Brand Guidelines

2026

Time Archer
Visual Identity Quideines

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TIME ARCHER studios

Mission & Vision

Mission

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Vision

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Our Logo

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Primary Logo

The standard red hourglass version of the logo should be used whenever applicable, both in its dark and light background variations. The red on the full color logo is interchangable with the lilac color swatch on dark backgrounds only.



Logo Lockups

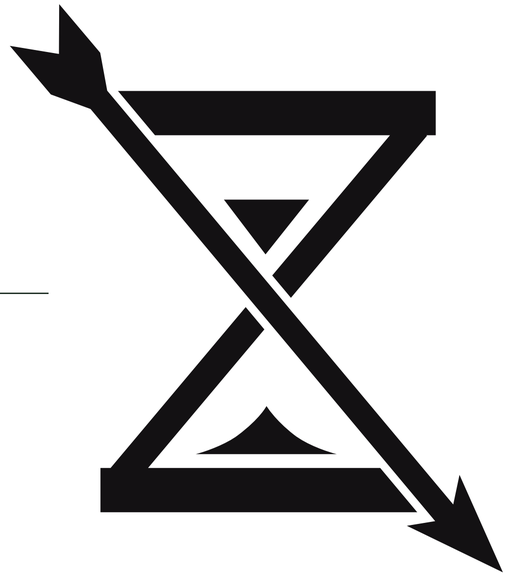
When using the logo, dropping the “Studios” text for clarity is acceptable use. When in need of a Vertical logo format instead opt for the Logo mark to avoid unbalanced stacking. The M in “Time” is a modifed usage of Museo Moderno and thus cannot be replicated in a text box.

Do not take elements of the logo mark and use them individually unless animated. The hourglass should always have the arrow entering from the left top corner and exiting through the right bottom corner. If for any reason should the arrow need to enter opposite, ensure the sand is falling and piled up appropriately to gravity.



Horizontal **logo**

Logo mark



Logo Colors

The logo should be used in full color versions whenever possible. Any solid color thematically correct can be used so long as there is enough contrast when compared to its background, but studio colors are prefered.









Monochrome Logo





Logo Scalability

Do not reduce the size of the logo beyond legible viewing. If logo is too intrusive when legible, opt for the logo mark/hourglass alone as an alternative.





75%



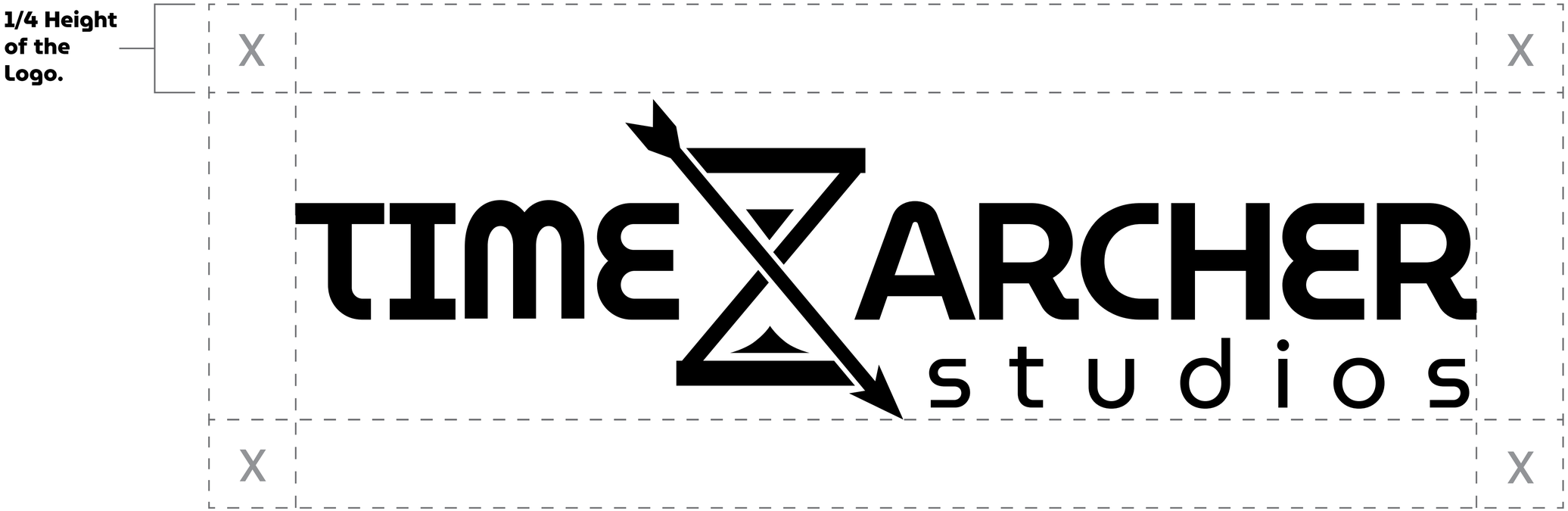
50%



25%

Logo SafeZone

When using the logo ensure that at least 1/4th the height of the logo on all sides space is left from the edges of the page/screen. For other logos places alongside, ensure the space remains enough to distinguish both the “Time Archer Studios” logo and compainion as seperate entities.



Logo Rules

Do not move the hourglass to the outside of the text, unless animated. Do not compress or otherwise mis-shape the logo or logo mark to fit a space. Removing the studios lable for readability is acceptable use so long as its deemed necessary.

Arrow must always have the arrow tip at the bottom right corner. Do not reverse/flip the hourglass directionally, and always ensure the sand inside matches the direction of gravity.









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Color Palette

Color Palette

More than these four colors can be used, but primarily focus on the limited pallet to create a cohesive style across all posts/media/and primary branding opportunities.

Red

#ea4227

Black

#131113

Lilac

#cfa3fd

Off White

#f1f1f1

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Typography

Typography

On supported platforms, headers should be Museo Moderno with the specified mark adjustments depicted below. If unavailable opt for a bold montserrat or similar font.

Aa

MuseoModerno

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#$%^&*( )

Aa

Montserrat SemiBold

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Montserrat Medium

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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Social Media

Social Media

Social media posts that are teasers should have offical branding that guides back to the studio or to the media that is being discussed.

2026









Social Media

Artwork depicting studio characters should be the header for public facing accounts. Logo mark/hourglass should be the profile picture unless otherwise discussed.





Stationary



Stationary

This is not a set guide, as stationary is welcome to personal adjustments and shaped by future projects. As such, these are generic branded templates to have and hold.









Contact Us:

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