



**TINNERMAN**  
connection engineering



# Identity Standards **Guide**

Updated **4.20.07**

# Identity Standards **Guide**

## Primary Logo Use

The primary Tinnerman logo unit is seen here below. Whenever possible, the logo is to appear using the two primary colors: red and black. See page 3 of this manual for specific color direction.



If the logo is to be used on gray or silver, the inner portion of the trademark should remain white.

## Single color Logo Use

When the application of the logo does not allow for 3 flat colors (or 4 color process), the below color schemes are to be used for logo application. Please do not attempt to print the Tinnerman logo using any other colors.



## Reverse Logo Use

When reversing the Tinnerman logo from a background, it is recommended that the value of the field be dark enough to allow the logo to be legible. While the 2-color option is possible, the 1-color option is recommended.

Options when reversing out of red:



Options when reversing out of black:



# Identity Standards Guide

## Logo Unit Application

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### Without Tagline

The primary Tinnerman logo unit with tagline is preferred, but in certain cases, it may be used without the tagline as shown here.



### Trademark Only

The Tinnerman trademark "Circle T" can be used separately from the wordmark. In these cases, the Tinnerman wordmark should be visually present within close proximity of the trademark. The "T" should never be used without the circle.



### Wordmark Only

The Tinnerman logo should be used as a complete unit whenever possible, but the wordmark can occasionally be used on its own in situations that demand more flexibility.



### Stacked

In extremely vertical environments, the Tinnerman logo may be stacked. On these occasions, the "Circle T" trademark and tagline should be centered with the wordmark.



### Tagline Proportions

The "connection engineering" tagline proportions should appear as below. In the primary logo unit, it should line up with the elements of the wordmark as designated by the dotted lines. In situations where the wordmark is less than one inch, the tagline should be the length of the entire wordmark for legibility purposes.



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## Color

### Primary Colors

The primary Tinnerman color scheme is seen here below and is to be used as the primary scheme for all materials throughout the brand ID system.

Uncoated:



Coated:



CMYK:



C : 0  
M : 0  
Y : 0  
K : 100



C : 10  
M : 100  
Y : 85  
K : 0

RGB:



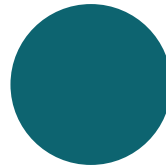
R : 0  
G : 0  
B : 0



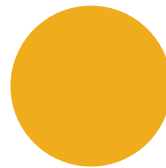
R : 210  
G : 16  
B : 52

### Secondary (Accent) Colors

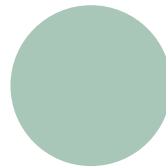
The secondary Tinnerman color scheme is to be used for application on materials that demand further delineation of products or sections. The below colors are to be used in tandem with the primary scheme and should be used sparingly.



Pantone® 5473  
C : 90  
M : 45  
Y : 45  
K : 20



Pantone® 7409  
C : 5  
M : 35  
Y : 100  
K : 0



Pantone® 558  
C : 35  
M : 10  
Y : 30  
K : 0



Pantone® Cool Gray 1  
C : 0  
M : 0  
Y : 0  
K : 10

**NOTE:** Colors vary from printer to printer. Please refer to an official Pantone® guide for accurate color.

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## Typography

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### Primary Typography

The Tinnerman primary type family is Frutiger.

Frutiger (roman, italic, light, light italic, bold, bold italic, black and black italic)

Source foundry: Adobe  
Available for both Mac & PC

### Frutiger Roman

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)

### Frutiger Italic

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)*

### Frutiger Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)

### Frutiger Light Italic

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)*

### Frutiger Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)**

### Frutiger Bold Italic

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)***

### Frutiger Black

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)**

### Frutiger Black Italic

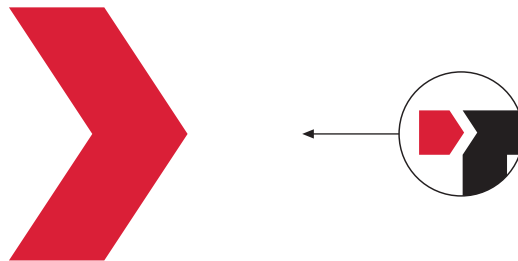
***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890 &\$%(!?:;)***

NOTE: If absolutely necessary, there are condensed versions of these fonts available.

# Identity Standards Guide

## Arrow

The Tinnerman arrow is a chevron shape that has approved use for a number of purposes: as a bullet point, a headline indicator, or simply a design element in order to give an area prominence. The angle shall always be the same as the trademark with a length/width ratio similar to the arrow below.



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## Broken Band

The “broken band” is an element pulled from the primary logo. It may be used as a divider, a footer, or a header. It may be used with type inside the band, so long as the rest of this standards guide is followed.



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## Identity

**Business Cards:** Classic Crest Solar White 130# Super Smooth Cover

**Letterhead:** Classic Crest Solar White 70# Super Smooth Text

**Envelopes:** Classic Crest Solar White 70# Super Smooth Text