twala

Brand guidelines

How to use the Twala logo, our fonts, our colors, and Lex, Twala's AI mascot, when you write about Twala.

USING THESE ASSETS

Everything you need to write about Twala

These files are for editorial coverage of Twala: articles, broadcasts, podcasts, event listings, and partner announcements. Use them as they are, and follow the few rules in this document.

Please don't change the logo or Lex, use them in advertising, or suggest that Twala endorses something without our written permission. The product images show sample data only (John Doe, Maria Clara Santos, ABC Corp).

For anything else, email **info@twala.ai** with "Press inquiry" in the subject.

IN THE KIT

About Twala. The fact sheet, boilerplates and facts as plain text, and recent press releases

Brand guidelines. This document, the colors as an Adobe swatch file, and the brush painting

Twala logo. The wordmark in purple, ink, and white; the wordmark on each approved ground; the symbol; the app icon and profile avatar; and the share card, in SVG, PDF, PNG, and JPG

Fonts. Plus Jakarta Sans and JetBrains Mono, variable and static, with their licenses

Lex, Twala's AI mascot. Lex in its four moods, light and dark, as SVG, PNG, GIF, and 3D renders, and the Ask Lex lockup

Twala and Lex. The Twala and Lex lockups, horizontal and stacked, in color and one color

Product images and video. The product at 3840 × 2160, and its demos as 1080p clips, with sample data only

The wordmark is a drawing, not type

The lowercase “twala” is our logo. It is drawn, not typed: always use the files in the kit, and never set “twala” in a font.

The wordmark is lowercase; in writing, the company is Twala, with a capital T. Use one wordmark per layout.

Purple on white and stone. The first choice.

`twala-wordmark-purple.svg · .pdf · .png`

Ink on white and stone, for one-color print.

`twala-wordmark-ink.svg · .pdf · .png`

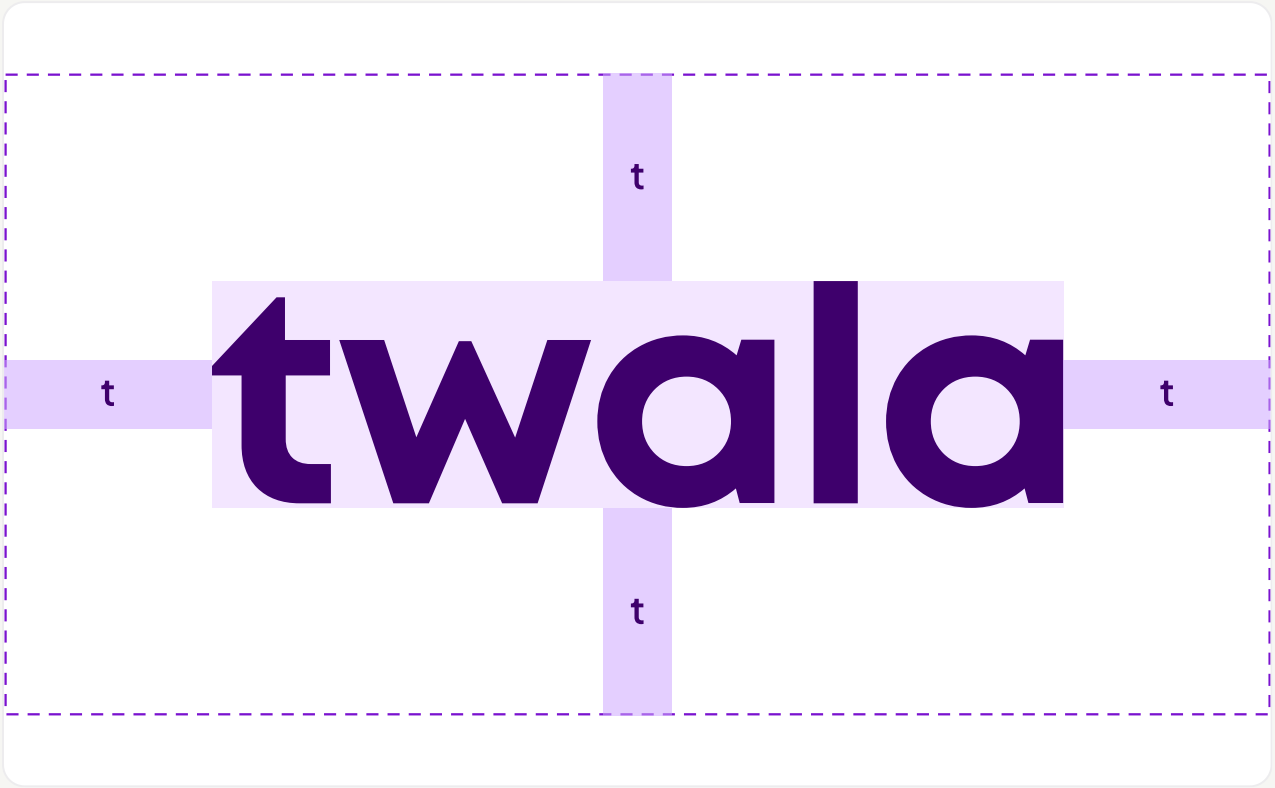
White on purple, night, and the painting.

