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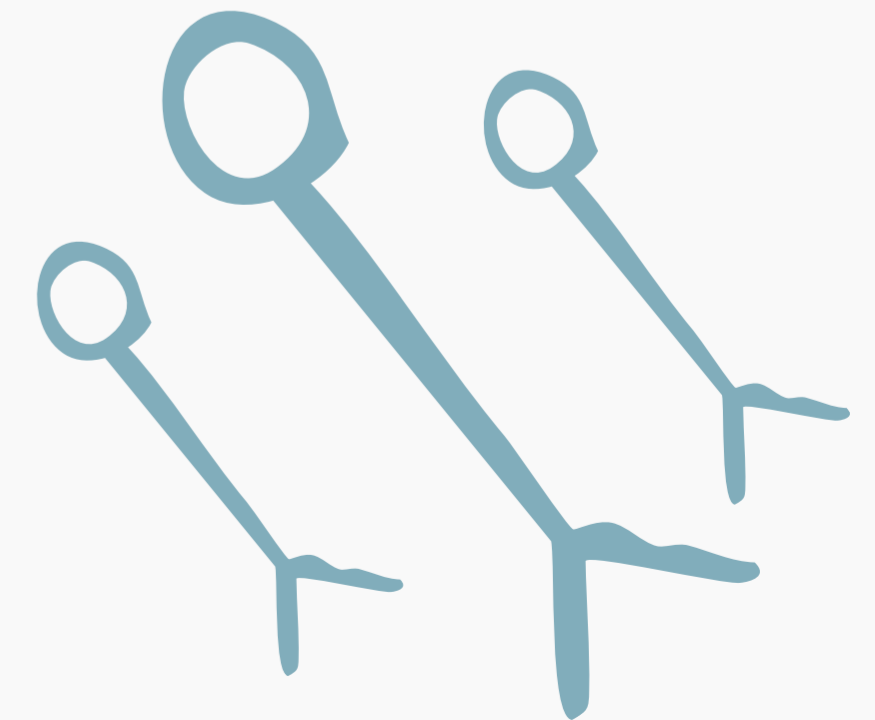
# Using the Taotaomo'na Brand Guidelines

This guide outlines our brand identity standards to ensure we are presented consistently across all communications.

Inside you'll find guidelines on proper use of our logo, colour palette, typography, imagery, and other brand assets.

By following these standards, you'll help us maintain a polished, professional brand image. Our goal is to equip you with the knowledge and resources to produce on-brand materials that reflect our unique qualities.

For any additional brand guidelines information or to request our brand assets, please contact the Jane Doe at [jane.doe@brand.com](mailto:jane.doe@brand.com)



# Who we are

01 — OUR STORY

## The spirit of those before us

Taotaomo'na , "the spirit of those before us," is more than a destination.

It is a living bridge between past and present, where stories, craft, and community come together to celebrate the enduring spirit of the Chamorro people.

Rooted in Guam's cultural heritage and shaped by the values of inclusion, creativity, and belonging, Taotaomo'na invites everyone, locals, visitors, and future generations, to walk in the footsteps of those who came before while shaping the stories still to come.

We are a collective of artists, guides, and makers who believe that culture is not something to observe, but something to experience. Through every sound, touch, and shared moment, we nurture connection to each other, to the island, and to the ancestors who continue to guide us.

At Taotaomo'na, we design for all across age, ability, and language so that every visitor can find their place in the story of this island we call home.

# OUR BRAND

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# Our mission

This is our company's mission we are dedicated to - the reason we get out of bed in the morning.

This mission will guide us on internal/external communications, decision-making, and our roadmap. It ensures we're all aligned and moving towards the same goals, keeping our brand consistent and our work meaningful.

**Our mission is to honor the spirit of the Chamorro people by creating a space where culture, creativity, and community thrive together.**

# 02 TONE OF VOICE

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# How we speak

Our voice reflects who we are: futuristic, adaptive, minimalistic, experimental, and playful.

These qualities shape how we communicate, ensuring our message resonates with our audience in a way that's authentic and engaging.

## >> Warm

Welcoming and inclusive, never distant or formal

## >> Grounded

Rooted in Chamorro values, authentic, and respectful

## >> Inviting

Encouraging curiosity and participation

## >> Empowering

Celebrates belonging, contribution, and pride

# LOGO

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A logo's strength comes from its consistent use over time, creating a strong visual link to the brand in consumers' minds.

This recognition allows the logo to embody the brand's entire identity and values. Therefore, maintaining a recognisable logo and using it consistently is crucial for building and reinforcing its meaning to audiences.

This section presents the approved variations of your brand logo, including horizontal and vertical stacking options.

Horizontal



Wordmark



Vertical



Logomark



# Color Variations

This section showcases the approved color variations of your logo and brand elements.

