



brand guidelines

what is it?

getyourcolor was founded by Silvio Scala, a graphic designer with over 25 years of experience.

It is an online design studio focused on creating, developing, and enhancing the visual identity and communication of companies, professionals, cultural organisations, and institutions.

It offers tailor-made, professional, and sustainable solutions, optimised for quality and value, to promote a brand in an effective and consistent way.

From concept development to logo creation, from print to web design, **getyourcolor** manages every stage of the project with a smart & sustainable approach, using up-to-date trends and technologies.

The claim "**we'll care for your brand**" reflects a true commitment to care and attention to detail, ensuring each project can fully express its potential.



the brand

Colours carry strong meanings and can express emotion, prestige, elegance, modernity, trends, and offer viewers the right interpretation of a brand or the message being communicated.

getyourcolor works with each client to define the ideal path made of shapes, colours, and promotional solutions designed for that purpose.

The drops in the logo represent the ink that brings the chosen colour to life, symbolising the idea taking shape.

The triangular layout and the yellow/black contrast recall a “**work in progress**” sign, highlighting that a brand must be constantly updated to remain unique and aligned with current trends.



fonts and colours

The font used for the **logo** and **payoff** is the **Bold** style of **Helvetica Neue**, enhanced through custom adjustments. Clean, neutral and highly legible even at a distance, its compact and balanced structure delivers a refined, modern look. Known for its presence in typography and signage, **Helvetica Neue** is instantly recognisable and strengthens brand clarity. Thanks to its wide range of variants, it adapts effortlessly to diversified communication needs. The brand colours take inspiration from the iconic “**Work in progress**” signage, offering a bold, high-impact contrast that captures attention. White is used as a flexible alternative to ensure perfect readability across backgrounds with varied tones and visual density.



PANTONE
P 1-7 C

C 0 M 0 Y 81 K 0

R 255 G 240 B 62

HEX
#FFF03E



PANTONE
447 CP

C 0 M 0 Y 81 K 0

R 255 G 240 B 62

HEX
#1E2522



BIANCO

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

HEX
#FFFFFF



For all headings and text content, the typeface used is **Inter**, a sans-serif font designed to offer maximum readability both in print and on the web. **Inter** maintains an aesthetic very close to **Helvetica**, with clean shapes and a balanced visual presence, while adding the major advantage of being a web-optimised font for modern screens.

Its clear structure, wide range of weights, and consistently crisp rendering make it ideal for any application: titles, paragraphs, digital interfaces, and promotional materials. **Inter** ensures visual consistency across all media, reduces online compatibility issues, and allows smoother execution of digital projects.

It is a versatile, reliable, and contemporary typeface, perfect for keeping the identity of **getyourcolor** solid and consistent in every context, from web to print.

ExtraLight

Thin

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

shapes and sizes

This section presents the logo dimensions and shape variations, allowing it to be adapted to different uses while preserving legibility and consistency.



horizontal version on a single line, size 90 × 12.3 mm



horizontal version on a single line, size 60 × 8.1 mm



horizontal version on a single line, size 36 × 5 mm



brand icon
20 × 20 mm



brand icon
10 × 10 mm



brand icon
5 × 5 mm



vertical version set on four lines
36 × 5.5 mm



profile image

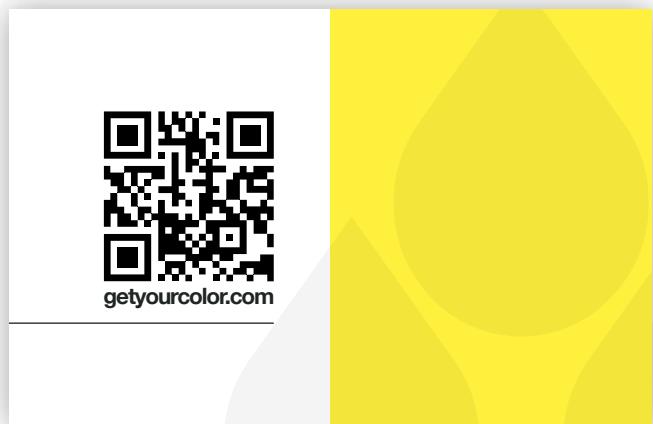


app icon

dark background and light background



business card



signage



apparel





getyourcolor.com



portfolio