`twala-wordmark-white.svg · .pdf · .png`

Clear space and size so it can breathe

Keep clear space equal to the height of the “t” on every side of the wordmark. Nothing else, including other logos, text, and the edge of the page, comes inside it.

The smallest wordmark is 16 px tall on screen. Smaller than that, use the symbol or the app icon instead.



Clear space equal to the height of the “t”, on every side.

Minimum size: the wordmark at 16 px tall; below that, the symbol.

On color a calm ground

Put the wordmark on a calm ground: purple or ink on white and stone, and white on purple, night, or the brush painting.

On a photo, choose a quiet area with strong contrast, or use a solid ground instead.

Purple on stone

Ink on white

White on purple

White on night

White on the painting

What to avoid keep it as drawn

Use the wordmark exactly as it comes in the kit. Don’t recolor it in other colors, outline it, add a shadow or a glow, stretch, rotate, or crop it, or set “twala” in a font. Gradients are retired across the brand, so keep it off them.

Lex is Twala’s AI mascot, not its logo. Wherever Twala needs to be identified, use the wordmark.

twala

- Don’t recolor it

twala

- Don’t outline it

twala

- Don’t add a shadow

twala

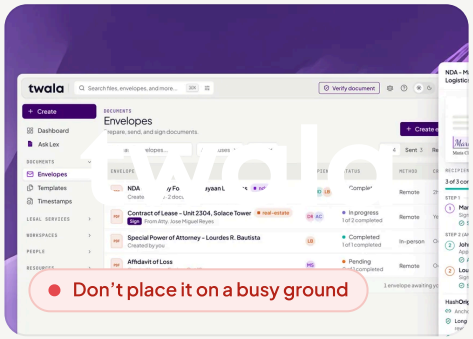
- Don’t stretch it

twala

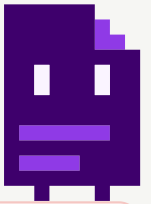
- Don’t rotate it

twala

- Don’t retype it



- Don’t place it on a busy ground



- Don’t use Lex as the logo

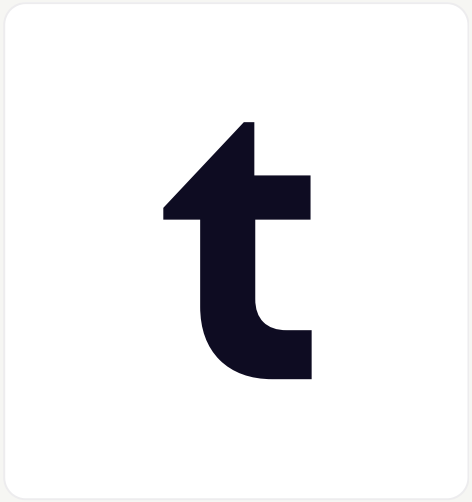
Symbol and app icon for small spaces

The symbol is the wordmark's "t" on its own. Use it where the wordmark would be smaller than 16 px tall, and nowhere the full wordmark fits.

The app icon puts the "t." in white on a Twala purple tile. Use it for profile pictures, app listings, and anywhere a square mark is needed.

Symbol, purple

`twala-symbol-purple.svg · .pdf · .png`



Symbol, ink

`twala-symbol-ink.svg · .pdf · .png`

Symbol, white

`twala-symbol-white.svg · .pdf · .png`

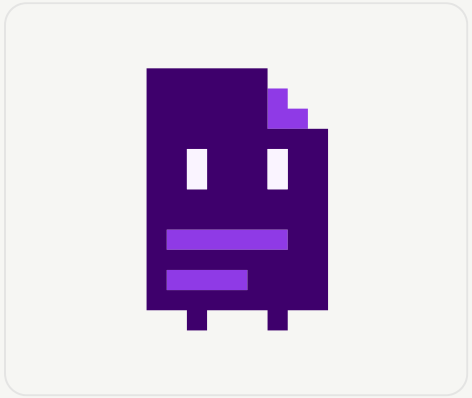
App icon

`twala-app-icon.svg · .pdf · 1024 and 512 px PNG`

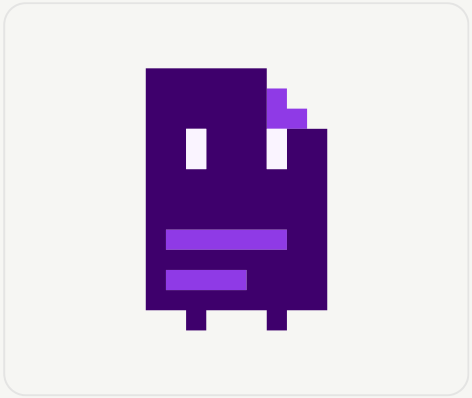
Meet Lex, Twala's AI mascot

Lex is the AI inside Twala, and Twala's mascot: a pixel page with a folded corner, two eyes, two lines of text, and two legs. Ask about a file, a folder, a board, or a whole workspace, and Lex answers from your documents, names the files it used, and searches Philippine laws and jurisprudence when your files leave a gap. Lex never speaks; it answers in 8-bit chirps and pixel moves.

