



DESIGNERS'

Handbook

-By Sudev Suresh Sreedevi

TinkerHub CET Designers' Handbook

(2021 Edition)

-By Sudev Suresh Sreedevi

Preface

Hello there! Congrats on becoming a designer for TinkerHub CET! This book is just a general suggestive guide for making your design process easier while you are designing for TinkerHub CET, and to help you stay consistent on your style. This book will also contain quick links to resources.

Please do note, that this is NOT a rulebook of any sorts. These are just recommendations which will help keep our overall branding seem “professional” as such.

Your design choices and artistic freedom is given as much, or maybe more, importance than the content in this book. Feel free to go crazy with your design!

This book is open to suggestions and contributions by you as well, so feel free to suggest edits or additions of any kind.

Happy Designing,

Cheers,

Sudev Suresh Sreedevi. (2021 Design Lead)

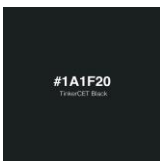
Introduction

You are most likely to have received this e-book along with a zip file named **‘Designer’s Toolkit’**, containing the components to help you in designing.

Color Scheme

The following color scheme is derived from our TinkerHub Logo. Feel free to use any colors as you wish, although just do **try to include some or few of these colors** in your design. (Poster Guidelines coming up). Don’t mind the naming scheme. Those are just random names I came up with :)

Neutrals

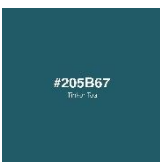


#1A1F20
(26,31,32)
TinkerCET Black



#FFFFFF
(255,255,255)
White

Primary Colors



#205B67
(32,91,103)
Tinker Teal



#FFCD10
(255,205,16)
Tinker Yellow

Secondary Colors



#95BF15
(149,191,21)
Tinker Green



#05BFCE
(5,191,206)
Tinker Cyan

Accent Colors



#0060FF
(0,96,255)
Tinker Blue



#EE1700
(238,23,0)
Tinker Red

(Color Scheme JPEG file and PSD included in toolkit. Import it to your project file for quick color picking)

Logo

TinkerHub Foundation has a logo of its own, as well as a TinkerHub Campus Logos. The Campus Logos are generated using the **Campus Logo Generator** at:

<https://tinkerhub.org/campus-logo-generator/>

Although the Dark Mode and Light Mode logo (the White text and Black text logos, respectively) are **included in the toolkit**, if you ever find yourself not having our TinkerHub CET logo, go to the site and enter **CET (not College of Engineering Trivandrum)** to generate a logo for yourself.

Padding

The campus logo that you generate will already be having an approximate **10% padding** of its own.

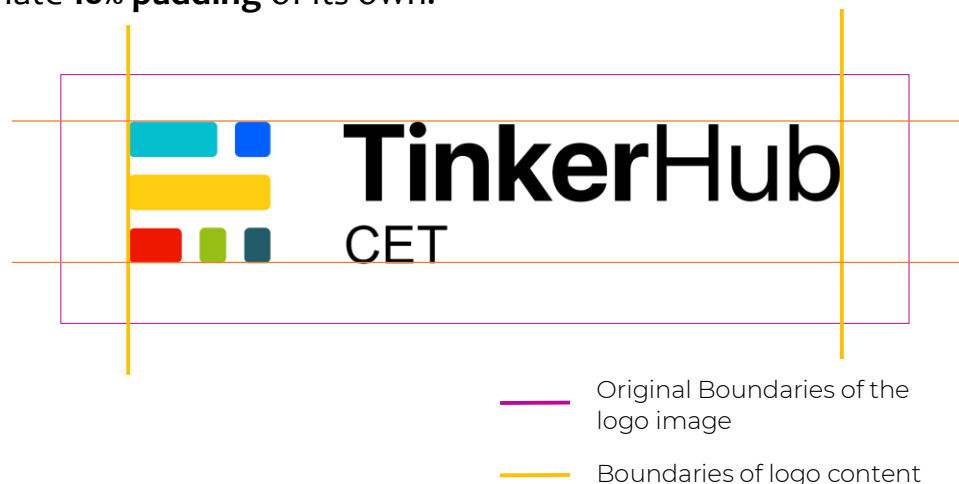


Fig. 1 – Official logo image boundaries

Try to limit your design content to not invade the Logo Image Boundary (i.e. between the purple and yellow lines in Fig 1). Do **keep this in mind** when you design posters, stories and videos.

If you have maybe salvaged the logo from somewhere else and it does not have such a padding already, try to at least keep as much padding as the width of the **'b'** in 'TinkerHub'



Fig 2 – Recommended padding in a typical poster corner

The ‘b’ suggestion is just for an approximate reference and for conveying the idea of the least minimum padding necessary. (Fig 2).

Fonts

The font choice for the design is completely left to the **designer’s artistic freedom**. Just in case, you are stuck or out of time to spend thinking over font choices, here are some [free] font suggestions (**these fonts are included in the toolkit**):

Montserrat – [Google Fonts](#)

Montserrat

The quick brown fox jumps
over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

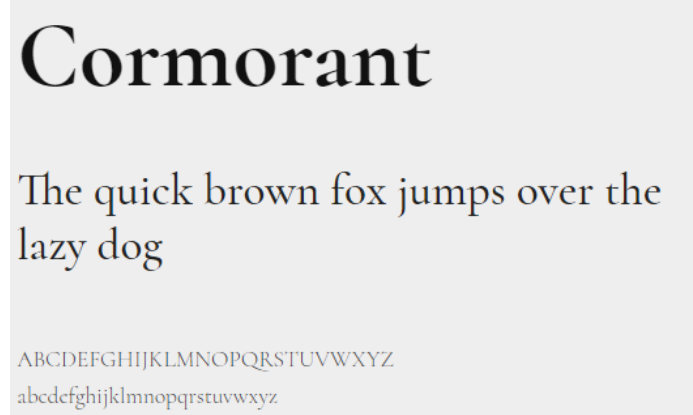
Arimo - [Google Fonts](#) (most similar to TinkerHub Logo)o

Arimo

*The quick brown fox jumps over
the lazy dog*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cormorant - [Google Fonts](#)



Poster Guidelines (for Instagram and WhatsApp)

We, as designers, would be tasked with a lot of posters to be made for our programs and activities. Hence, it's important to maintain certain levels of consistency.

We would be making one of two kinds of poster – **Dark themed** or **Light Themed**. These two **themes must alternate** between every poster made. That is, if the previous poster was light themed, the next poster *should be* dark themed. This is to bring up a sort of “checkerboard” color pattern to our Instagram feed.

Poster/Instagram Posts

Do make sure that the base background color is the exact one mentioned here. This is for ensuring the earlier mentioned checkerboard pattern in Instagram. The base text color is mentioned for easier and more comfortable visibility, although you are completely permitted to use whichever text color according to the need.

Light Theme

Dimensions: 2000px × 2000px (minimum)

Base background color: #FFFFFF
(255,255,255)

Base text color: #1A1F20 (26,31,32)

A white square with a soft drop shadow containing the text "Sample Text" in a bold, black, sans-serif font.

**Sample
Text**

Dark Theme

Dimensions: 2000px × 2000px (minimum)

Base background color: #1A1F20
(26,31,32)

Base text color: #F8F8F8(248,248,248)

A dark blue square with a soft drop shadow containing the text "Sample Text" in a bold, white, sans-serif font.

**Sample
Text**

You are free to use any illustrations, icons or stock images as you please. And there are no restrictions for adding any sorts of graphic shapes. You may also add textures or gradients, as long as it does not become the main background of the image.