

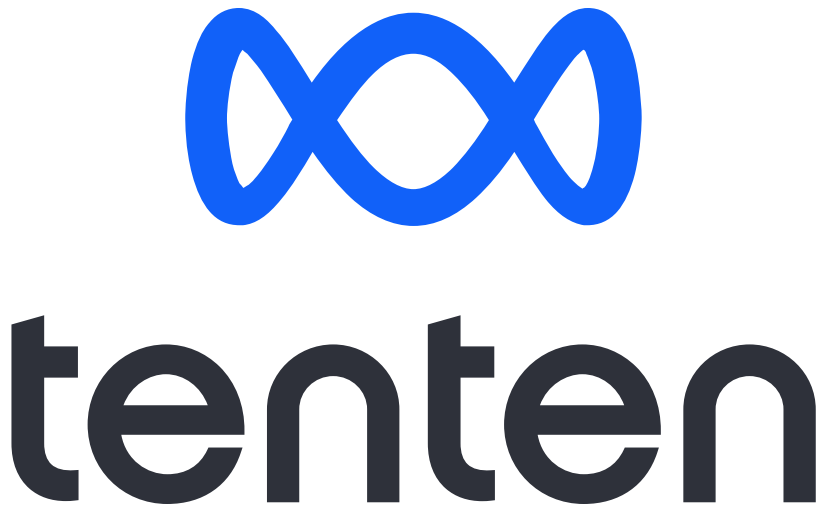


Brand Style Guide

LOGO
Primary



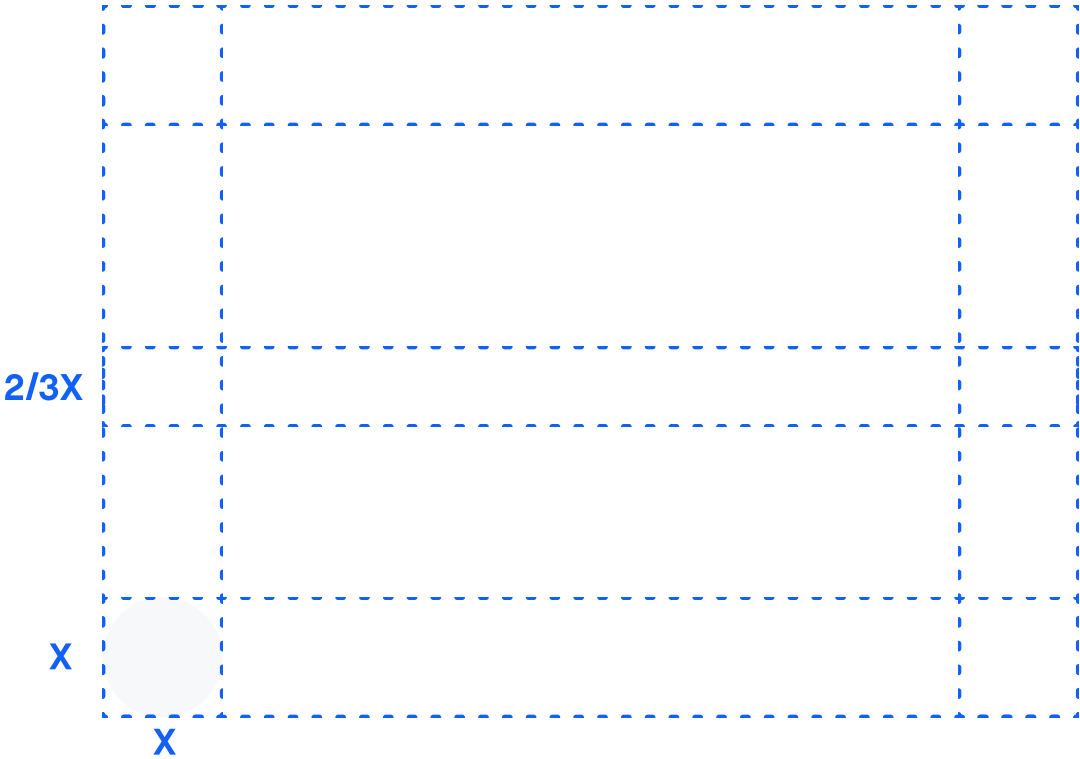
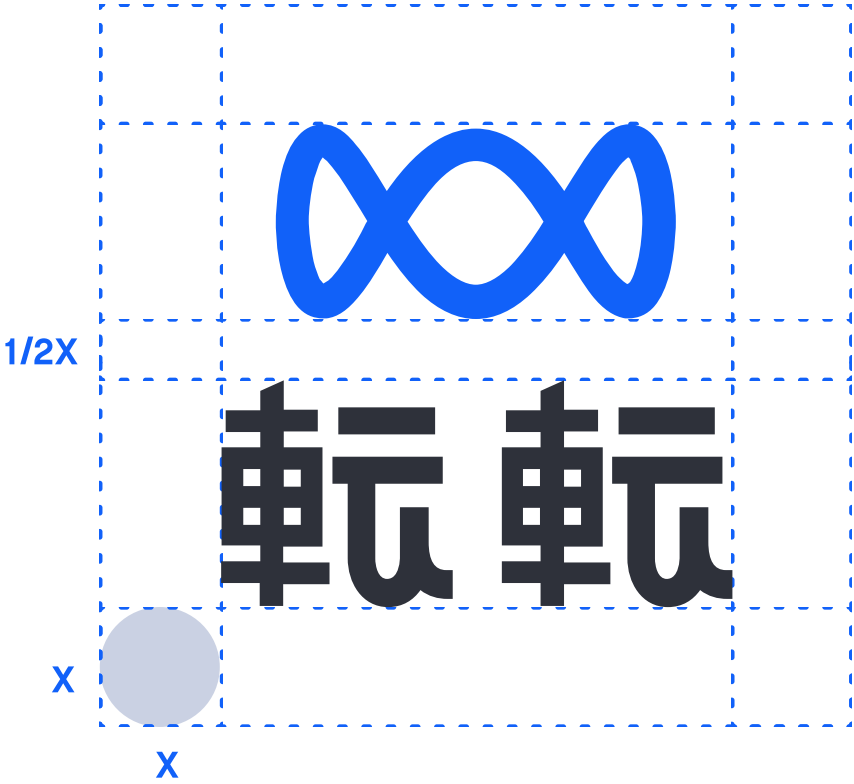
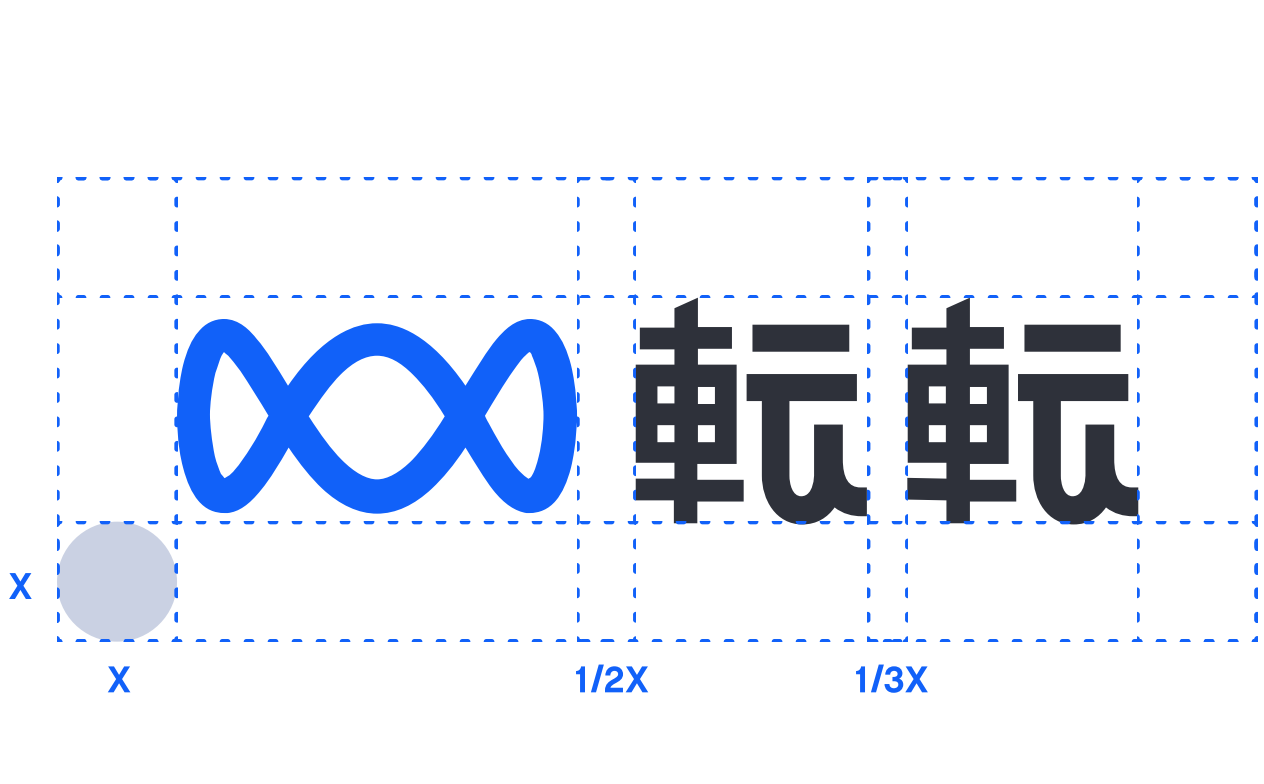
LOGO
Secondary



LOGO

Exclusive Zone

The logo and the symbol's exclusion zone is equal to the width of the letter "e" (marked as X in the diagram). The spacing between symbol and tenten is 1/3X.



