

Brand Guidelines

An Overview

Founded in 2013, TestLodge is a leading test case management tool designed to streamline the software testing process. Built for simplicity and efficiency, our platform enables QA teams to create, manage, and execute test cases effortlessly while integrating seamlessly with existing issue-tracking tools. Used by startups and enterprises alike, TestLodge helps teams ensure higher software quality through structured, organized testing.

This document provides a comprehensive framework for maintaining a consistent, professional, and recognizable TestLodge brand across all communications, marketing materials, and digital platforms. Whether you are a team member, partner, or external collaborator, these guidelines will help you understand how to use our brand elements effectively and ensure they align with our identity.

TestLodge Brand

The efficient test case management tool

The values that guide us

1

Serving you better

We built TestLodge for all QA teams, no matter how or where you work. The tool is easy to use by design and supports user collaboration. We include multi-tool integrations because tools work better when used together, and the accessible price bands reflect our mission to be helpful.

2

First-rate testing for all

When planning new features, we always consider the suggestions and feedback submitted by current TestLodge users. Before any new functionality is added, we make sure that it will be helpful to the vast majority of testers. Going niche is not what we are about.

3

Support when you need it

Our whole team takes ownership of what we do, and this includes our customer support. You can depend on our knowledgeable team to respond to all support requests. Rest assured, you'll get a helpful first response and won't be left hanging.

The values that guide us

4

Collective wisdom

We value the real-life experience of software testers, so when we create educational resources, they are written by experienced software professionals. In the broader context, our industry benefits when we all pool our knowledge and grow together.

5

All for one

Mutual encouragement, respect, and excellence are pillars of our company culture. Splendidly, these values rose to the top organically without plan or instruction. It's just how we do things here.

6

Quality at every stage

Transparency, responsiveness, and attention to detail are baked into our company culture. These foundational pillars guide us in delivering the high-quality service TestLodge users have come to expect.

