

# Brand Guidelines

**FRIDAY**  
TECHNOLOGIES

# Introduction

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Welcome to the Friday Technologies brand guidelines. The purpose of this document is to provide information on how to use our brand and assets. It also ensures that Friday Technologies is being represented appropriately across all media. These guidelines will cover everything about who we are, from our logo to our brand colors to the purpose of our brand and its messaging.

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# Logo Narrative

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“In the age of technology, a story lies amidst the world of coding and unending algorithms. A story not of computers, but that of humanity.”

Our logo, inspired by the progress bar, isn't just a representation of computing. It's a bridge — a bridge between the cold, hard wires of technology and the warm, pulsing heartbeat of humanity.

In the world of computers, a progress bar shows work in motion. It shows the diligence of software, striving tirelessly behind a screen, crunching countless data to give the user what they desire. But for us, this isn't just about computation. It's about service — the very foundation on which technology is crafted.

We view the progress bar as a testament to our commitment - one not just to technology but to the human soul. The heartbeat that drives passion. The mind that strives for innovation. The spirit that keeps pushing boundaries.

Our logo, therefore, doesn't just signify work being done. It captures the moment when technology serves humanity. At this intersection, between circuits and consciousness, we find our rhythm.

We believe in creating solutions that resonate with humanity. In a digitised era, our mission is to build beautiful software, keeping the human experience at the forefront of the mind.

And so, every time you see our logo, remember: you're not just looking at a progress bar. You're witnessing the fabric on which our brand is destined to craft — at the crossroads of technology and humanity.