This flexibility allows your brand to maintain its identity while adapting to various design needs and constraints.

On light background



On dark background

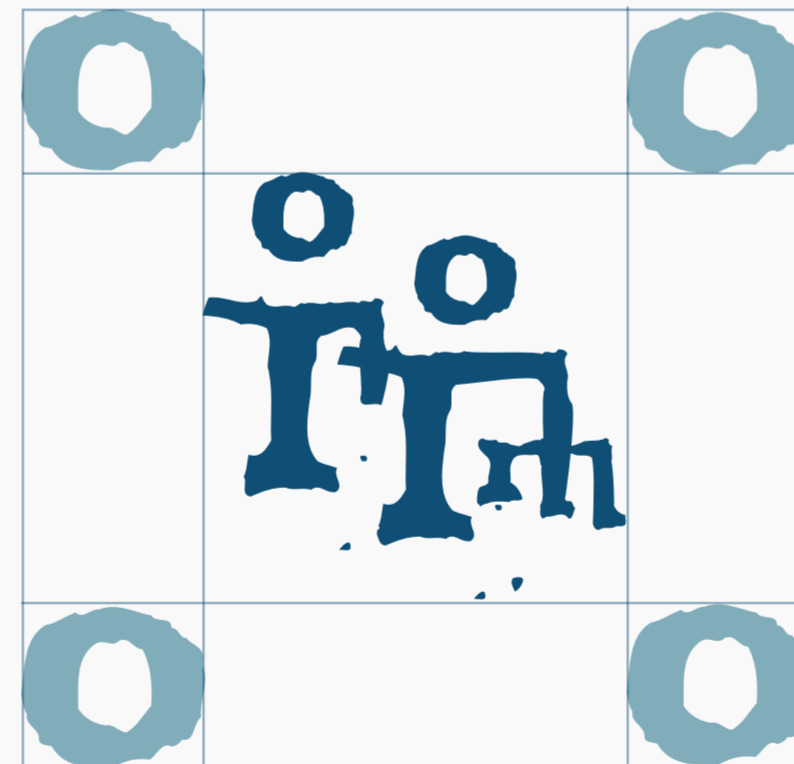


# Logo clearspace

A logo stands out when there are plenty of white space in the surrounds.

This size represents the minimum space around the logo and must be applied in all cases.

Of course, it is allowed, and in some cases it is recommended to go beyond this in order to create a clear and consistent design.



# COLORS

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# Primary colors

Primary colours are the core hues of your brand identity.

These colours appear most frequently in your designs and marketing materials.

Key primary colour come with light and dark versions, adapting to different background colours. This ensures better contrast for accessibility and aesthetics, while maintaining brand consistency across various applications.

## Midnight Blue

HEX #0F4F77

R 15    C 97  
G 79    M 70  
B 119   Y 31  
          K 2

HSB 203, 87%, 47%

## Cadet Blue

HEX #82AEBC

R 130    C 50  
G 174    M 20  
B 188    Y 21  
          K 0

HSB 194, 31%, 74%

## White

HEX #EFEFE4

R 239    C 5  
G 239    M 3  
B 228    Y 10  
          K 0

HSB 60, 5%, 94%

# Secondary colors

Secondary colours complement your primary palette.

These additional hues provide flexibility in your designs without overshadowing your main brand colours.

## Asparagus

HEX #89A275

R 136 C 50

G 162 M 23

B 116 Y 64

K 02

HSB 93, 28%, 64%

## Shadow

HEX #57664A

R 87 C 64

G 102 M 43

B 74 Y 74

K 27

HSB 92, 27%, 40%

## Chestnut

HEX #BA6358

R 186 C 22

G 99 M 70

B 88 Y 64

K 06

HSB 7, 53%, 73%

## Cocoa Bean

HEX #4C231C

R 76 C 43

G 35 M 78

B 28 Y 77

K 63

HSB 9, 63%, 30%

# Color use

Colors should only be used and paired in the hierarchy given to maintain legibility.



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Colors should only be used and paired in the hierarchy given to maintain legibility.



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# Fonts

This section outlines the typography guidelines for the brand.

It includes:

1. Title font: The main typeface used for headlines and key messaging.
2. Text font: Used for body text and supporting content.

