

Tino Tools Visual Identity Manual

1. Brand Philosophy

Tino Tools represents the harmony between technology and nature. Inspired by the crescent moon, our logo embodies continuous growth and innovation.

2. Logo Usage

The primary logo consists of an icon and text. In small sizes, use the icon only.

Avoid misuse such as stretching, rotation, color changes, shadows, or complex backgrounds.

3. Color Palette

- Primary: Deep Moon Blue #0020B0
- Accent: Moonlight Silver #DDE2F0
- Background: Mist Gray #F5F7FA

Use high contrast for clarity and a clean tech aesthetic.

4. Typography

- Chinese: Source Han Sans
- English: Inter / IBM Plex Sans

Fonts should be modern, readable, and developer-friendly.

5. Graphic Elements

Use auxiliary visuals like abstract 'tech branches' and crescent curves in backgrounds, dividers, or component accents.

6. Application Examples

- Homepage: deep blue gradient + centered logo
- GitHub: circular icon + banner
- CLI: startup screen with logo and tagline