LOGO

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



The primary logo 's minimumsize should never be smaller than 30px in digital or 20mm in print.



The typography should never be smaller than 60px in digital or 20mm in print.



The typography should never be smaller than 30px in digital or 15mm in print.



The typography should never be smaller than 30px in digital or 15mm in print.

LOGO

Misuse

To maintain the integrity and consistency of the brand, the following rules should be followed. Do not rotate, skew, or distort the logo. The logo should not be modified or add to in any way. Its orientation, color, and composition should remain as indicated in this document with no exceptions.



✗
Do not apply a gradient to the logo.



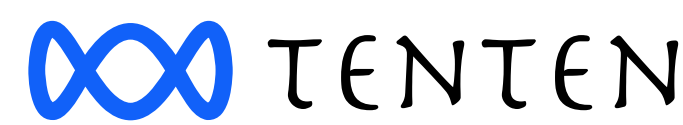
✗
Do not distort or wrap the logo.



✗
Do not change the logo color to off-brand colors.



✗
Do not add dropshadows or other effects.



✗
Do not change the logo font.



✗
Do not change the proportion of logo.



✗
Avoid rotating the logo.



✗
Do not put the logo in a color that can't be reconize.

COLOR

Primary

Our primary color is Blue and the dark blue. This is to create a premium digitally, technical feel as the tenten’s professional and the driving innovation faster.



Blue*
#0F64FA
R15 G100 B250
C85 M60 Y0 K0

Dark Blue*
#373C50
R55 G60 B80
C85 M80 Y55 K25



COLOR

Secondary

The secondary color could be used on text, illustrations, or interface of tenten website.

Coral

#FF6E50

R255 G110 B80

C0 M70 Y65 K0



Yellow

#FAB42D

R250 G180 B45

C5 M40 Y85 K0



Dark blue ashes

#5A696E

R90 G105 B110

C70 M55 Y55 K5

Light blue ashes

#B4BED7

R180 G190 B215

C35 M25 Y10 K0

Bluish white

#FAFAFF

R250 G250 B255

C3 M2 Y0 K0

White

#FFFFFF

R255 G255 B255

C0 M0 Y0 K0

TYPOGRAPHY

English

Chalet

Newyork
Nineteen
Sixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

London
Nineteen
Sixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Paris
Nineteen
Sixty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Headline

About us

Text

It wasn't the first bookstore to sell online. But it behaved like a local store, whose shopkeeper knew customers by name – a bell even rang in the company's Seattle headquarters every time an order was placed.

TYPOGRAPHY

Chinese

蘋方 繁

Semibold

一二三四五六七八九十百千
春夏秋冬今新古間方北南東西遠近前後內外場
地思考知才理算作元食肉馬牛魚鳥王石竹糸貝

Medium

一二三四五六七八九十百千
春夏秋冬今新古間方北南東西遠近前後內外場
地思考知才理算作元食肉馬牛魚鳥王石竹糸貝

Regular

一二三四五六七八九十百千
春夏秋冬今新古間方北南東西遠近前後內外場
地思考知才理算作元食肉馬牛魚鳥王石竹糸貝

Headline

關於我們

Text

轉轉是一間位於台北，專注於打造品牌 / 數位產品 / 使用者經驗 – 為台灣少數兼具設計與創新開發能力的團隊。透過好的設計解決問題是轉轉的最高信念，同時，追求卓越的精神也讓我們站在台灣數位服務領域的頂端為大型企業與新創公司持續打造成功的品牌與產品。

HIERARCHY OF TYPE

Display 2

Title

Headline 1

This is headline

Text 2

It wasn't the first bookstore to sell online. But it behaved like a local store, whose shopkeeper knew customers by name – a bell even rang in the company's Seattle headquarters every time an order was placed.

It wasn't the first bookstore to sell online. But it behaved like a local store, whose shopkeeper knew customers by name.

It wasn't the first bookstore to sell online. But it behaved like a local store.Seattle headquarters every time.

Headline 3

“It wasn't the first bookstore to sell online. But it behaved like a local store.Seattle headquarters every time.

Display 4

Newyork Nineteen
Sixty 64px

Display 3

London Nineteen
Sixty 48px

Display 2

Newyork Nineteen Sixty 36px

Display 1

London Nineteen Sixty 24px

Headline 1

Newyork Nineteen Sixty 17px

Headline 2

Paris Nineteen Sixty 16px

Headline 3

Newyork Nineteen Sixty 14px

Text 1

London Nineteen Sixty 14px

Text 2

London Nineteen Sixty 11px