TINA4

VISUAL GUIDELINES

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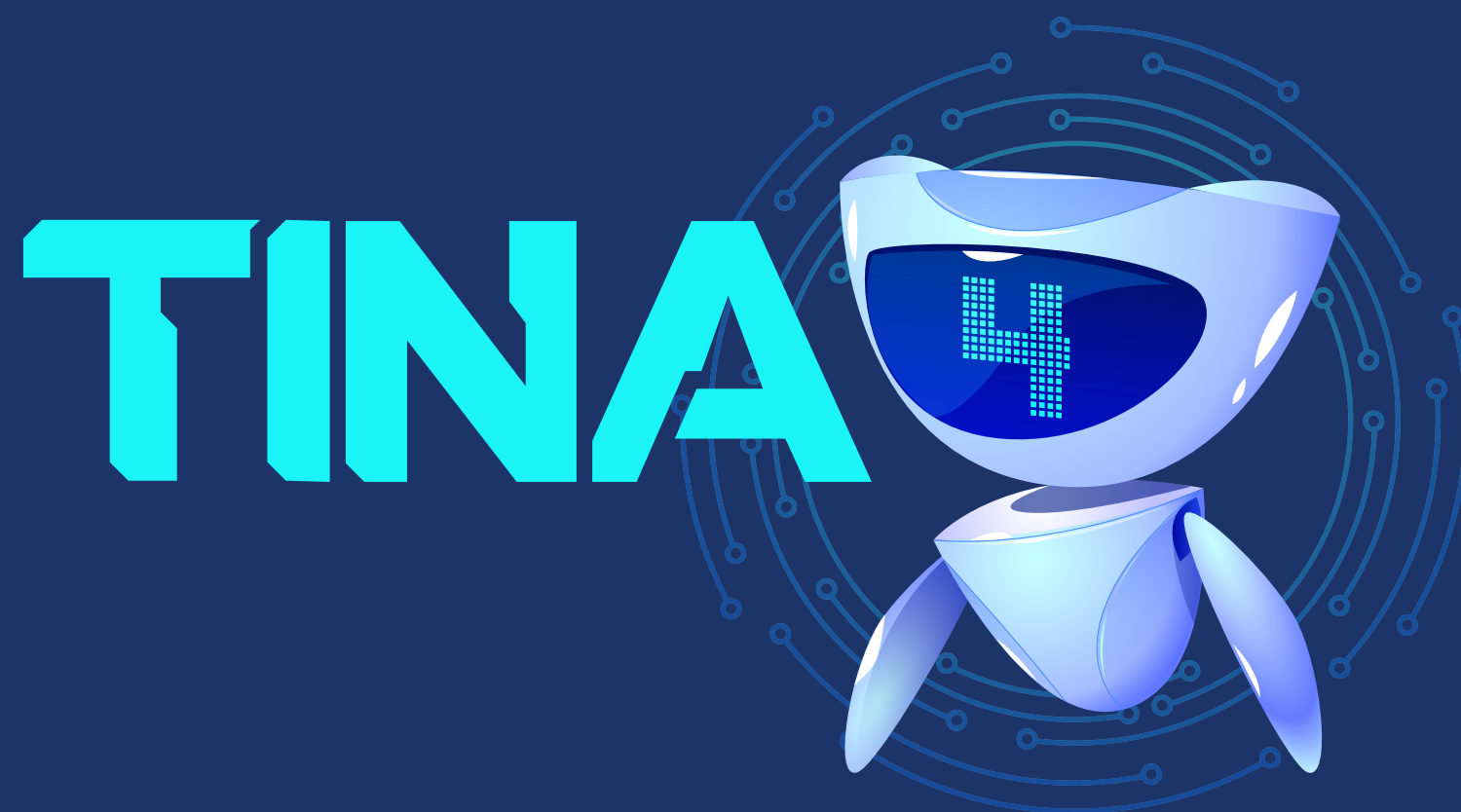
The TINA4 logo consists of two key elements: the textual component "TINA4" and a 3D graphic depicting the TINA4 robot mascot positioned to the right of the text.