Shrub

<https://fonts.adobe.com/fonts/shrub>

Metallophile Sp8

<https://fonts.adobe.com/fonts/metallophile-sp8>

Titles

# Shrub

**Bold** Bold

Text

# Metallophile Sp8

**Bold** Regular

# ILLUSTRATIONS & ICONS

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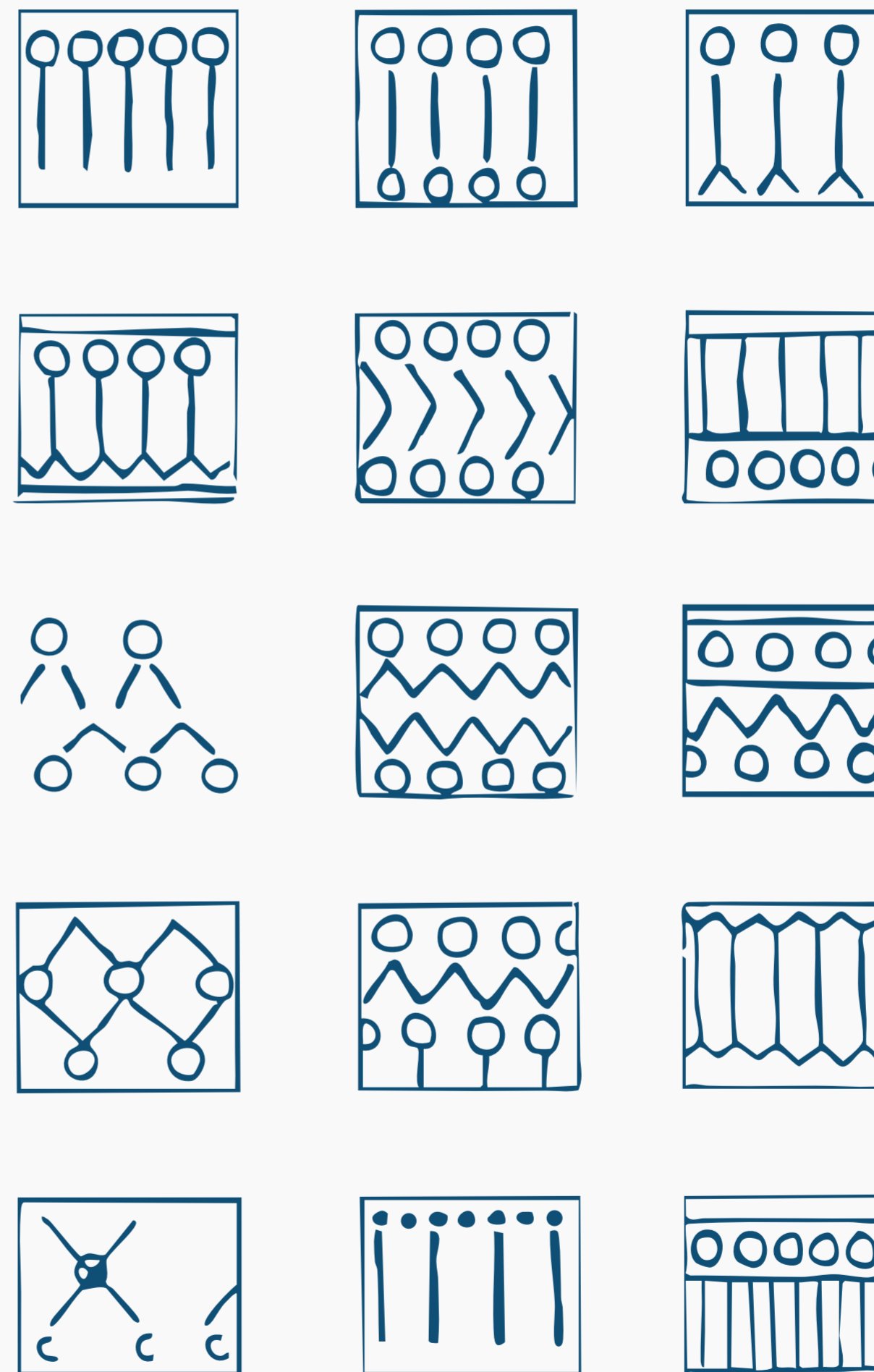
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# Symbols

An symbol library from contains beautiful pixel-perfect SVG icons.



