

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 displayed in a stylized, lowercase font. The 't' is pink, the 'n' is orange, the 'c' is green, and the '25' is dark blue. The letters are slanted to the right.The logo 'tnc25' is displayed in a stylized, lowercase font, rendered in white. The letters are slanted to the right, matching the style of the other version.

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.



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: 111, 153, 141
HEX: 6F998D

CMYK: 100, 100, 29, 32
RGB: 28, 53, 94
HEX: 1C355E

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.

LIGHT
XBO

A b

BRIGHTER
TOGETHER

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

