

DESIGN & BRAND GUIDELINES

Digitally removing friction



INFO

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THE LOGOTYPE AND TYPOGRAPHY

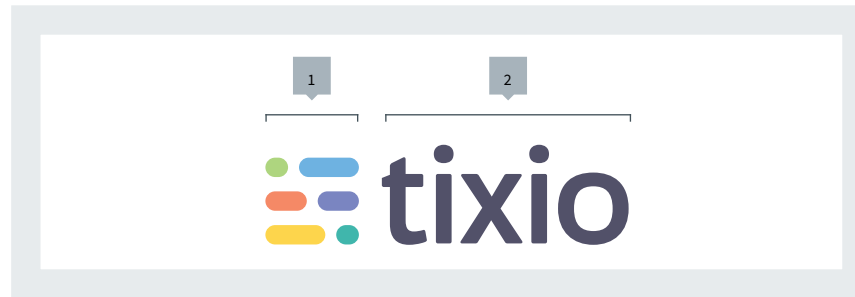
THE FULL LOGOTYPE

The Tixio Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a image symbolizing boards from the application.

It has a particular relationship with the Tixio name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is Quinta Pro and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. It is a fresh and appealing blend of colours chosen for their strong combination - modern - usefull - timeless. The Colours have been selected according to international standards as shown below and are easily implemented.



1) The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

LOGO LIGHT VERSION



3

LOGO DARK VERSION



4

1) The Logo Symbol

Consists of a powerful element evoking the culture of design services and a grey square background.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of letters of the chosen corporate color. The font that is used here is Bw Quinta Pro.

3) The Logo Dark Version

Can be used when the background color is colored with one of Tixios main colors.

4) The Logo Light Version

Can be used when the background color is colored with one of Tixios main colors.

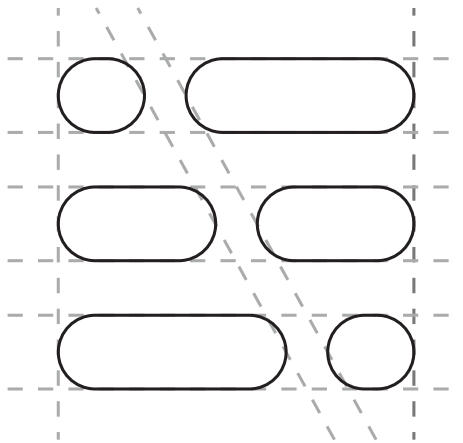
Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Tixio management if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION



It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned

in relation to the mark of the the symbol itself and the company name – they have a fixed relationship that should never be changed in any way.



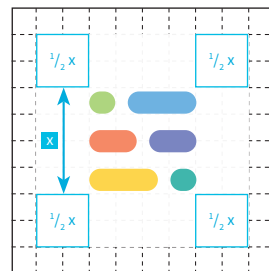
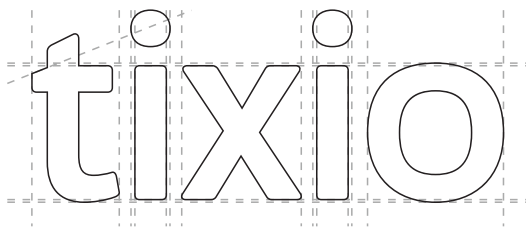
CLEARSPACE

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

tixio

THE FONT

Bw Quinta is a new face that instantly feels familiar. It's a contemporary humanist sans that is approachable but

well-grounded, getting any content delivered with efficiency while looking smart and professional.

Q u i n t a P r o

PRIMARY FONT
QUINTA PRO

DESIGNER :
BWTYP
AT ENVATO ELEMENTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
QUINTA PRO

! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] | { } # ¿ ' « Σ € ® † Ω ¨ / ø π · ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Special Characters

PRIMARY COLOR SYSTEM

Explanation:

The Tixio logo has one primary color for text, and six colors for the icon. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

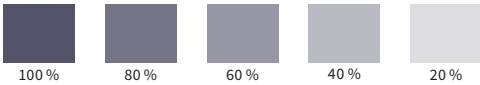


PRIMARY LOGO COLOR

-

COLOR CODES

CMYK : C71% M66% Y40% K22%
RGB : R83 G81 B105
Web : #535169



Color Codes

CMYK : C35% M0% Y65% K0%
RGB : R174 G213 B128
Web : #aed580



Color Codes

CMYK : C53% M16% Y0% K0%
RGB : R112 G178 B226
Web : #70b2e2



Color Codes

CMYK : C0% M57% Y60% K0%
RGB : R245 G137 B103
Web : #f58967



Color Codes

CMYK : C55% M45% Y0% K0%
RGB : R123 G134 B194
Web : #7b86c2



Color Codes

CMYK : C0% M15% Y80% K0%
RGB : R255 G213 B78
Web : #ffd54e



Color Codes

CMYK : C67% M6% Y38% K0%
RGB : R76 G182 B172
Web : #4cb6ac

THANK YOU

FOR FURTHER QUESTION DO NOT
HESITATE TO CONTACT US.

