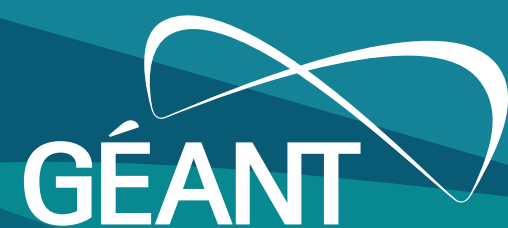


tnc25

BRIGHTER
TOGETHER

BRANDING **GUIDELINES** V.02



BRIGHTER TOGETHER: **OUR THEME**

This year's theme embraces our community's spirit of collaboration, breaking down barriers and sharing wide-ranging expertise.

It is through this community collaboration that we all lead the way for a more inclusive future for research and education.

Our design needs to be visually striking, creative, and evocative, using abstract imagery and bold colors to represent overcoming obstacles and the emergence of new ideas.



LOGO OVERVIEW

The TNC25 Logo is the purest part of the event brand and cannot be altered in any scenario, which means that its proportions and line weight always remain the same.

The coloured version of the logo should only be used in conjunction with the brand colours and should appear reversed out white on non-brand colours.

The logo 'tnc25' is centered within a white square with a dark blue border. The letters 't', 'n', and 'c' are in a lowercase, italicized sans-serif font. 't' is pink, 'n' is yellow, and 'c' is green. The number '25' is in a dark blue, uppercase, sans-serif font.

*tnc*25

The logo 'tnc25' is centered within a solid dark blue square. The letters 't', 'n', and 'c' are in a lowercase, italicized sans-serif font and are white. The number '25' is in a dark blue, uppercase, sans-serif font.

*tnc*25

MINIMUM SIZES

Our Logo is made up of two parts: the Symbol and the Wordmarks.

Our Wordmarks express the theme, dates and place and can be used individually or together.

Like our Symbol, the Wordmarks cannot be altered—only their colours can be changed.

We have specified minimum sizes of our Logo to ensure it always looks its best.

The logo symbol consists of the lowercase letters 'tnc' in a stylized font with 't' in red, 'n' in yellow, and 'c' in green, followed by the number '25' in dark blue. A bracket to the right indicates the minimum size.

8mm/22px

The logo symbol is shown above the wordmark 'BRIGHTER TOGETHER' in red, all-caps, sans-serif font. A bracket to the right indicates the minimum size.

10mm/30px

The logo symbol is shown above the wordmark 'BRIGHTER TOGETHER' in red, all-caps, sans-serif font, and the date 'Brighton, UK | 9-13 JUNE 2025' in dark blue, all-caps, sans-serif font. A bracket to the right indicates the minimum size.

20mm/70px

COLOUR PALETTE

All colours in our brand colour palette complement each other. Our brand thrives on simplicity, not excess. Please do not use more than four brand colours within one design. Our brand colours look best at full saturation but, when necessary, it is possible the use of tints (90%, 80%, 70%, etc).

Please use the correct colour values of our brand palette specified on this page.

CMYK: 3, 92, 50, 0
RGB: 231, 57, 96
HEX: E73960

CMYK: 0, 37, 98, 0
RGB: 251, 172, 28
HEX: FBAC1C

CMYK: 60, 26, 46, 2
RGB: 251, 172, 28
HEX: 6F9A8F

CMYK: 100, 100, 29, 32
RGB: 251, 172, 28
HEX: 6F9A8F

CMYK: 67, 35, 0, 0
RGB: 83, 144, 204
HEX: 5390CC

CMYK: 46, 39, 43, 4
RGB: 142, 141, 136
HEX: 8E8D88

CMYK: 93, 94, 0, 0
RGB: 59, 58, 150
HEX: 3B3A96

CMYK: 34, 8, 79, 0
RGB: 179, 198, 97
HEX: B3C661

TYPO— GRAPHY

Aktiv Grotesk CD, is our typeface.
It is used in two weights: Light and Xbold.
Our webfont is Aktiv Grotesk Regular.



PHOTO— GRAPHY

When using TNC25 logo over photography, make sure there is enough contrast to make it legible. Utilise the branding elements like arrows and losanges to make the logo stand up against the background.

We recommend reversing out the logo in white if the image is dark.



CONTACT DETAILS

If you have any questions about these guidelines, please get in touch.

design@geant.org

