



# BRANDING STYLE GUIDE

*The basics for communicating the Time Timer brand*

## Logos

Logo must always contain registered trademark ® as shown.



**TIME TIMER®**

*Black*

**TIME TIMER®**

*PMS 186*

**TIME TIMER®**

*PMS Cool Gray 7 C*

**TIME TIMER®**

*White (reversed from background)*

### Preferred Logo

All aspects of logo should be highly visible on all applications.

### Word Mark

Use when space is limited or a different color is needed. Only use in the colors shown.

## Colors

Our primary brand color is the “Time Timer red” of our iconic disk.



Pantone  
186 C

C: 15  
M: 100  
Y: 80  
K: 0

Hex:  
#C8102E



Pantone  
Black C

C: 65  
M: 66  
Y: 68  
K: 82

Hex:  
#2D2926



Pantone  
2334 C

C: 50  
M: 48  
Y: 45  
K: 27

Hex:  
#6C6463



Pantone  
Cool Gray 7C

C: 38  
M: 29  
Y: 24  
K: 5

Hex:  
#97999B



Pantone  
Cool Gray 1 C

C: 10  
M: 7  
Y: 5  
K: 0

Hex:  
#D9D9D6

## Typography

Our brand typeface is Avenir.

Avenir Light

*Avenir Light Oblique*

Avenir Book

*Avenir Book Oblique*

**Avenir Medium**

*Avenir Medium Oblique*

**Avenir Heavy**

*Avenir Heavy Oblique*

**Avenir Black**

**Avenir Black Oblique**

## Photography

<https://www.flickr.com/photos/timetimer/albums>

Any new Time Timer photography that is taken should reflect authentic experiences with the product. Focus should remain on our target audiences of **special needs, education** (students/teachers), **home** (parents/children), and **working professionals**. The product should never be photo edited into existing stock images without approval from Time Timer US.

## Questions?

Please contact Time Timer Marketing with any questions or requests.

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