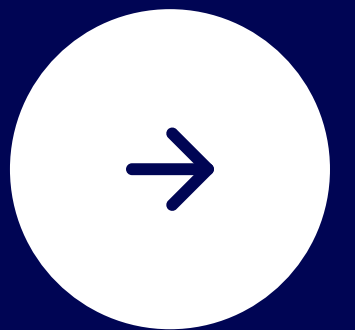




Brand Guidelines.

Year
2026



TechTour **Summary**

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01

Brand Guidelines

Our Story

Our Story



Tech Tour was founded in 1998 to connect entrepreneurs, investors and industry leaders across Europe and beyond.

“For more than 25 years, we have created opportunities for the technology ecosystem to connect, collaborate and turn innovation into real-world impact.”



History & Values



History & Values

Founded in Switzerland

Launched dedicated sector programmes:

**Digital, Healthtech,
Sustainability**

Europe's leading
community of tech
entrepreneurs and investors

1998

2015

Today

2007

2020

Expanded with European
partnerships

Transition to hybrid and
online events



03

Brand Guidelines

Background Color Usage



Background Color Usage



 **Tech**Tour

 **Tech**Tour

 **Tech**Tour

 **Tech**Tour

Sector & Programme Logos

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.

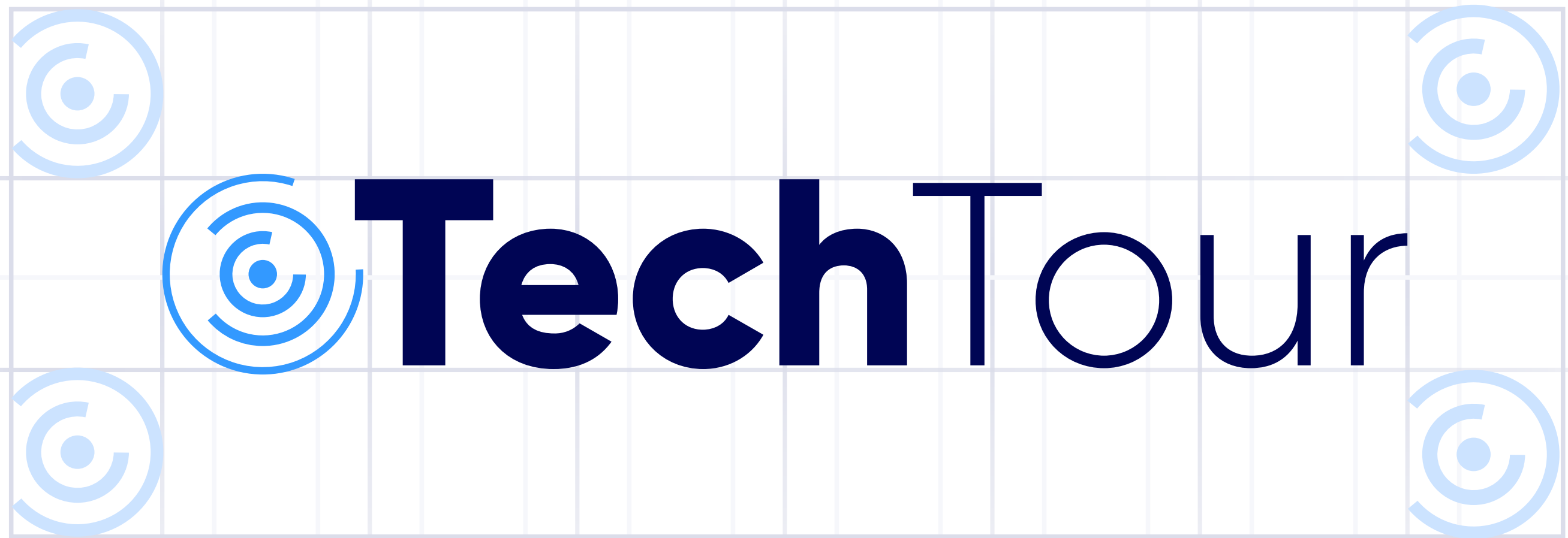


Logo Grid

@TechTour

04

Logo Grid





05

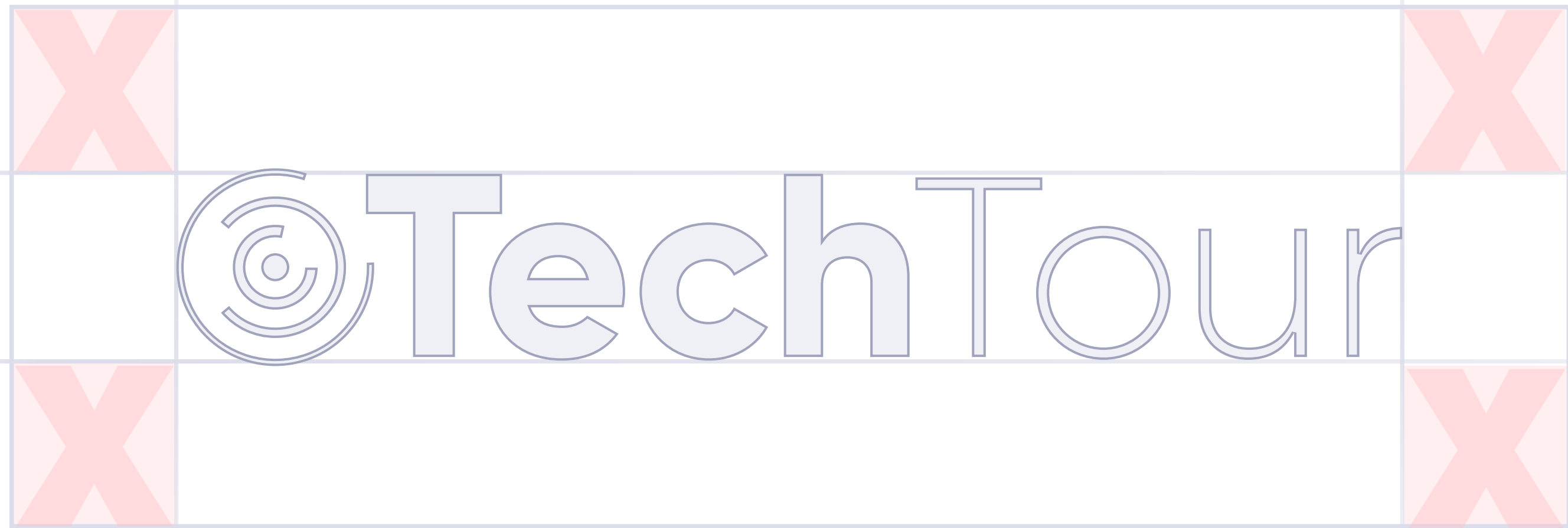
Brand Guidelines

Safe Zone

Safe Zone



The Safe Zone section of a brand book outlines guidelines for the minimum distance that must be maintained between the brand's logo or other design elements and other visual elements, such as text, images, or other graphics.



Logo Usage



Logo Usage

1. **White background:** Always use the primary logo on a clean white background.