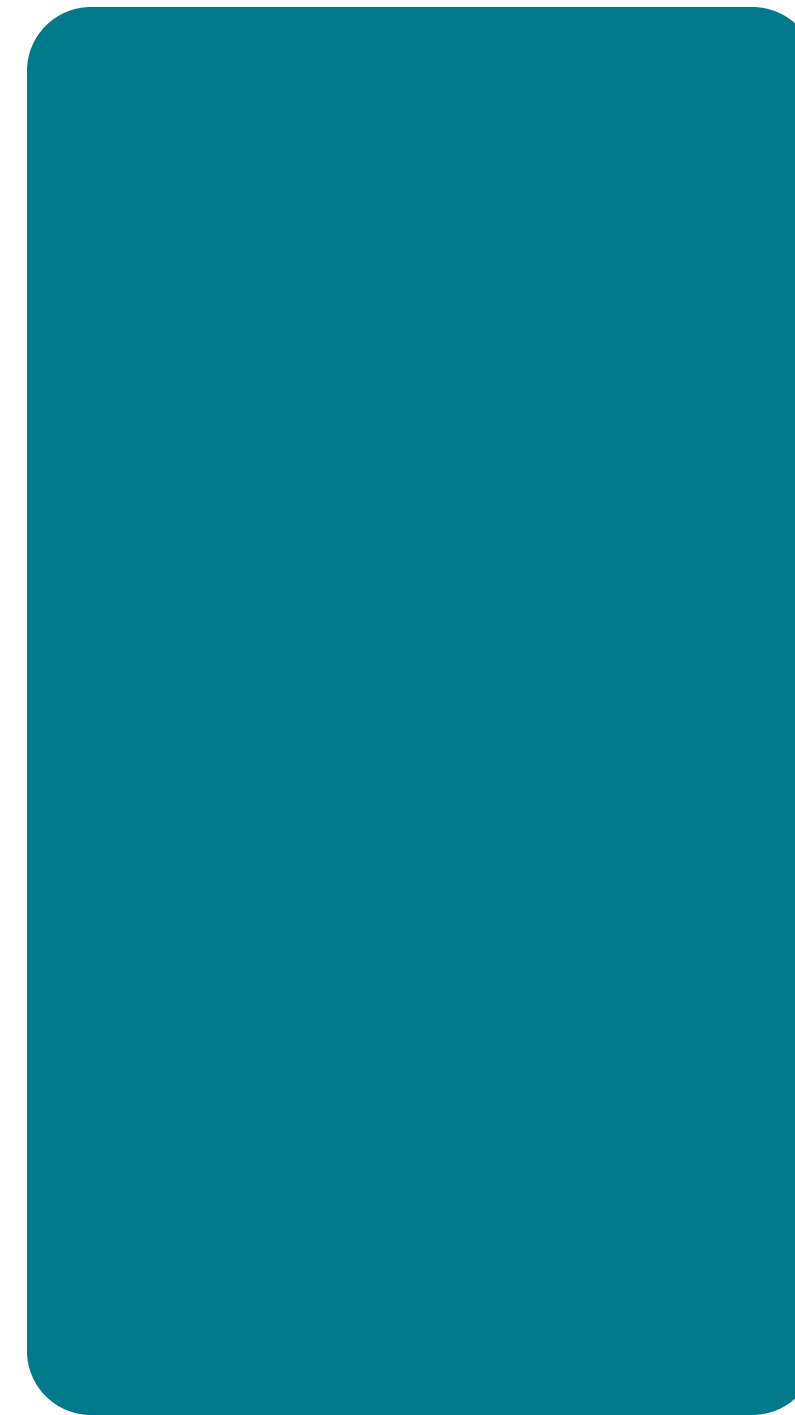
Brand Colours

Primary Colours



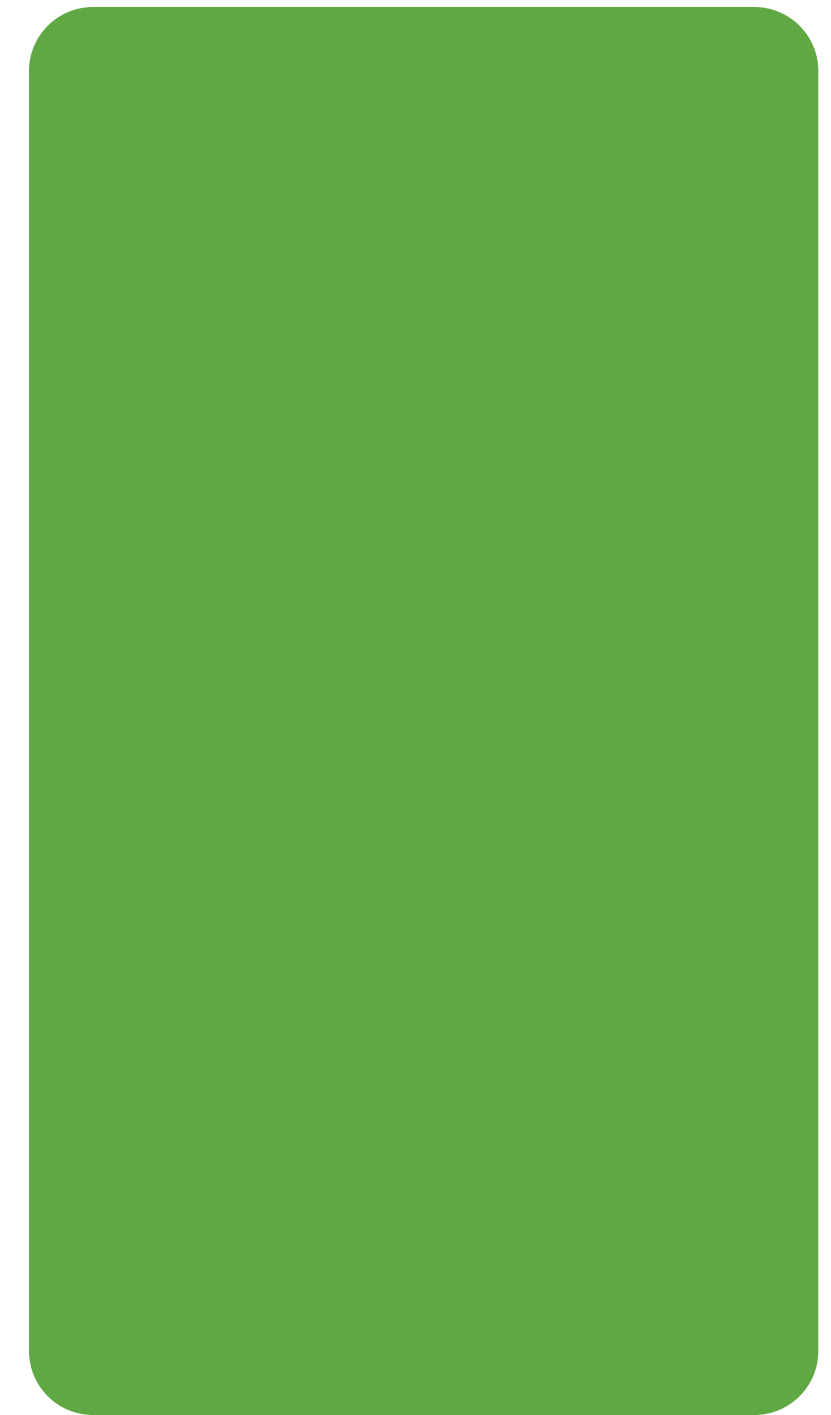
Navy blue

