tutti.ch

Brand guidelines

Beta version

1. Logo

The tilted square is a visual expression of **letting go**. It also expresses that we are **dinamic, imperfect and cheerful.**

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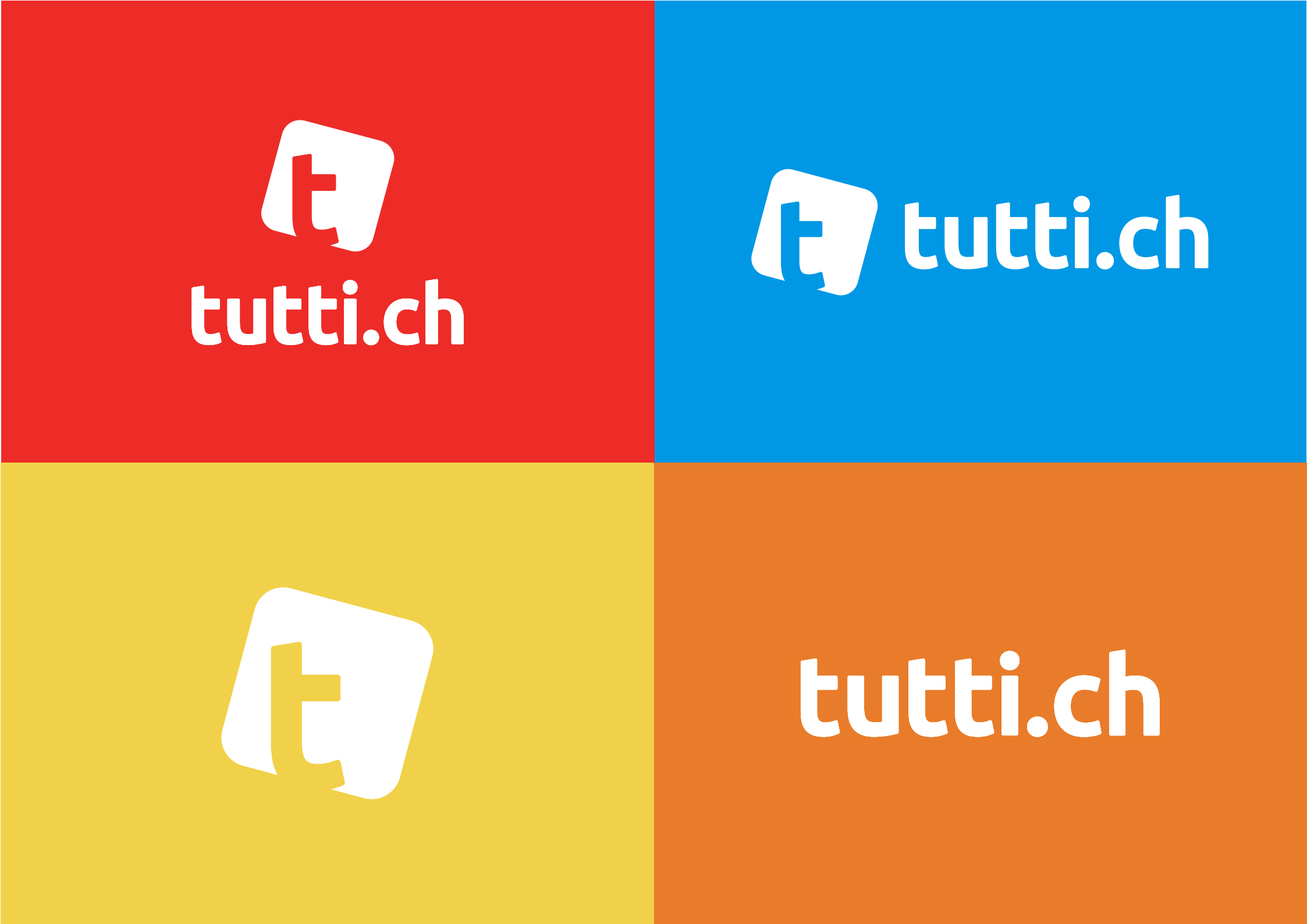
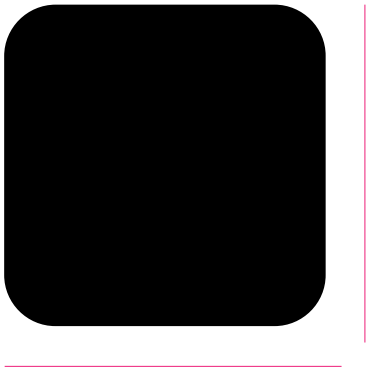
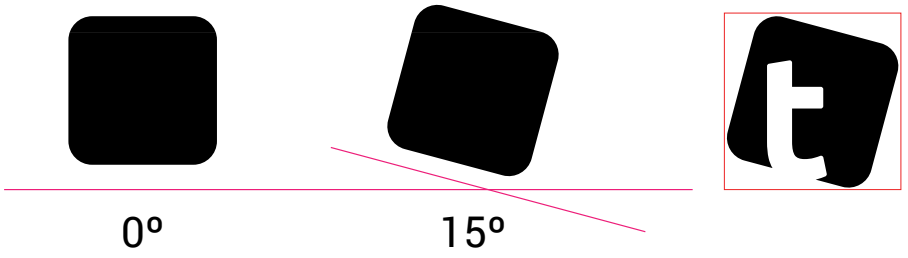

