

# Recallify brand and image guide

- Use the supplied rounded logo lockups without redrawing, stretching or changing their colours.
- Use colour on a plain light background, white on a dark background, and black for monochrome print.
- The non-tight logo files include clear space. Keep that space clear of text and other graphics.
- Minimum horizontal logo height: 24 pixels on screen or 8 millimetres in print. Below this, use the icon alone.
- Brand colours are purple #9F21CB, deep purple #4E137F and dark ink #1C1233. The wordmark is Inter Bold, already outlined in SVG files.
- Use supplied product images to illustrate Recallify. Do not alter app text, present example data as a user testimonial, or add unsupported outcomes, certifications or funding promises.

Assets are provided for authorised Recallify product listings and customer guidance.