#012D4A



Testlodge blue

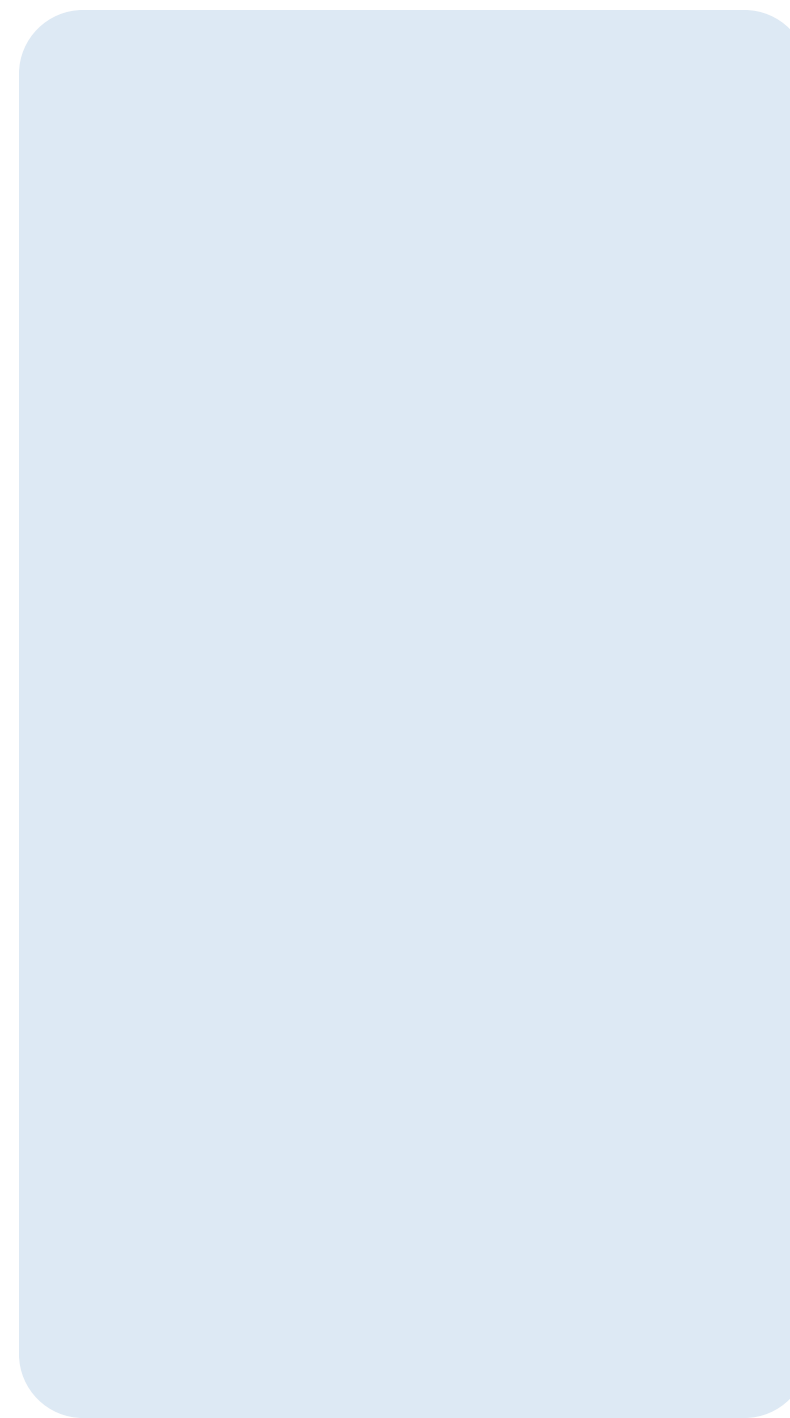
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Accent Green

