

## Brand Guideline

, software and cloud solutions for all aspects of IT infrastructure including security, performance and reliability. In the past few years,  **TechVAR** advisors have earned over 1000 customers purchasing 80,000 licenses. What started as a consulting business became a viable stand-alone business and TechVAR

The TechVAR branding  
is an expression of  
our enthusiasm and  
dedication toward  
meeting customer needs.

Design **as friendly and responsive as** our  
trusted advisors.

Visuals **as modern as** the solutions we provide  
and **as sharp as** our technical expertise.

The look and the voice of the TechVAR brand reflects  
our **#1 purpose:**



understanding where our  
customers need to go and  
taking them there.

## Logo

### Techvar Logo designs

In everything we do, we aim to bring focus and clarity to teams without distracting; so our logo and symbol are direct, clear, and impactful.



# Colors

## Primary Colors

#5F5FED

**Tech Blue**

RGB 95 95 237  
CMYK 72 67 0 0  
PMS PANTONE 2386C

#3CF7AF

**Cyber Green**

RGB 60 247 175  
CMYK 55 0 50 0  
PMS PANTONE 3385C

#FF1F5F

**Saasy Pink**

RGB 255 31 95  
CMYK 0 95 45 0  
PMS PANTONE 205C

#27224C

**Dark Data Blue**

RGB 39 34 76  
CMYK 93 93 39 39  
PMS PANTONE 5255C

## Secondary Colors

#8BC1FF

**Software Blue**

RGB 139 193 255  
CMYK 40 15 0 0  
PMS PANTONE 292C

#7B9BFF

**Cloud-based Blue**

RGB 123 155 255  
CMYK 51 37 0 0  
PMS PANTONE 2122C

#F792A4

**Software Pink**

RGB 247 146 164  
CMYK 0 53 17 0

#46456B

**Java Purple**

RGB 70 69 107  
CMYK 80 77 34 19  
PMS PANTONE 5275C

#80808C

**Mainframe Grey**

RGB 128 128 140  
CMYK 53 45 35 5

#4A4A54

**Hardware Grey**

RGB 74 74 84  
CMYK 70 63 50 34

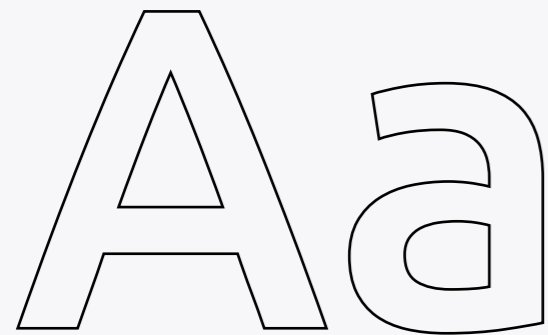
#0A0023

**Bandwidth Black**

RGB 10 0 35  
CMYK 85 82 54 74

# Typography

## Headings



### Ubuntu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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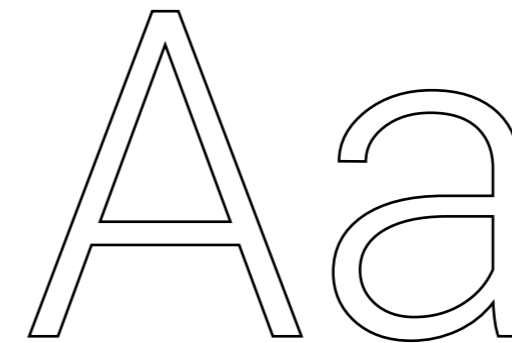
# H1 Ubuntu Medium 55

## H2 Ubuntu Medium 36

### H3 Ubuntu Regular 24

**Titles are Ubuntu Medium 18pt.** It is used to give meaning to components and areas that requires more attentions. Titles should not be used as body copy.

