

2018-12-21

Graphics Design and Communications

TNM069

Group 6

Group members:

Jasmine Karlsson (jaska724)
Isabelle Rosenquist (isaro242)
Jenny Tellne (jente327)
Oscar Ullberg (oscul390)

Graphical profile

version 1.0

2018-12-18



Table of Content

About the graphical profile

Logotypes

Colors

Typography

Symbology

About the graphical profile

When TIE reach out to all the professionals all over the world it is important that every flyer, commercial, logo and product are associated with TIE without a doubt. At first glance the graphics should signify the professional approach that TIE takes in every step of the way to create job opportunities and improve the flexibility and collaboration for its members. This manual gives examples and guidelines for how the logo, fonts, measurements and colors should be used.

Logotype



NEW CONNECTIONS



The primary logotype is in color with the tagline: "NEW CONNECTIONS". When using the logotype there must be a freespace around with the width of the tagline. The ratio of the tagline must be 1/6 of the the size of the word TIE.

Other versions of the logotype



NEW CONNECTIONS



NEW CONNECTIONS



NEW CONNECTIONS



NEW CONNECTIONS

The logotypes comes in different versions. For darker backgrounds and non-color documents, the logotype is available in white and grayscale. It is also available without tagline, which can be used in eg. social media. In documents and other artifacts with wide areas the logotype is used in landscape orientation.

Colors



HEX: #C0C1BF
CMYK: 26-18-21-4
RGB: 193 194 191



HEX: #A6AAA5
CMYK: 36-24-30-9
RGB: 166 169 164



HEX: #8FAEBE
CMYK: 51-15-18-7
RGB: 143 174 190



HEX: #004875
CMYK: 100-51-9-40
RGB: 11 72 116



HEX: #424B54
CMYK: 72-52-43-47
RGB: 67 75 84

Typography

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Impact

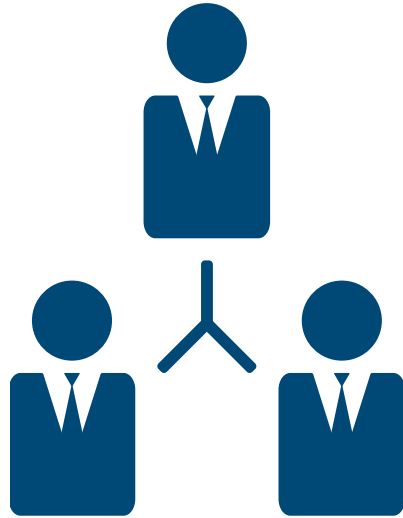
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The logotype uses Impact as the font for the word TIE . For the tagline, “NEW CONNECTIONS”, Arial Narrow is used. For text in artifacts such as flyer and roll-up Avenir Black is used for titles and headlines and Baskerville for the paragraph text.

Symbology



Collaboration



Freelance



Flexibility

These are the icons that is used TIE's marketing. The icons are symbols for the company's three principles. The icons can be used with and without explanatory title and text.

A decorative graphic at the top of the page consists of two overlapping triangular shapes. The left triangle is a medium blue color, and the right triangle is a darker blue color. They meet at a point in the center, creating a symmetrical, abstract shape that resembles a stylized roof or a bridge.

TIE

NEW CONNECTIONS