2. **Blue background:** The white logo works well on the brand's blue background.
3. **Dark background:** Use the white logo on dark colors for contrast.
4. **Photo background 1:** Place the white logo of photos for legibility use a 10–20% black tint to maintain the legibility of the logo.
5. **Photo background 2:** Ensure the logo stands out clearly on any image.
6. **Light tint background:** Use the white logo on light tints of brand colors.
7. **Light blue background:** Use the black logo when the background is light.
8. **Muted blue background:** Ensure sufficient contrast between logo and background.

01



02



03



04



05



06



07



08





07

Brand Guidelines

Logo Misuse

Logo Misuse

1. Wrong proportions: Don't stretch or distort the logo.
2. Wrong color: Don't use unapproved colors for the logo.
3. Rotation: Don't tilt or rotate the logo.
4. Opacity change: Don't reduce the logo's opacity or transparency.
5. Low contrast: Don't use the logo on backgrounds where it's hard to read.
6. Busy background: Don't place the logo over lighter images.
7. Logo Mark: Don't rotate the logo mark.

01



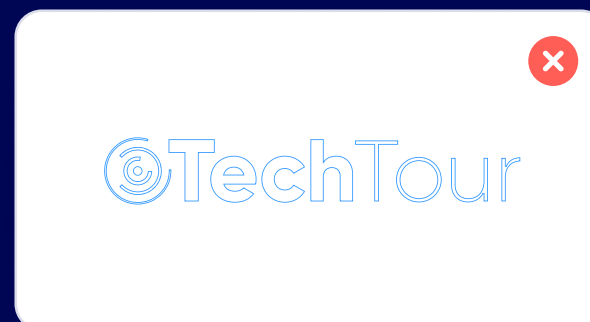
02



03



04



05



06



07



Color Palette

@TechTour



Color Palette



Dark Blue

HEX: #000554
RGB: (0, 5, 84)
CMYK: (100%, 94%, 0%, 67%)



TT Blue

HEX: #3399FF
RGB: (51, 153, 255)
CMYK: (80%, 40%, 0%, 0%)



Web Accent Blue

HEX: #006AE1
RGB: (0, 106, 225)
CMYK: (100%, 53%, 0%, 12%)