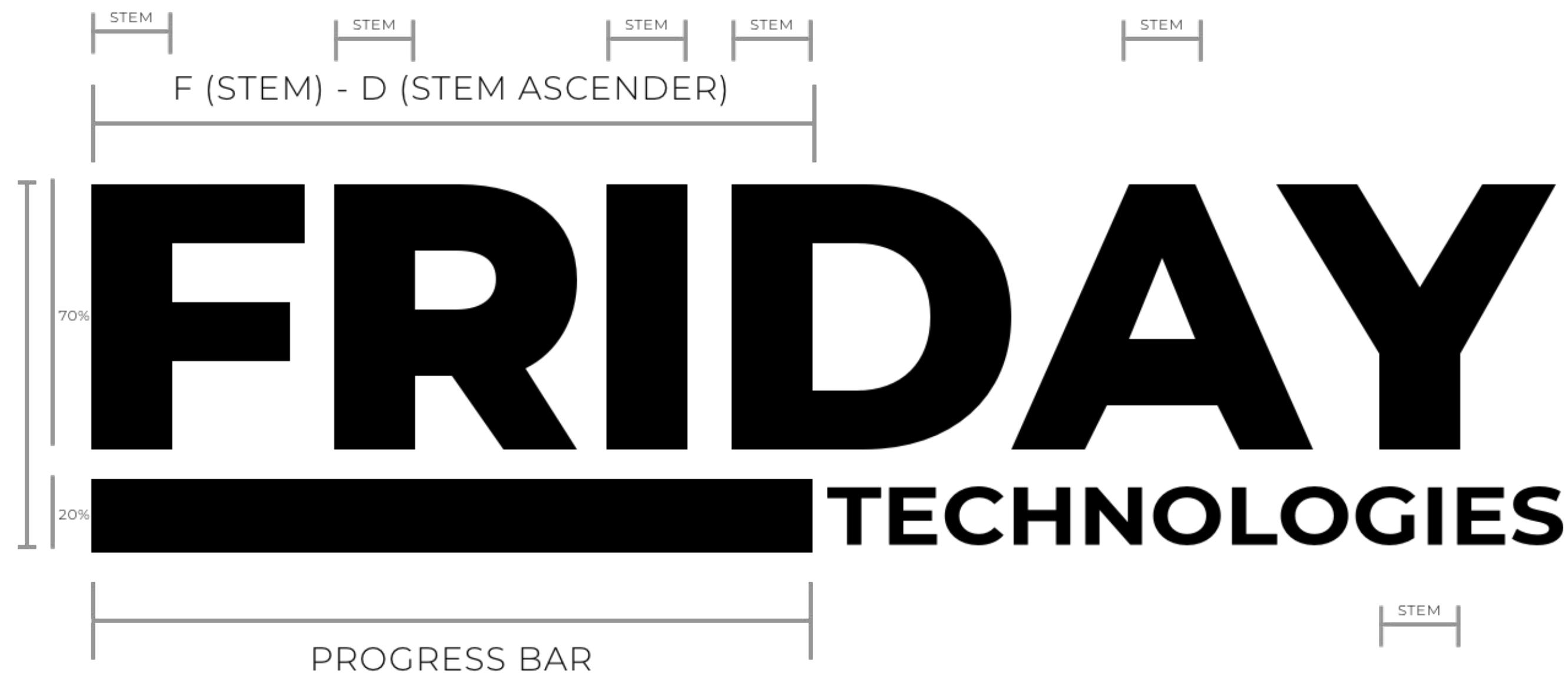
# Logo Lockup

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Our lockup presents a harmonized union of our iconic progress bar emblem and the distinctive Montserrat typography. This cohesive combination ensures consistent brand representation, balancing visual aesthetics with an unmistakable identity.



# Proportions

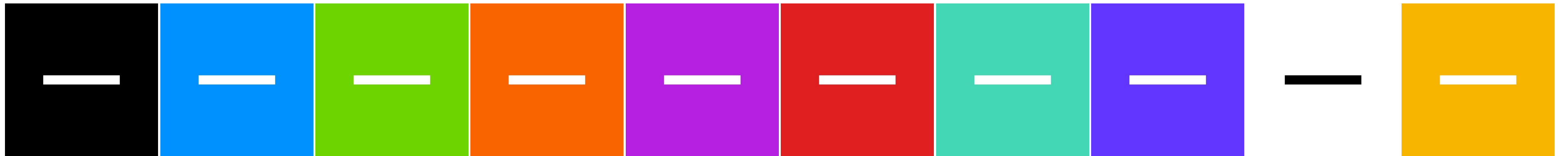


# Logo Color

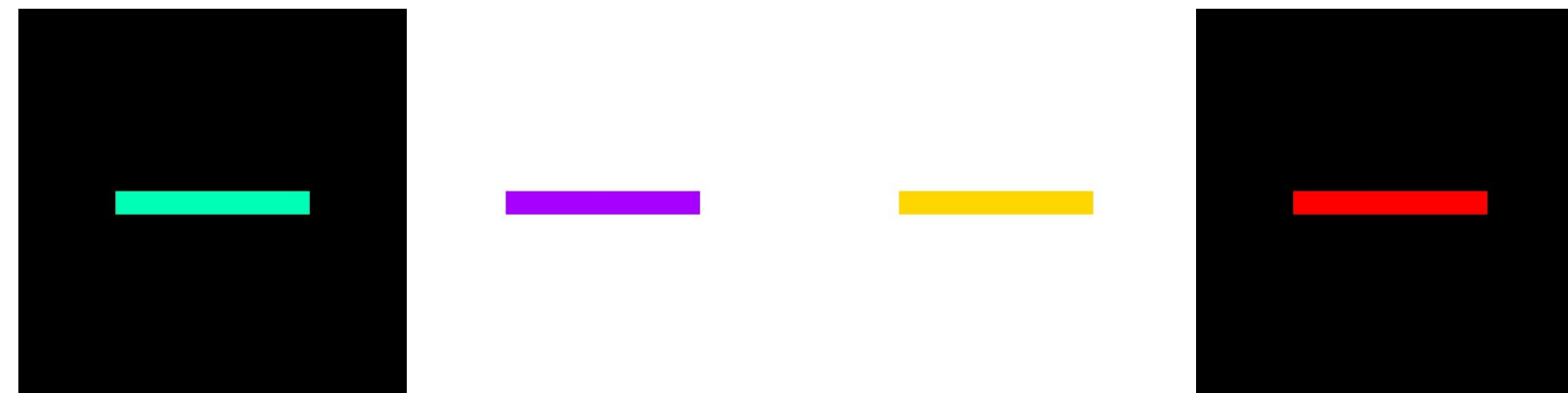
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Instead of colouring the Friday Logo or icon, consider colouring the background.

