the opacity.
2. Logo mark remains Green (68B688).



Main Brand Color, Accent Color and Supporting Colors



Notes:

- 1. When using the Toolpath logo on light backgrounds, always use the Primary logo variant. On dark backgrounds, use the logo variant with "Dark Background" in the file name.
- 2. Only use the Main Orange for critical and action-oriented accent items, like buttons, hyperlinks and CTAs. Use sparingly to help it draw attention.
- 3. Toolpath uses a primarily LIGHT palette. This means you should use mostly light (white or ultra light gray) page backgrounds with dark text. Only sparingly use section/page backgrounds in the dark range.
- 4. When using text on top of each color, reference this chart to determine if the text should be dark or light. Dark text should be 1A1C23, while light text should be FFFFFFFF.



Grayscale & Functional Colors

F3F4F6	DCDEE5	C4C7D4	959BB1	4D5168	2B2E3A	1A1C23	BA5B4B
Ultra Light Gray, use for boxes or page backgrounds	Light Gray, option 1	Light Gray, option 2	Light Gray, option 3	Main Brand Color	Preferred Dark Accent Color	Brand Black, use for text on light backgrounds	Functional Red, Use only as needed
							FFE066
							Functional Yellow, Use only as needed