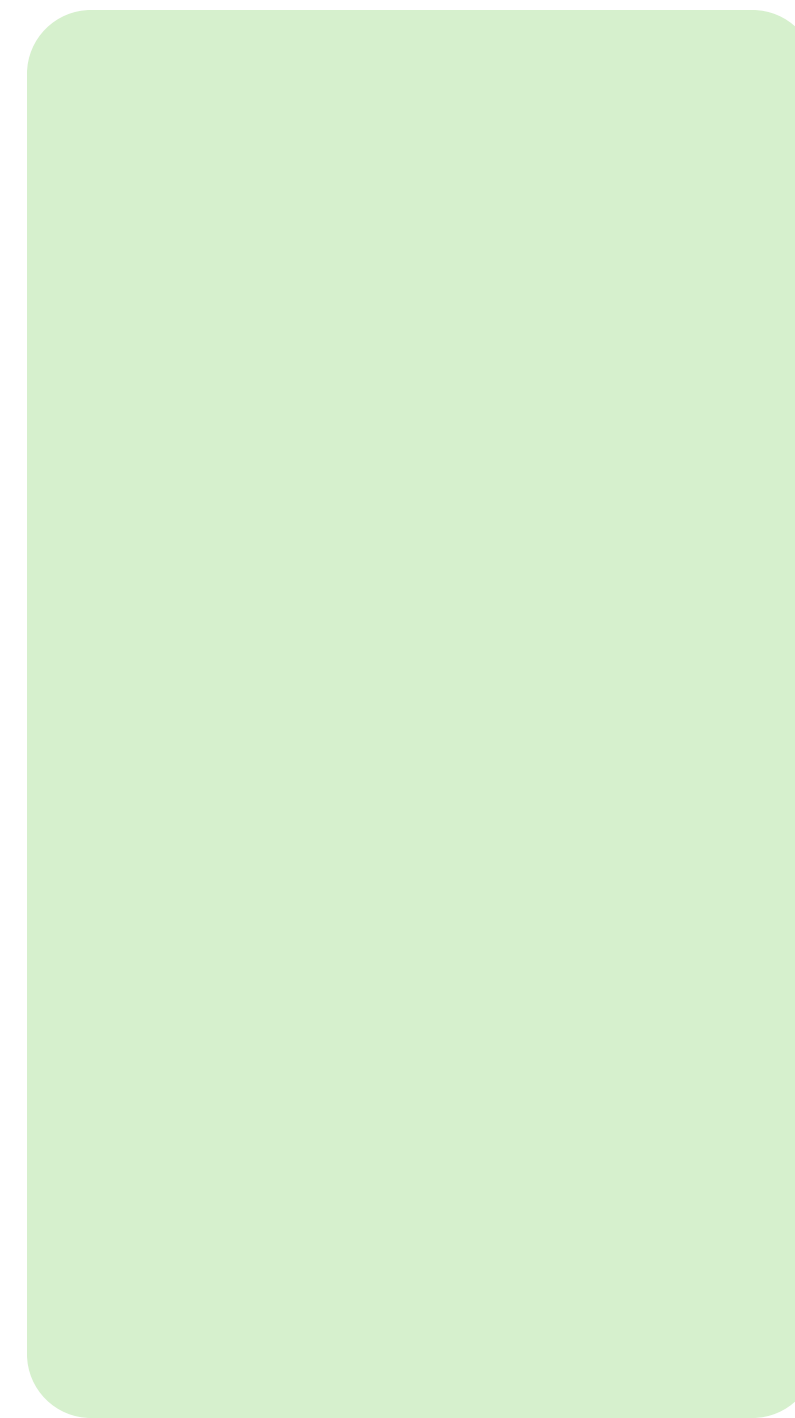
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Secondary Colours