tutti.ch
tutti.ch
tutti.ch

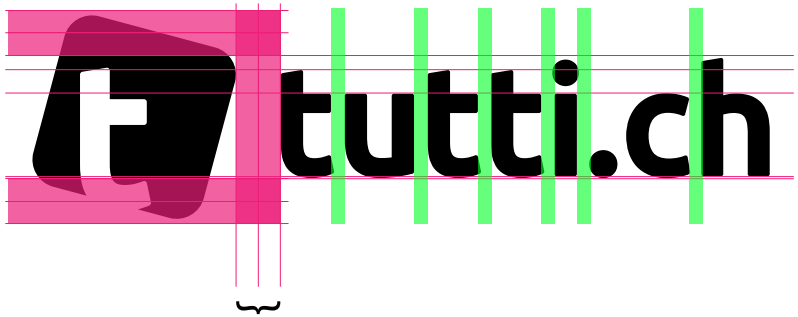
Anatomy



Height = Width
(Square)

Radius = 16%





2x letter “i”

Grid

2. Colors

The colors express our brand’s new **cheerfulness** and bring more **brightness** to second hand.

Palette

Color codes

HEX #f15653
rgb(241, 86, 83)
cmyk(0,81,65,0)

HEX #ed2c28
rgb(237, 44, 40)
cmyk(0,96,95,0)

HEX #c52926
rgb(197, 41, 38)
cmyk(16,97,100,6)

HEX #33adea
rgb(51, 173, 234)
cmyk(67,16,0,0)

HEX #0099e5
rgb(0, 153, 229)
cmyk(74,28,0,0)

HEX #0781be
rgb(7, 129, 190)
cmyk(84,41,4,0)

HEX #ffd537
rgb(255,213,55)
cmyk(1,14,88,0)

HEX #ffcb05
rgb(255,203,5)
cmyk(0,20,100,0)

HEX #d3a90a
rgb(21,169,10)
cmyk(19,31,100,0)

HEX #ffb163
rgb(255,177,99)
cmyk(0,36,69,0)

HEX #ff9e3c
rgb(255,158,60)
cmyk(0,45,85,0)

HEX #d38536
rgb(211,133,54)
cmyk(15,53,93,2)

HEX #33b35d
rgb(51,179,93)
cmyk(76,1,87,0)

HEX #00a034
rgb(0,160,52)
cmyk(83,10,100,1)

HEX #078630
rgb(7,134,48)
cmyk(87,23,100,9)

HEX #b189f1
rgb(177,137,241)
cmyk(38,48,0,0)

HEX #9d6bed
rgb(157,107,237)
cmyk(52,63,0,0)

HEX #855cc4
rgb(133,92,196)
cmyk(58,72,0,0)

HEX #f2f2f2
rgb(242,242,242)
cmyk(4,2,2,0)

HEX #eaeaea
rgb(234,234,234)
cmyk(7,5,5,0)

HEX #cccccc
rgb(204,204,204)
cmyk(19,15,16,0)

HEX #bfbfbf
rgb(191,191,191)
cmyk(25,20,20,0)