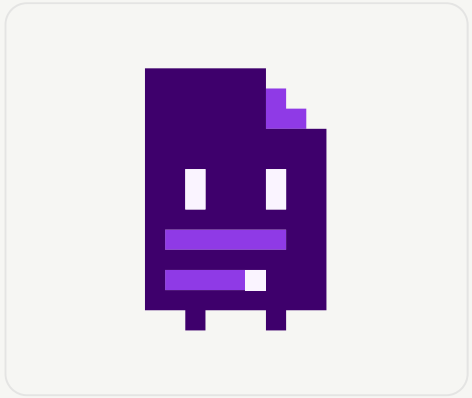
Lex is not Twala. Twala is always the company and the product; Lex is the AI inside it, and it never replaces the Twala logo. Lex is "it", never he or she, and it's said "lecks".



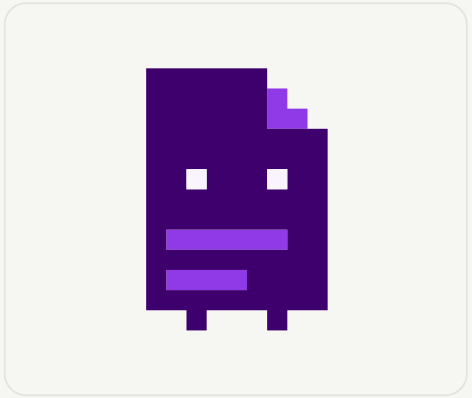
Idle



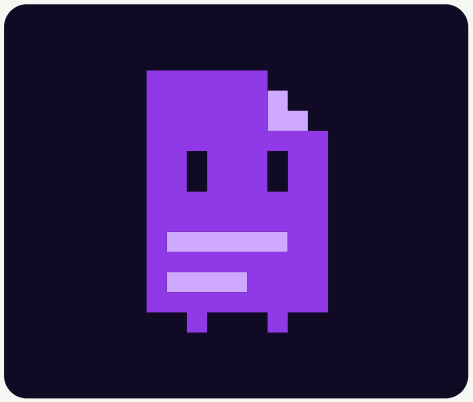
Thinking

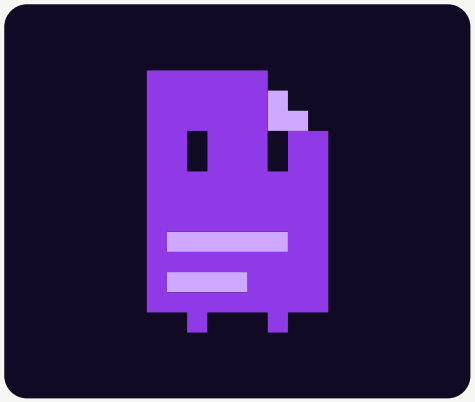


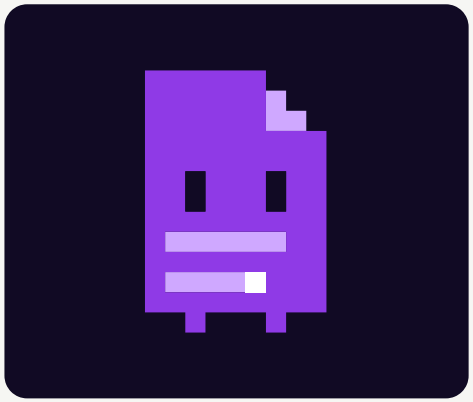
Working

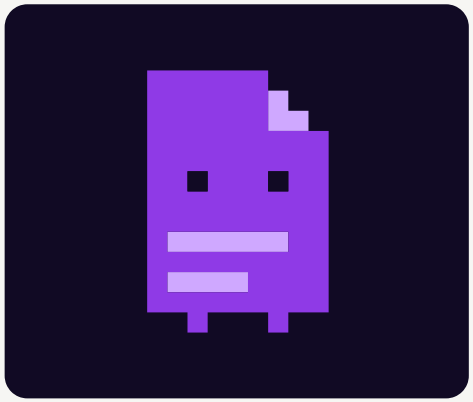


Done









Drawing Lex pixel for pixel

Lex is pixel art, and every version in the kit comes from the same grid. Use the files as they are, and size them by whole pixels so the edges stay sharp.