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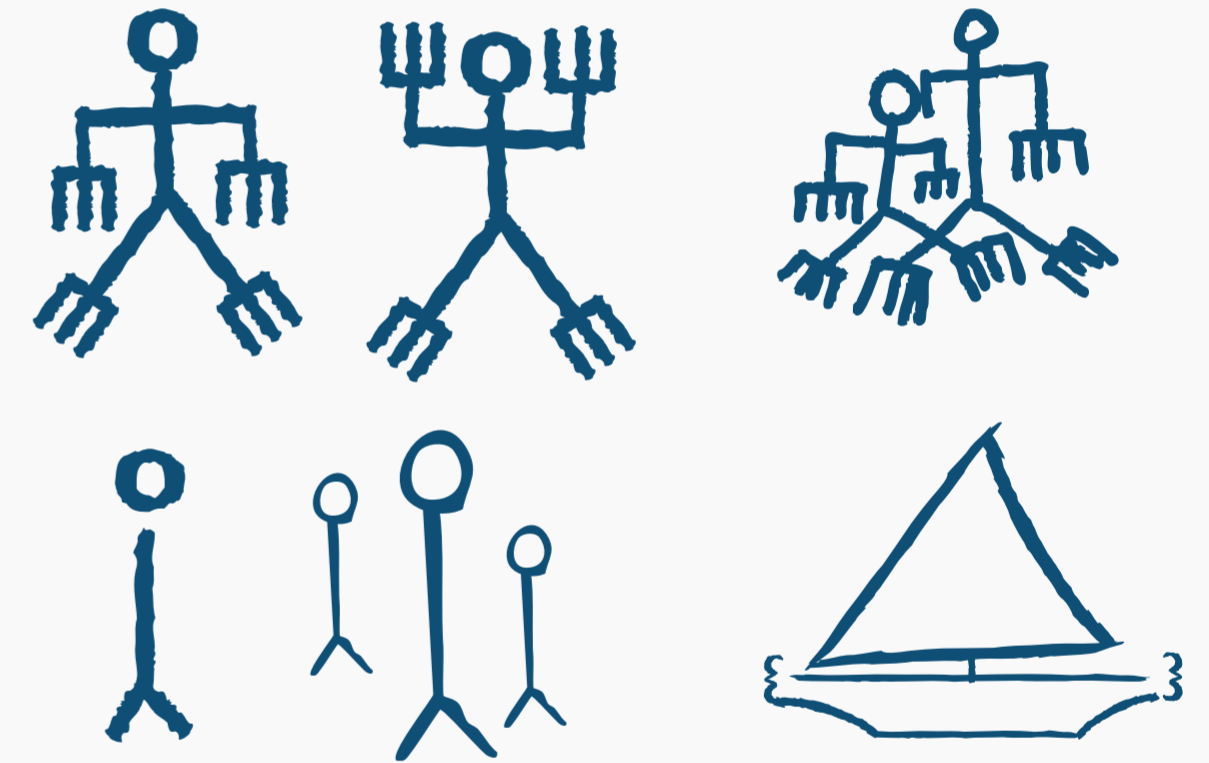
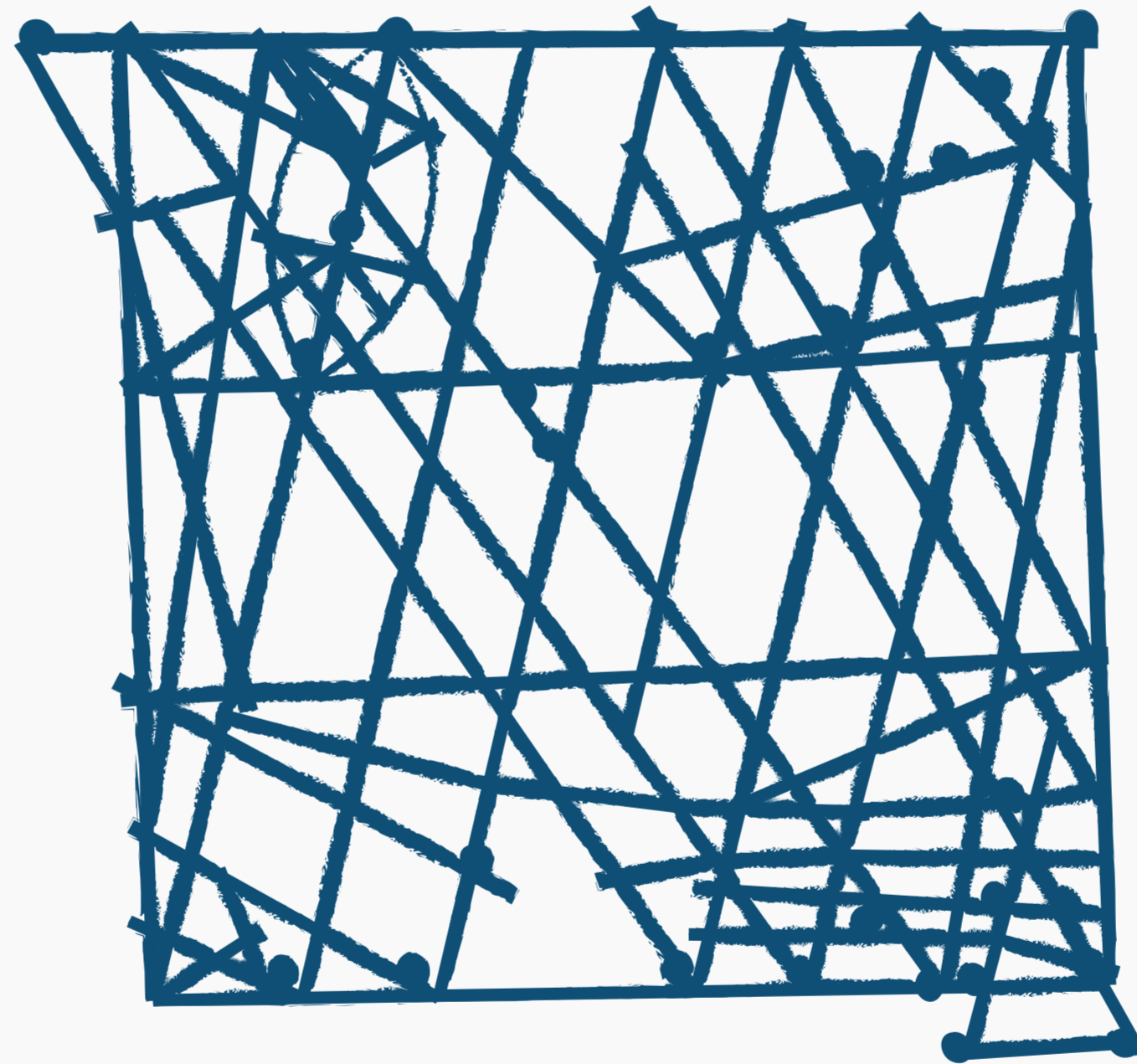
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# Graphics