HEX #999999
rgb(153,153,153)
cmyk(43,35,35,1)

HEX #808080
rgb(128,128,128)
cmyk(52,43,43,8)

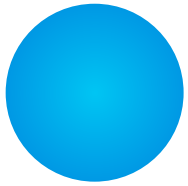
HEX #666666
rgb(102,102,102)
cmyk(60,51,51,20)

HEX #333333
rgb(51,51,51)
cmyk(69,63,62,58)

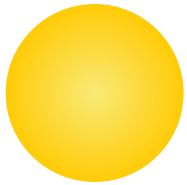
HEX #000000
rgb(0,0,0)
cmyk(75,68,67,90)

Gradients

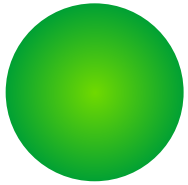
HEX 9d6bed -> HEX #a58dfc
rgb(157,107,237) -> rgb(165,141,252)
cmyk(52,63,0,0) -> cmyk(52,67,0,0)



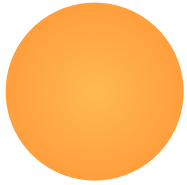
HEX #0099e5 - HEX #00c6f4
rgb(0,153,229) - rgb(0,198,224)
cmyk(74,28,0,0) - cmyk(66,0,1,0)



HEX #ffcb05 -> HEX #fbeb78
rgb(255,203,5) -> rgb(251,235,120)
cmyk(0,20,100,0) -> cmyk(3,2,66,0)



HEX #00a034 -> HEX #6fd900
rgb(0,160,52 -> rgb(11,217,0)
cmyk(83,10,100,1) -> cmyk(56,0,100,0)



HEX #ff9e3c -> HEX #ffb950
rgb(255,158,60) -> rgb(255,185,80)
cmyk(0,45,85,0) -> cmyk(0,31,78,0)

3. Icons

4. Illustrations

5. Fonts

Font - Roboto

"A B C Č Ć D Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b
c č ć d đ e f g h i j k l m n o p q r s š t u v w x y z ž А Б В Г Ґ Д Ђ Е
Ё Є Ж З S И І Ї Й J К Л Љ М Н Њ О П Р С Т Ћ У Ў Ф Х Ц Ч Џ Ш Щ
Ъ Ы Ь Э Ю Я а б в г ґ д ђ е ё є ж з s и і ї й j к л љ м н њ о п р с т ћ
у ў ф х ц ч џ ш щ ъ ы ь э ю я A B Γ Δ E Z H Θ I K Λ M N Ξ O Π P Σ
T Y Φ X Ψ Ω α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ τ υ φ χ ψ ω ά Ά έ Έ é
Ή ί ï ΐ Ί ó Ό ú ΰ ü Ύ Ÿ Ώ Ă Â Ê Ô Ơ Ư ă â ê ô ơ ư 1 2 3 4 5 6 7 8 9 0 ‘ ?
’ “ ! ” (%) [#] { @ } / & < - + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *"

Styles

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic

Font - Application

HEX #333333
rgb(51,51,51)
cmyk(69,63,62,58)

HEX #666666
rgb(102,102,102)
cmyk(60,51,51,20)

About us

tutti.ch is an online classifieds site mainly for buying and selling used goods. It was launched 2010 by the Norwegian media house Schibsted, and acquired by Swiss media group Tamedia in 2015. With more than 12.5 million monthly visits, tutti.ch is the largest and fastest growing second-hand online marketplaces in Switzerland.

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Font - Marketing usage

Styles

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

6. Photography

7. Motion

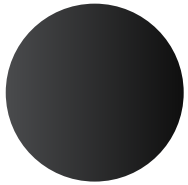
8. Sound

9. Tone of voice

We are human: ur voice is friendly, casual, but not sloppy
We want to be trusted: our voice is thoughtful and we tell it like it is
We are cheerful: our voice is optimistic and with a twinkle in the eye

10. Mockups

11. Sub brands



HEX #000000- HEX #4a4b4d
rgb(0,0,0) - rgb(74,75,77)
cmyk(75,68,67,90) - cmyk(67,59,56,37)

HEX #f17a28- HEX #ffcc06
rgb(241,122,40) - rgb(255,204,6)
cmyk(1.5,64,96,0) - cmyk(0,19,99,0)