Furthermore, an alternative version of the logo has been developed specifically for one-colour usage. In this simplified rendition, the TINA4 robot mascot is presented in a flat, simplified form.

Place the full-colour logo on a light background with sufficient contrast to ensure readability.

2 LOGO & VARIATIONS

FULL-COLOUR LOGO

The preferred usage for this version of the logo is on dark backgrounds. However, if the logo needs to be used on a light background, it is essential to ensure that there is sufficient contrast to maintain optimal readability.
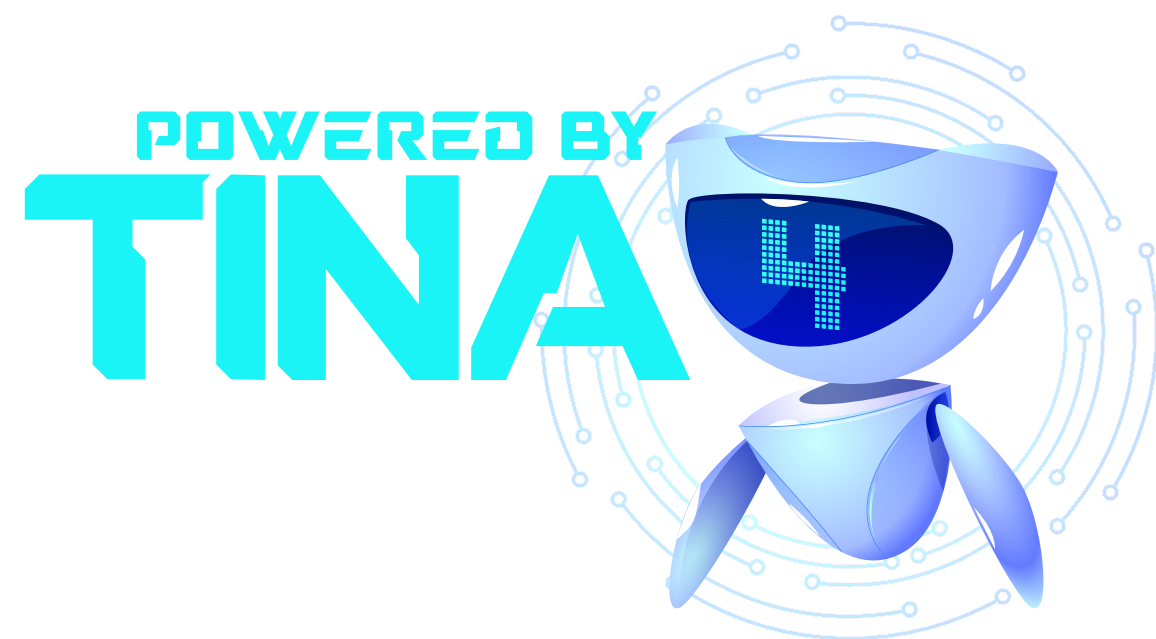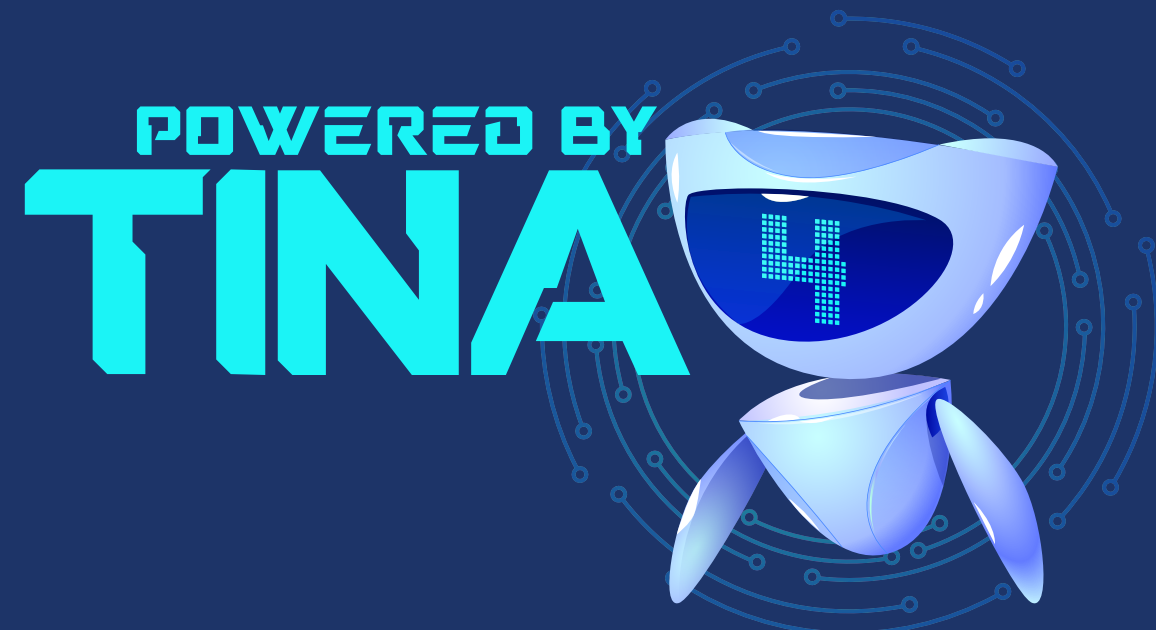