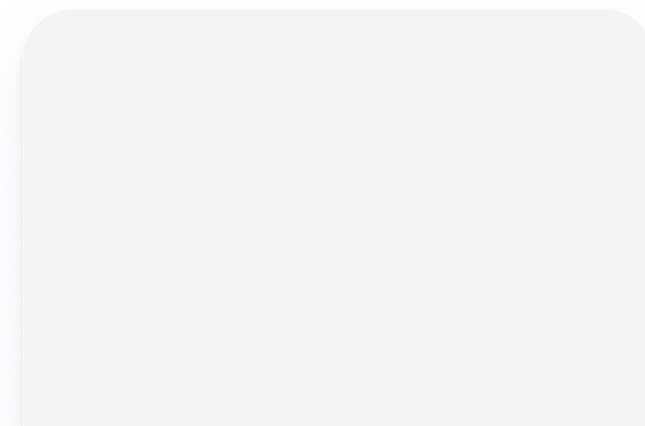
PHSC Orange

HEX: #FD9955
RGB: (253, 153, 85)
CMYK: (0%, 40%, 66%, 1%)



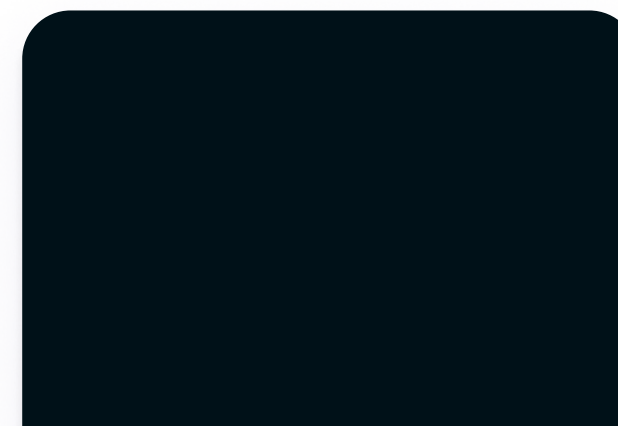
Medium Grey

HEX: #B7B7B7
RGB: (183, 183, 183)
CMYK: (0%, 0%, 0%, 28%)



Light Grey

HEX: #F4F4F4
RGB: (244, 244, 244)
CMYK: (0%, 0%, 0%, 4%)



Black

HEX: #001219
RGB: (0, 18, 25)
CMYK: (100%, 28%, 0%, 90%)



White

HEX: #FDFFFC
RGB: (253, 255, 252)
CMYK: (1%, 0%, 1%, 0%)



09

Brand Guidelines

Typography

Typography

Calibri – Documents

Our font for internal and office documents is Calibri, available in all Microsoft applications—no installation required.

Calibri Light

Calibri Regular

Calibri Bold

AaBbCcDd

AaBbCcDd

AaBbCcDd

Calibri

Typography

Montserrat – Headings

Montserrat is our primary display font, used for headings and titles to create a modern and confident look.

Poppins – Text

Poppins is used for body text, ensuring a clean, approachable, and easy-to-read appearance across all materials.

Aa

Montserrat

Family

Light	Semibold
Regular	Bold

Characters

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#\$%^&*()-
_+=+{}[]|;:"'<>?/.,~`

Poppins

Family

Light	Bold
Regular	ExtraBold
SemiBold	Black

Characters

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz1234567890!@#\$%^&*()-_+=+{}
[]|;:"'<>?/.,~`

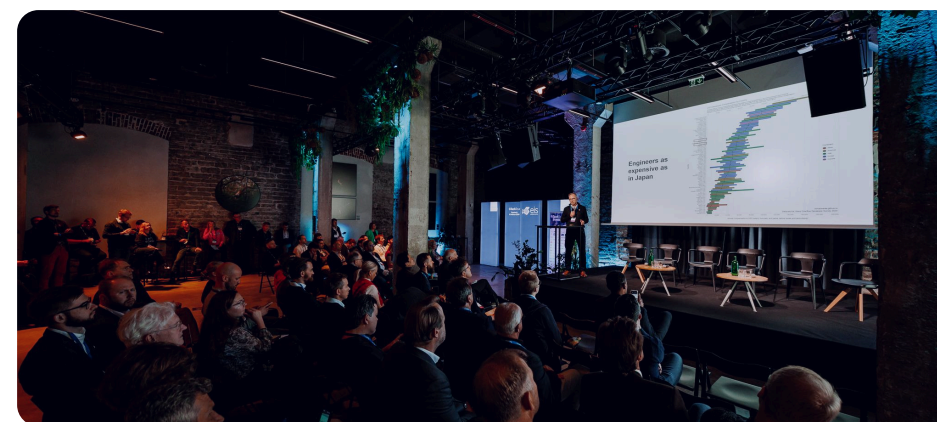
Photography

@TechTour

10

Photography

Kindly note that all photos are property of Tech Tour. You're welcome to share them on social media or personal channels, but please credit Tech Tour when posting. Sharing is at your own responsibility, especially if other participants appear in the images.





Brand Guidelines

Brand Voice & Slogan

**“We connect the people who
power innovation.”**

Brand Voice

Tech Tour communicates with clarity, confidence and purpose. Its voice is professional, informed and approachable, combining evidence-based insight with a positive, collaborative spirit.

- Clear and concise
- Professional and authoritative
- Human and approachable
- Purposeful and optimistic

Final Message

 **TechTour**





Thank you