Sky

#DEEAF5



Lime

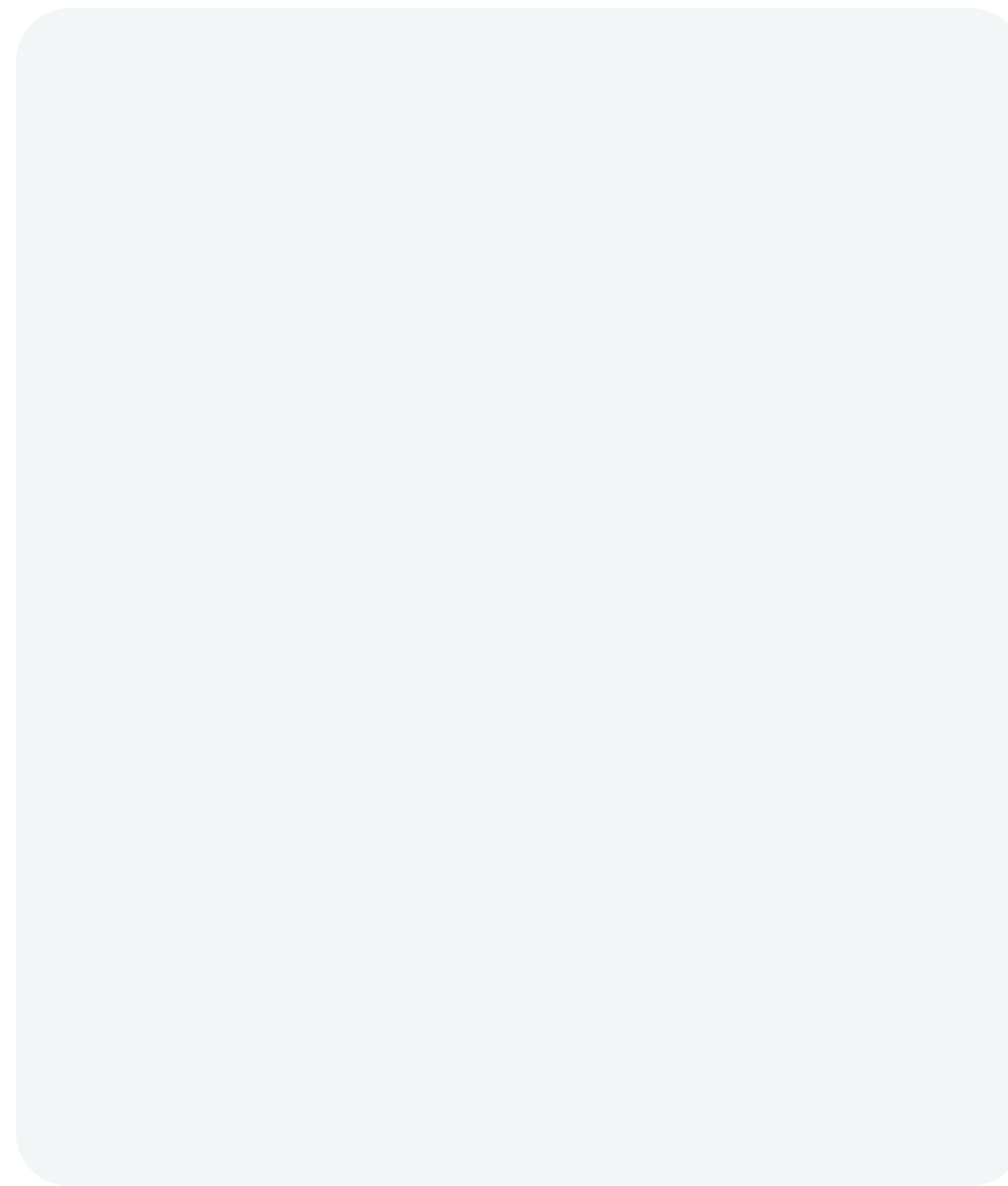
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Orange

