

Primary Logo

Our logo is often the first piece of our visual identity that new audience is introduced to when they meet our brand, so it must be presented correctly.

The master logo is primarily typographic with the "Uplift Arrow" within the R signifying the impact that TopRec has on businesses.

These words define how we approach our work, how we behave towards others and how we think as a team.



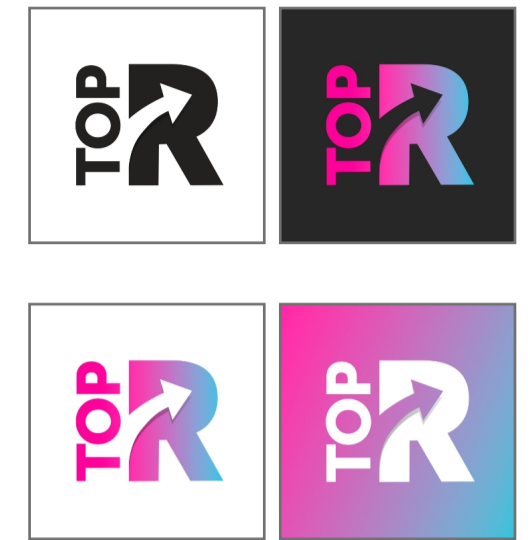
On light backgrounds



On dark backgrounds



On dark backgrounds original logo



potential icon usage

Isolation Area

The TopRec logo should be surrounded by a minimum area of clear space. This assures that headlines, body copy, or other visual components do not intrude on the logo.

The correct clear space around the TopRec logo can be measured using the Uppercase "TOP" as demonstrated in the diagram.



Primary Palette

We use a strict color palette across all our communications to ensure that the TopRec brand remains consistent, recognizable, and distinct.

This is one of the ways we protect our brand's uniqueness and retain our users' trust.

The right combination used can evoke the desired mood and subconsciously shape action.

Persian Rose	Sea Serpent	Charcoal	Black	White
#FF2CA8	#49BED9	#3C4856	#000000	#FFFFFF
R : 255	R : 73	R : 60	R : 0	R : 255
G : 44	G : 190	G : 72	G : 0	G : 255
B : 168	B : 217	B : 86	B : 0	B : 255

Headline Font: Lato Bold

abcdefghijklmnopqrstujvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

Boday Font: Source Sans Pro Regular

abcdefghijklmnopqrstujvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

Imagery & Composition

We use variety of imagery within our designs to show our close connection to digital and technology.

Imagery should always feel impactful, glossy and premium. Some examples of the type of images we use on the right.