ONE-COLOUR LOGO (BADGE)

The simplified version of the logo is suitable for use on both light and dark backgrounds, offering colour options in white, bright light blue, and dark blue.

In instances where the logo is used at smaller sizes, it is recommended to utilise the one-colour logo to ensure that no loss of detail occurs.

3 TAGLINE

The inclusion of the tagline serves to signify that TINA4 provides support or facilitates the functionality of a specific technology or entity. It is important to note that the same color scheme and design guidelines outlined for the main logo also apply to the tagline.
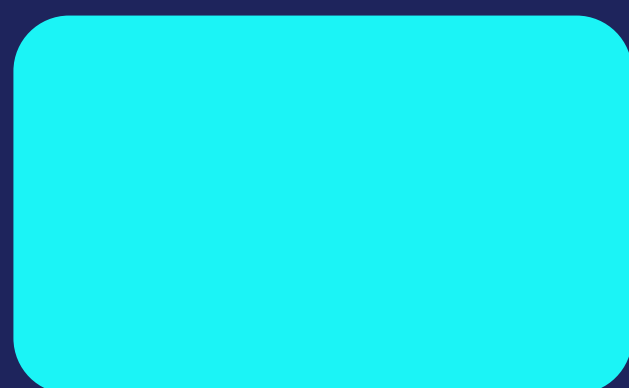
The Tina4 icon consists of the logo without the accompanying wordmark. This icon is reserved for utilisation as a profile picture on social media platforms, favicons, or in various communication channels.

5 COLOURS

PRIMARY COLOUR

Bright light blue is the primary colour used throughout.

BRIGHT LIGHT BLUE

RBA: 27 | 244 | 246

HEX: #1BF4F6

SECONDARY COLOURS

Secondary colours are used for one colour logo variations.

PURE WHITE

RBA: 255 | 255 | 255

HEX: #FFFFFF

DARK BLUE

RBA: 30 | 36 | 92

HEX: #1E245C

6 THINGS TO AVOID

A   Avoid placing the logo on a light background with inadequate contrast.

B   Maintain the original proportions of the logo to ensure its visibility.

C   Utilize the logo in its original provided colors without making any alterations.

D   Always ensure legibility of the logo and prevent it from blending into the background.