Keep the grid exactly as drawn: nine cells by thirteen, two eyes, two lines of text, and two legs.

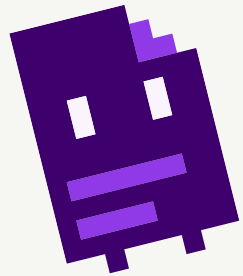
Use the light palette on light grounds and the dark palette on dark grounds.

Scale by whole pixels with nearest-neighbor resizing: 16 px at the smallest, 24 px on its disc. Keep one cell of clear space.

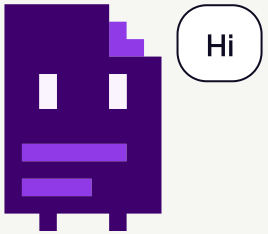
Let props and UI sit beside Lex. It never holds or wears them, and nothing on the ground by its feet should read as another foot.

Don’t add a mouth, arms, cheeks, accessories, an outline, a glow, or a gradient, and don’t put real text inside the page.

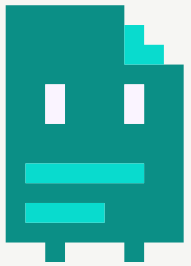
Don’t smooth or blur it



Don’t rotate or skew it



Don’t give it a speech bubble



Don’t recolor it

The lockups for stories about Lex

When Lex is part of the story, as it is for Ask Lex and Twala's AI, use a Twala and Lex lockup: the wordmark with Lex standing on its baseline. Everywhere else, use the wordmark alone.

Keep the clear space of the wordmark around the whole lockup, and use the one-color versions for single-color printing.

Horizontal, for light grounds

Horizontal, for dark grounds

Stacked, light

Stacked, dark

One color, ink and white

One purple on warm stone

Twala purple is the brand's color. It sits on a warm stone ground with indigo-black ink, and night and the violet brush painting carry the big moments. There are no gradients.

Purples shift a lot in print and on fabric: send the hex values to your printer and ask for a proof. The kit has these colors as an Adobe swatch file (twala-colors.ase).

Twala purple
`#3E006C · RGB 62 0 108`
The logo, every primary action, and Lex's body

Ink
`#0E0C22 · RGB 14 12 34`
Text and the one-color logo

Stone
`#F6F6F3 · RGB 246 246 243`
The warm ground under every page

White
`#FFFFFF · RGB 255 255 255`
Cards, and the logo on dark grounds

Night
`#110A24 · RGB 17 10 36`
Dark bands and Lex's night scenes

Painting violet
`#45297A · RGB 69 41 122`
The field of the brush painting

Purple 800
`#58267D · RGB 88 38 125`
Links, labels, and hover

Purple 700
`#7A12CF · RGB 122 18 207`
Icons and accents

Lex purple
`#8F3AE6 · RGB 143 58 230`
Lex's fold and text lines; its body at night

Lavender
`#F3E6FF · RGB 243 230 255`
Lex's disc and soft highlights

TYPE

Two typefaces both free

Plus Jakarta Sans sets everything you read. Headlines are regular weight with tight letter spacing, often in two tones: the fact, then a muted clause.

JetBrains Mono sets what you copy or quote, like hashes and IDs, and small uppercase labels. Both are free under the SIL Open Font License, and both are in the kit (04–fonts) as variable fonts and static TTFs.

READING AND HEADLINES

Plus Jakarta Sans

Aa Bb Cc Dd Ee Ff Gg 0123456789 · Regular, Medium, Semibold

fonts.google.com/specimen/Plus+Jakarta+Sans

LABELS AND RECORDS

JetBrains Mono

SHA-256 9f2c…4be1 · DOC. NO. 124

fonts.google.com/specimen/JetBrains+Mono

Writing about Twala names and terms

Twala comes from tiwala, Filipino for trust. Here is how we write our names, so they read the same in your story as on twala.ai.

Twala	Capital T in writing. The wordmark is lowercase, but never set “twala” or “TWALA” in text.
Ask Lex, Lex	Lex is the AI inside Twala. Lex is “it”, never he or she, and it’s said “lecks”. Twala is the product; Lex is the AI inside it.
eNotary	Twala’s electronic notarization feature, not a separate product, so don’t call it “Twala Notary” (the Twala Notary Early Access Program keeps its name). Write eNotary, eNotarization, and eSignature as shown.
HashOrigin™	Written exactly so, with the ™ on first mention. Never “Hashorigin”. HashProof is its former name.
ENF, ENP	Electronic Notarization Facility (what Twala is accredited as) and Electronic Notary Public (the lawyer who notarizes). Spell both out on first mention.
TwalaSign	The product’s earlier name. Use it only when writing about Twala’s history.