## Body copy



### Roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

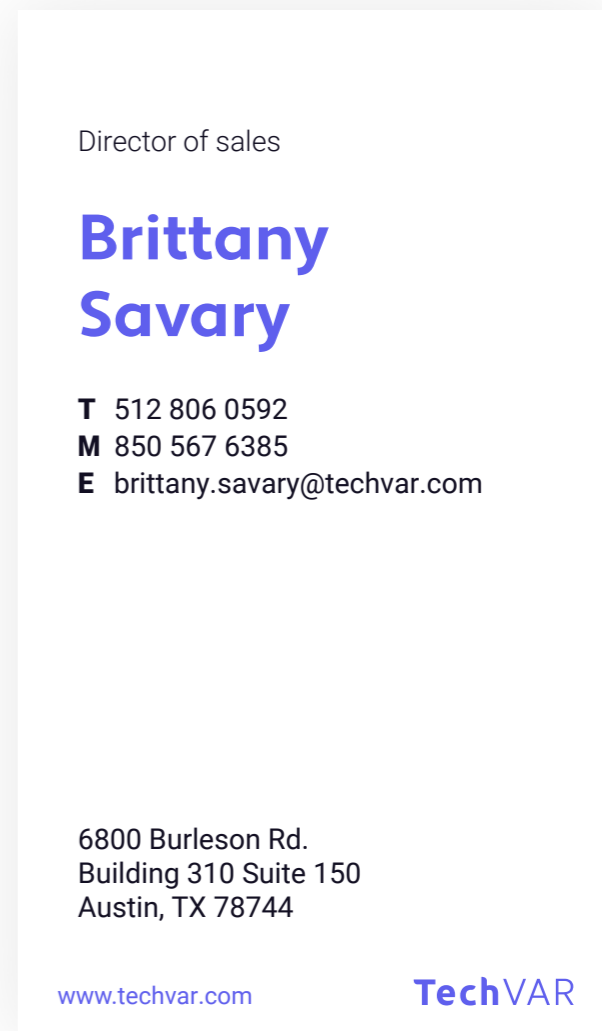
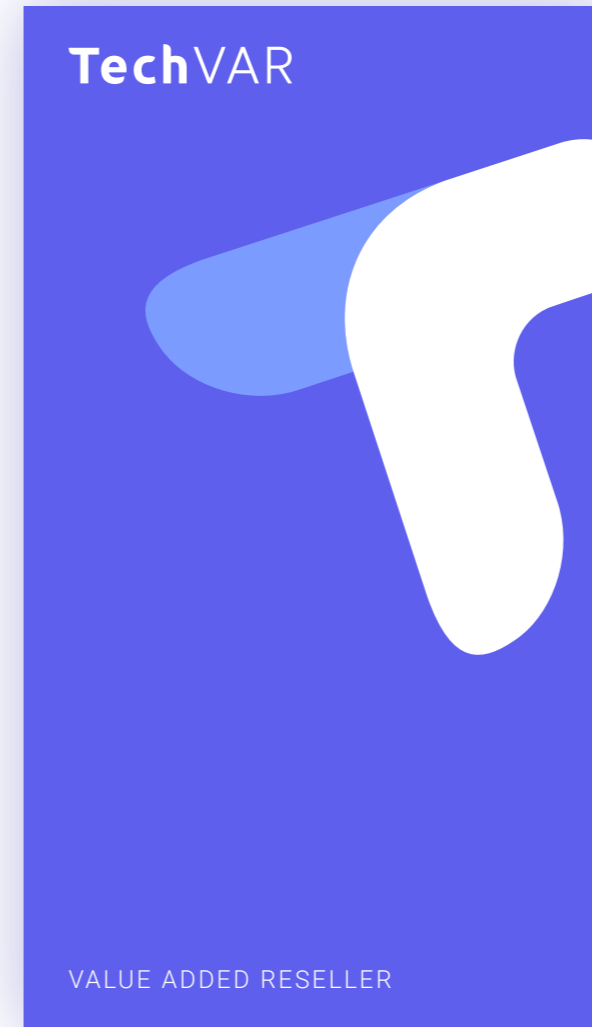
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Paragraph is set in Roboto light. **Type** 15pt | **Line-height** 24px

TechVAR offers hardware, software and cloud solutions for all aspects of a small or medium business's IT infrastructure including security, performance and unified communications. Over the past few years, advisors have earned the trust of over 1000 customers purchasing 80,000 licenses.

**Subtext is Roboto Medium 12pts.** It is used to give more meaning and support headlines and other components.

# Business Card



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**TechVAR**