This section showcases a library of graphic elements designed to enhance visual communication and reinforce the brand identity.

Leverage these graphics to create engaging and consistent designs across various applications.



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# Photography

## Overview

Each image should feel alive and rooted in the land, people, and stories that define Guam.

## Style & Mood

- **Warm and Natural:** Use sunlight and earthy tones that reflect the island's palette.
- **Authentic and Candid:** Show real people and genuine moments of learning, laughter, and care.
- **Inclusive and Respectful:** Represent all ages, abilities, and backgrounds with dignity.

## Focus On

- Craft, storytelling, and cultural practice.
- Generations sharing knowledge.
- The island's natural beauty
- Small, meaningful details that speak of heritage.

## Tone

Honest. Grounded. Reflective.



# APPLICATION

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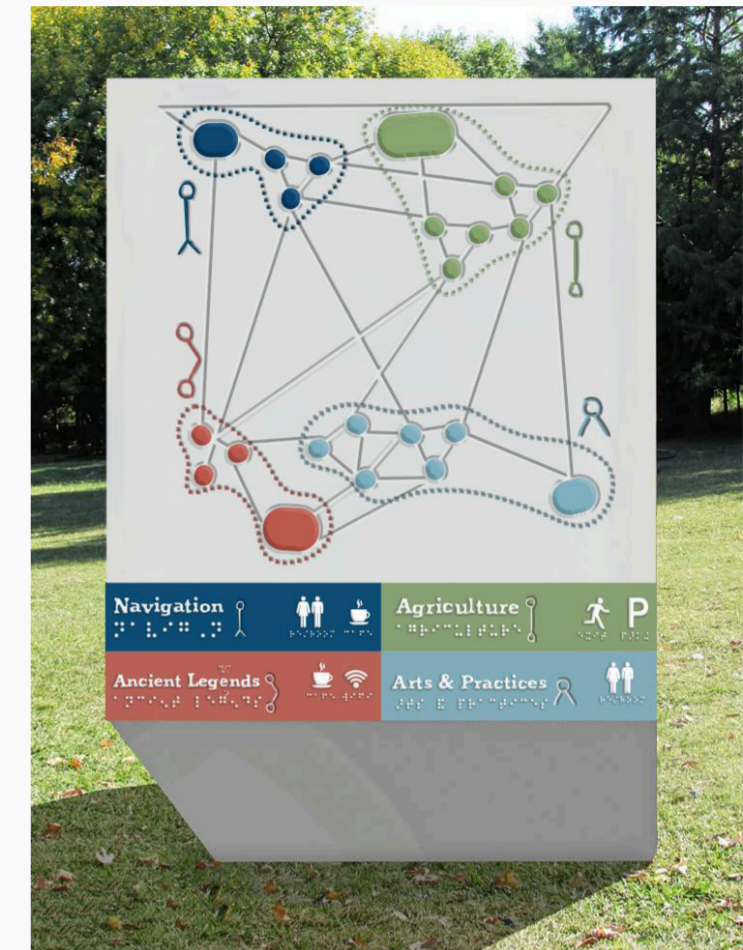
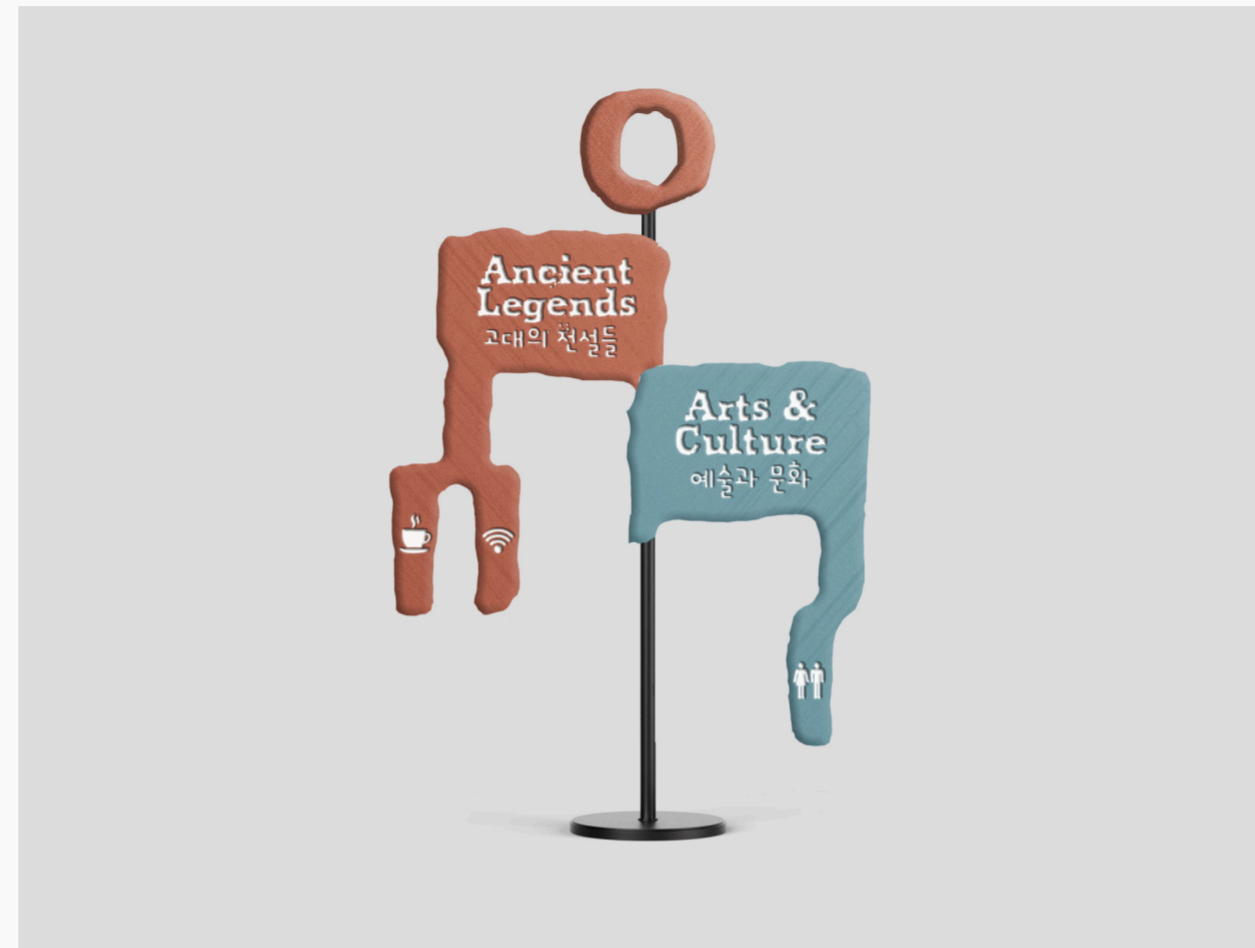
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# Wayfinding

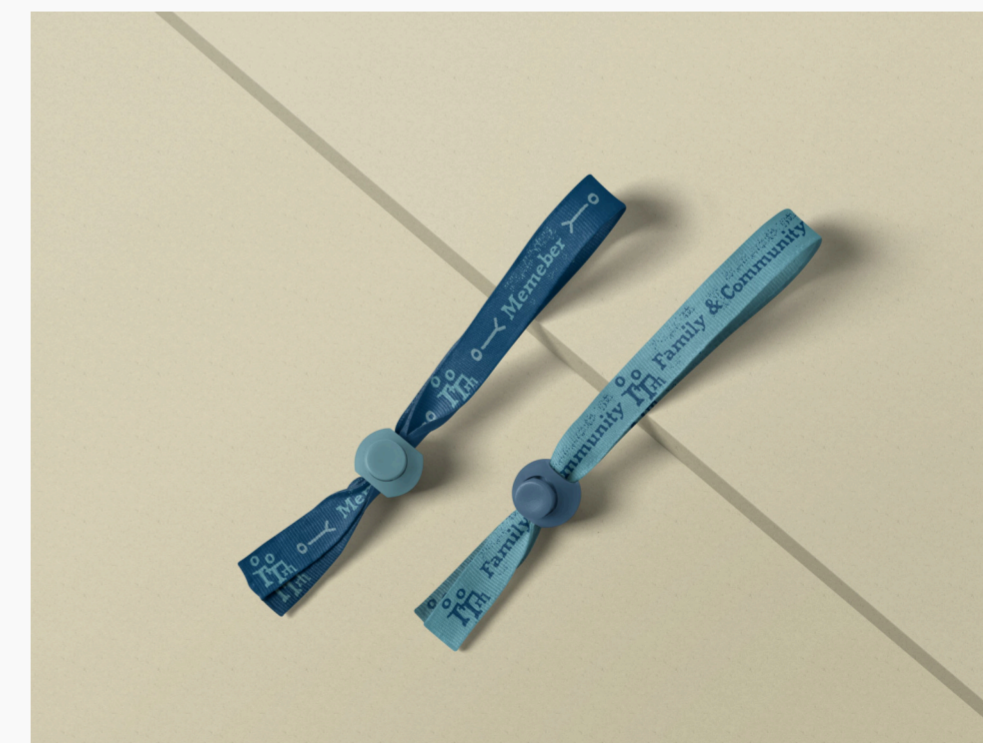
This section provides guidelines for applying your brand identity to wayfinding and signage.