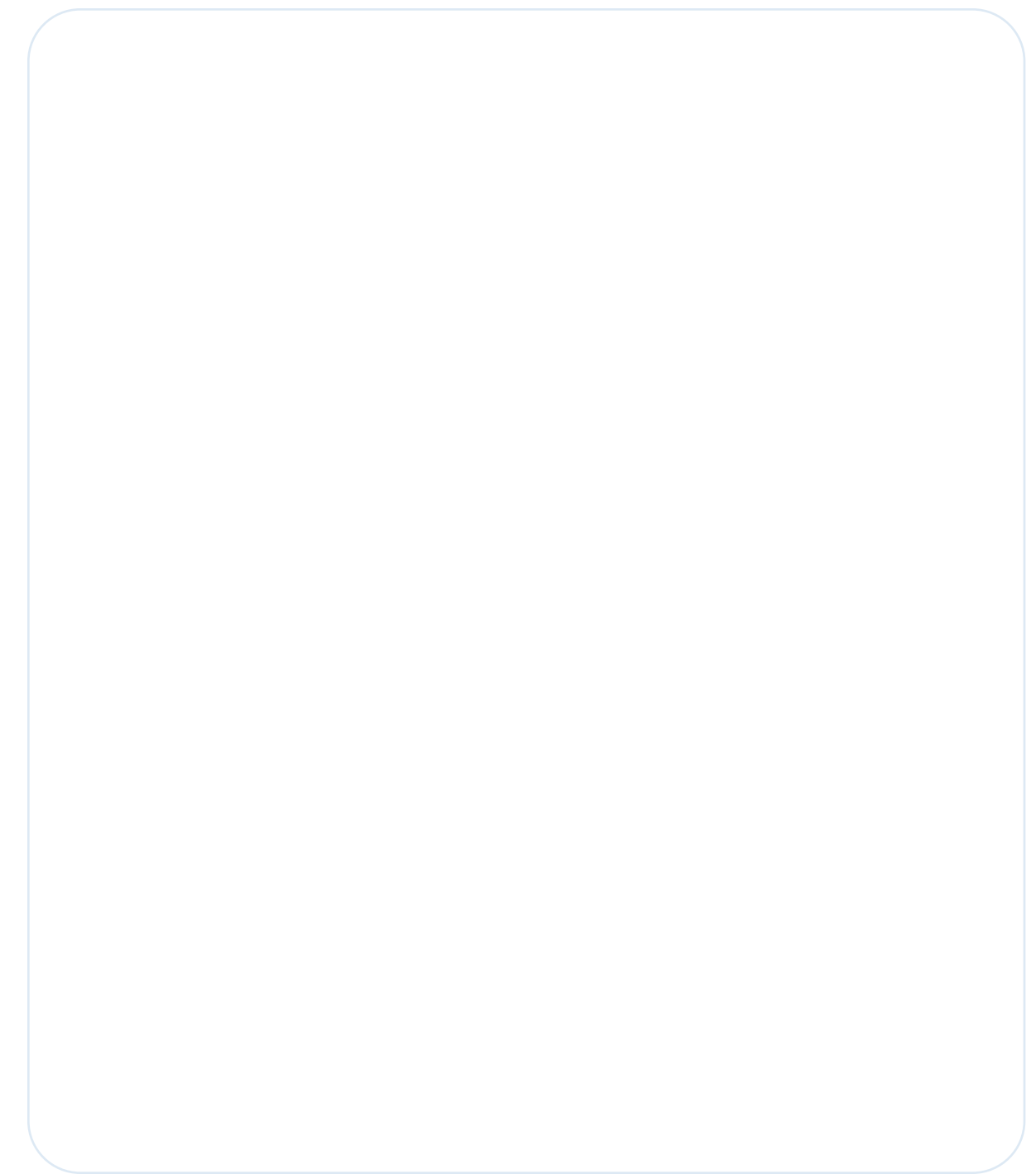
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Background Colours



