

THE BRAND

Time FOR YOU



Time
FOR
YOU

Time
FOR
YOU

Time FOR YOU

COLOURS

Primary brand colour Teal

Dark Sky

frozen Green

Anxious Yellow

Calm Green

Hot Orange

Deep Thinking

EMOTIONS AND EMOJIS



Happy
centered/settled/calm



Sadness
low/flat/unpleasant



Fear
sharp/quick/frozen



Scared
jittery/anxious/tense



Anger
hot/fast/unpleasant



Mixed
unsure/unsettled/confused



PICTORIAL REPRESENTATIONS

