

# tollring

Brand Guidelines



# Logos

## Tollring

For branded documents used internally and for direct Tollring customer facing assets



tollring



When placing the logo there must be the width of the 'O' as a margin.

# Colours

## Brand colours

Use primary, secondary, accent, and neutral colours that enhance usability by ensuring adequate colour contrast between components, allowing users with limited vision to see and use our products.

### Primary



### Secondary



### Accent



# Typography

## Typefaces

We use three typefaces for Tollring brand-related design materials: Euclid Circular, Montserrat and Inter

### EUCLID CIRCULAR B

**Aa Aa**

**The quick brown fox  
jumps over the  
lazy dog**

Used for headers on  
the website

### MONTSEERRAT

**Aa Aa**

**The quick brown  
fox jumps over the  
lazy dog**

Used for headers on  
the presentation  
decks, Digital & Print  
assets

### INTER

**Aa Aa**

**The quick brown fox  
jumps over the lazy  
dog**

Is the body text that  
we use everywhere.