Grey

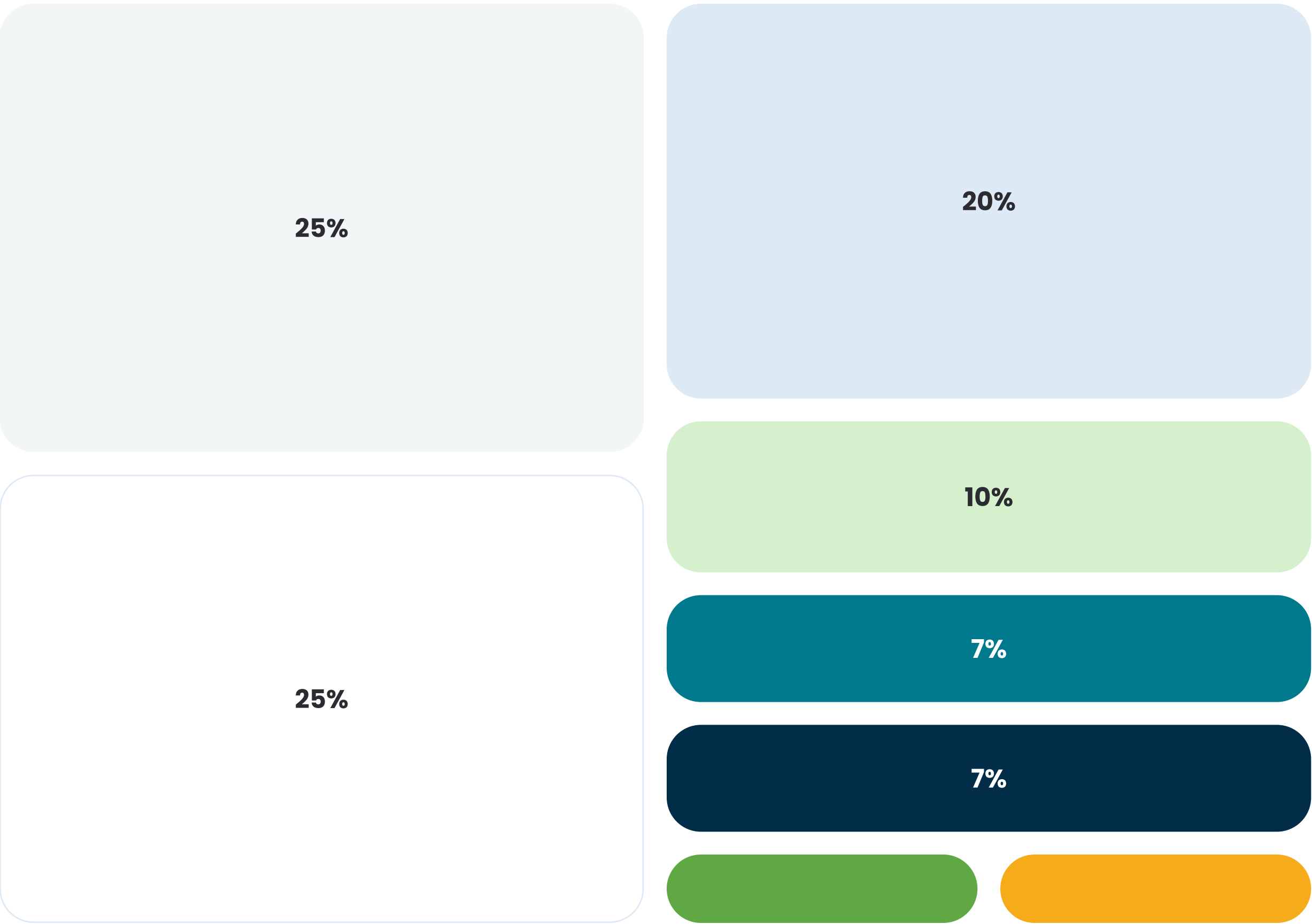
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White

#FFFFFF

Colours Usage



Logo & Usage

TestLodge Logo

The TestLodge logo is a stylised representation of the letter "T," crafted by combining multiple line elements converging towards the centre. The converging arrows symbolically represent a "lodge" - a place where things come together or are organised. This aligns well with our focus on consolidating various testing processes into a unified, efficient solution.

The geometric design conveys structure, order, and efficiency, reinforcing the idea of a "lodge" as a hub where QA teams can systematically manage their testing processes.



Logo Mark





Logo Usage



Typography

Typeface

Consistent typography is key to a strong and unified brand identity. TestLodge's typefaces are selected to ensure clarity, professionalism, and ease of use. The primary typeface is used for headings and subheadings, while the secondary typeface enhances readability in body text and links.

PRIMARY TYPEFACE

Unbounded

<https://fonts.google.com/specimen/Unbounded>

SECONDARY TYPEFACE

Poppins

<https://fonts.google.com/specimen/Poppins>

Thank you!