

Toolset

Build Beautiful Dynamic WordPress Websites

Branding guidebook

Logotype



There are four optical sizes for the Toolset Logotype.

Large

Use the full logo



Middle

Use the full logo



Small

Use the full logo



Icon

Use only the graphic part of the logo

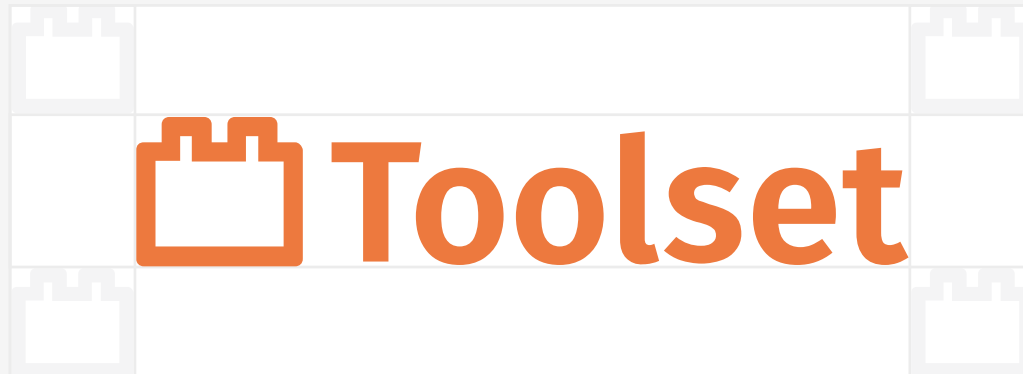


Logotype clearspace



No graphic element
should ever appear
within this space.

Zone for comfortable placement of any
graphic elements



Logotype color options



Color and
monochrome logo
options.

The logo for 'Toolset' is displayed on a white background. It features a stylized orange icon of a toolbox with a handle on top, followed by the word 'Toolset' in a bold, orange, sans-serif typeface.

The logo for 'Toolset' is displayed on a solid orange background. The toolbox icon and the word 'Toolset' are rendered in white, creating a high-contrast monochrome version of the logo.

Logotype exemplary usage



Use the logo without a background image only if a contrast between them preserves the readability of the logo.

The background needs to be **uniform**.

In any other cases, use the logo with the background.

The Toolset logo, consisting of a stylized folder icon and the word 'Toolset', is displayed in orange on a plain white background.

The Toolset logo, consisting of a stylized folder icon and the word 'Toolset', is displayed in white on a solid blue background.

The Toolset logo, consisting of a stylized folder icon and the word 'Toolset', is displayed in white on an orange rectangular background, which is centered over a grayscale image of hands typing on a laptop.

The Toolset logo, consisting of a stylized folder icon and the word 'Toolset', is displayed in orange on a white rectangular background, which is centered over a colorful, swirling marbled pattern.

Toolset colors



Branded colors
and gradient.



#ed793e

237, 121, 62



#783eed

120, 62, 237



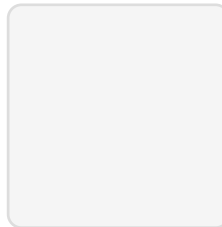
#3eed78

62, 237, 120



#fff

255, 255, 255



#f5f5f5

245, 245, 245



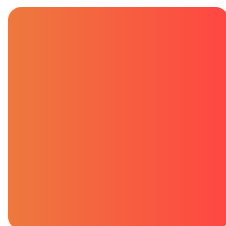
#666

102, 102, 102



#343434

52, 52, 52



linear-gradient(90deg,
#ED793E, #FF4642);