# Print

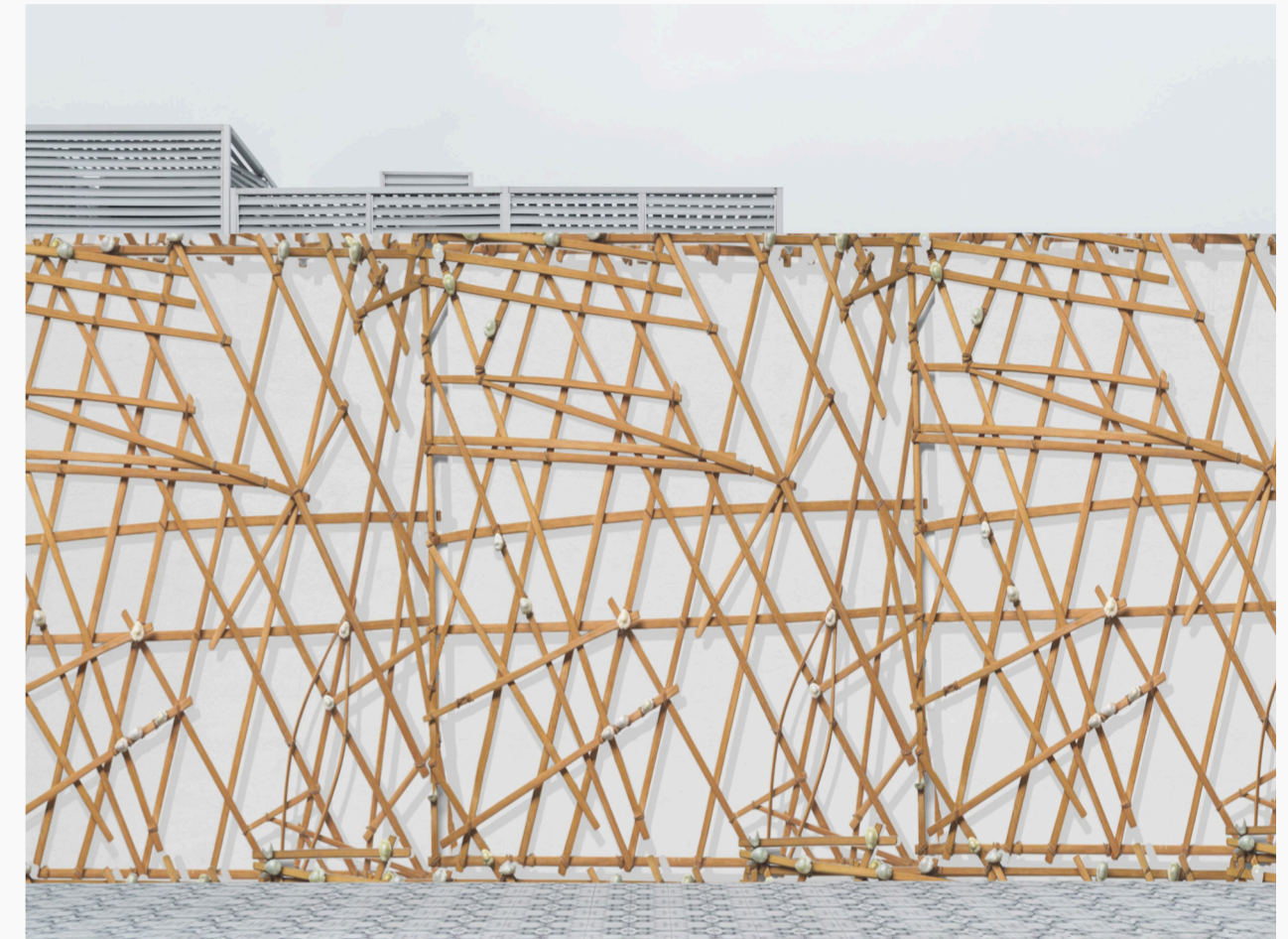
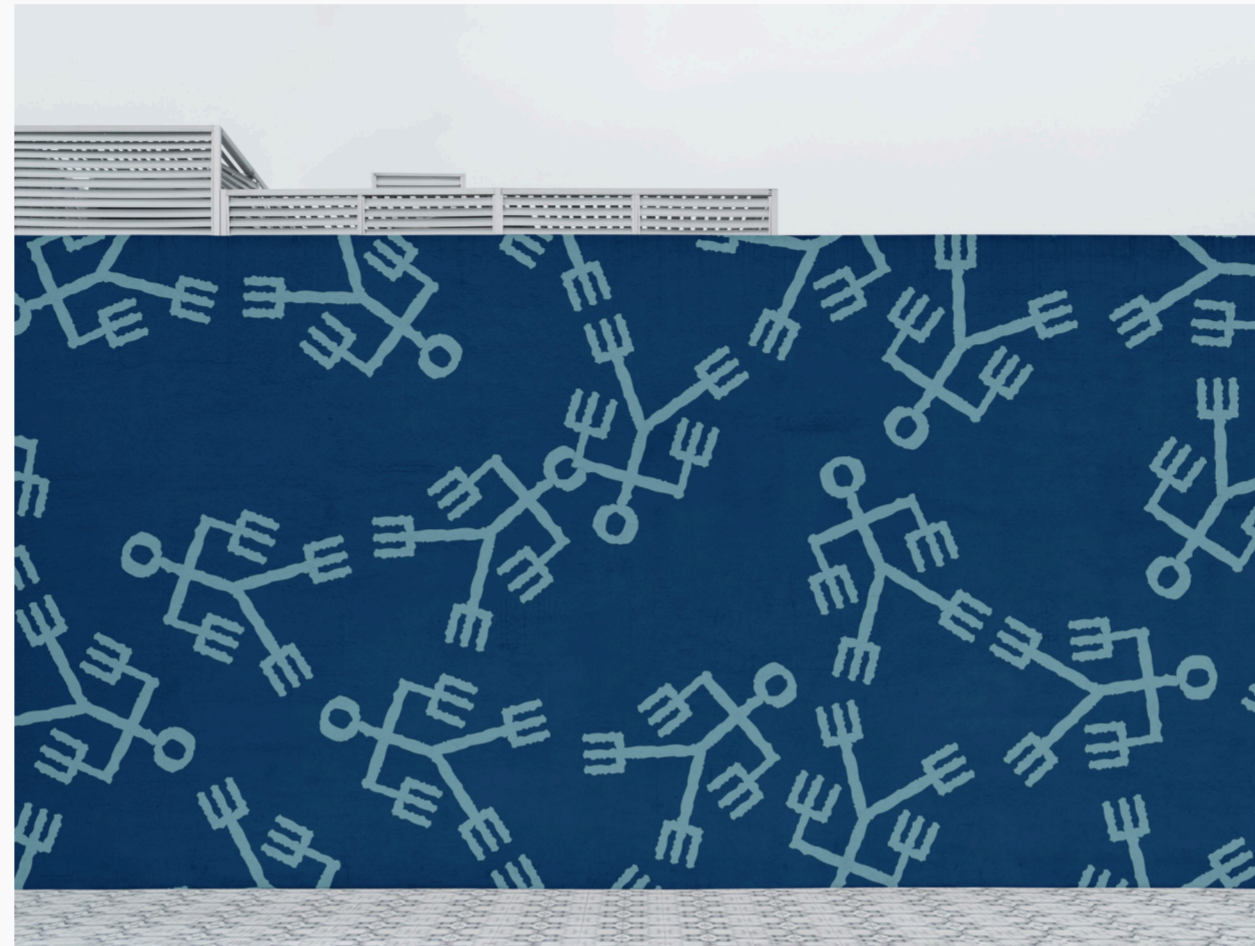
This section provides guidelines for applying your brand identity to printed materials.

These standards ensure your brand's visual elements, typography, and messaging remain consistent and impactful in physical formats, maintaining a professional and cohesive brand presence across all printed touchpoints.



# Environmental

This section provides guidelines for applying your brand identity to environmental elements.



# Web

This section provides guidelines for applying your brand identity to the website.





# Operations

This section provides guidelines for applying your brand identity to operational items.



# Merch

This section provides guidelines for applying your brand identity to promotional merchandise and giveaway items.

It covers how to incorporate your logo, colours, and brand personality into various products such as t-shirts, bottle, tote, and other branded items.

These guidelines ensure that your swag items effectively represent your brand, create a positive impression, and serve as memorable touchpoints for your audience.