DO



DON'T



# Minimum Size

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Readability is important. Please do not go below the designated pixel value for each element.



# Incorrect Usage



✗ Do not fade the logo



✗ Do not stretch the logo



✗ Do not shrink the logo



✗ Do not decorate the logo

# Friday Partners

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Here are a few reminders when pairing the Friday logo with partner brands:

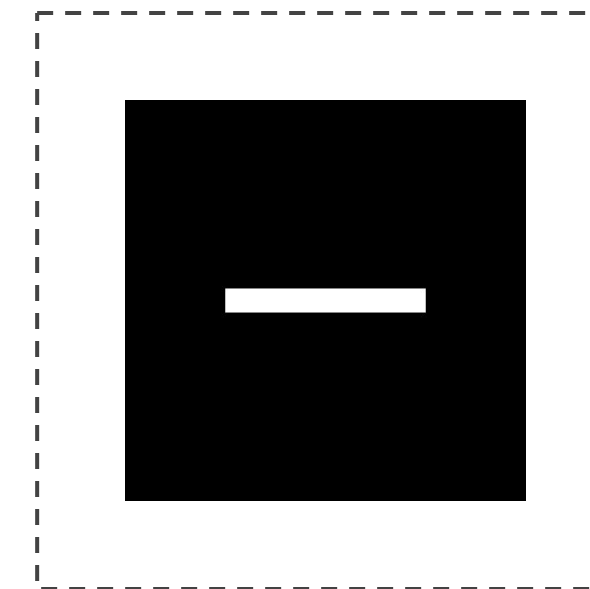
- Partner logo should always be besides the Friday Logo
- Do not place the partner logo above or below the Friday logo
- A vertical divider can be used to separate the partner and Friday logos



# Clear Space: Logomark

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Silence can speak volumes. Our logomark is a testament to this principle. Here, we underscore the importance of breathing room around our logomark, ensuring its visibility and impact remain unobstructed. By defining and respecting this clear space, we allow our logomark to stand proud, clear, and resonant amidst any backdrop or context.



# Clear Space: The Lockup

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The union of our emblem and typography in the lockup deserves its realm to shine. There is an essential void around this composite design, protecting its integrity. This uncluttered space is not just about aesthetic appeal; it's a guardian, ensuring our brand voice remains undiluted and compelling in all its appearances. By honouring this clear space, we champion the unity and strength of our brand's visual narrative.

The image shows the brand lockup for Friday Technologies. The word "FRIDAY" is in a large, bold, sans-serif font. Below it, a solid black horizontal bar spans the width of the word. To the right of this bar, the word "TECHNOLOGIES" is written in a smaller, all-caps, sans-serif font. The entire lockup is enclosed within a dashed rectangular border, which represents the clear space around the design.

**FRIDAY**  
TECHNOLOGIES

# Primary Palette

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Black

#000000

rgba(0, 0, 0, 1.00)

hsla(0, 0, 0, 1.00)

Galactic

#4D4D4D

rgba(77, 77, 77, 1.00)

hsla(0, 0, 30, 1.00)

Outer Space

#45484D

rgba(69, 72, 77, 1.00)

hsla(217, 5, 29, 1.00)

Yarra

#4D473D

rgba(77, 71, 61, 1.00)

hsla(37, 12, 27, 1.00)

# **Typography**

Our primary typeface, Montserrat, captures the modernity and grace we strive for in our branding. Inspired by the urban typography of Buenos Aires, it effortlessly blends traditional warmth with contemporary clarity, making our communications both inviting and assertive.

**Primary Typeface:  
Montserrat**

# Describing Friday

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Use either the full “Friday Technologies” name or shorten it to “Friday” after the first mention of the full name. Do not pluralise the name to “Fridays”, and do not use the abbreviation “FT”.

**DO** — “Friday Technologies”

**DO** — “Friday’s new app ...”

**DON’T** — “Fridays is working on ...”

**DON’T** — “FT is building ...”



# Contact

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For any questions, please feel free to  
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