

 **TechTour**

**Brand Guidelines**

# The Basics

The Tech Tour logo is a powerful symbol of the natural evolution we are undergoing and the people joining us on our new platform. Here you can find a few rules on the road when using our logo.

**Only show** Tech Tour logo in Tech Tour light blue, white or black.

**X Don't** change the color of a single circle

**X Don't** alter, rotate or modify the logo

**X Don't** animate the logo or change it any other way

**X Don't** add additional circles to the logo

**X Don't** use the old versions of the logo

**Follow** the clear space guidance provided in this document



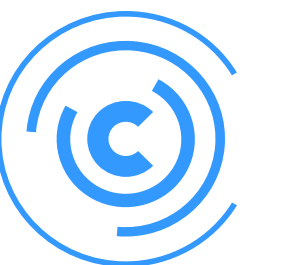
## Logo

# Clear Space & Minimum Size

When you are using the logo with other graphic elements make sure you give it space to breathe. The minimum blank space around the logo should be equal to the symbol at the core of Tech Tour's logo.



Logo Clear Space



## Logo

# Color

The Tech Tour logo is always light and dark blue on white or light background. In all other cases the examples should be followed.

When placing the logo on an image use the white logo - if necessary use a 10-20% black tint to maintain the legibility of the logo.

The black logo is mainly to be used for printing purposes only if allowed by Tech Tour.



Light & dark blue logo on white & light background



Light blue and white logo on dark blue background



Black logo on light, colored / structured background.



Tech Tour logo and slogan flat white on dark, colored background.



## Logo

# Types of logos by sector

We have a logo for each sector we have programmes in - it is applied on the website materials as well as on the printed materials for the onsite events.

The multisector logo is applied when there are 2 or more sectors within the event/programme e.g digital and health.



## Logo

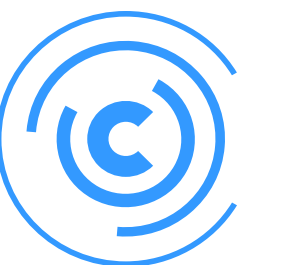
# Misuse

**X Don't** use the full color logo on a photo Do use the white logo. For legibility use a 10-20% black tint to maintain the legibility of the logo.

**X Don't** use the full (light & dark blue) color logo on darker colorful background. Do use the white logo in such cases.

**X Don't** change the color of the logo on colorful background. Use the white logo instead.

**X Don't** add additional circles to the logo



Colors

## Primary

### Light Blue

CMYK 67 35 0 0  
RGB 51 153 255  
HEX #3399FF

### Dark Blue

CMYK 100 98 26 42 RGB  
0 5 84  
HEX #000554

## Secondary

### Black

CMYK 71 0 42 0  
RGB 42 188 170  
HEX #2ABCAA

### White

CMYK 92 51 41 16  
RGB 4 98 118  
HEX #046276

### Light Grey

CMYK 29 23 23 0  
RGB 183 183 183  
HEX #B7B7B7

# Corporate Typography

Our font is Calibri Bold and Calibri. They are part of the Microsoft package, so you don't have to install them.

# Calibri Bold Calibri

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=!@#\$%^&\*()\_+

Usage: Headlines, titles, important text

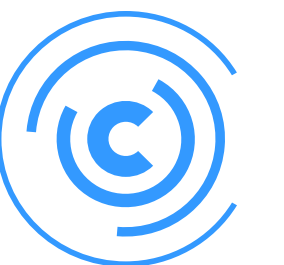
## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=!@#\$%^&\*()\_+

Usage: Headlines, titles, important text





 **TechTour**  
**Programme Guidelines**

## Programme Logo Guidelines

### Sector Logos

At Tech Tour we operate in 4 sectors or tracks - **digital, healthtech, sustainability and multisector** (when there is a mixture of sectors in one programme).

### Programme Logo

Each of the logos of the programmes is formed by choosing the proper sector logo + the name of the programme. The name of the programme is added in Calibri Bold and colored in the dark blue or white color depending on the background:

- dark blue for light/white background
- white for dark/dark blue background

See the example on the right.

### Sector Logos



### Programme Logo

