Tivia
Brand Guidelines
Version 2.6
2019

The graphic identity for Tivia is summarised in this brand document.

Adhering to these guidelines will maintain a strong brand identity and establish rules for the consistent implementation of brand elements.

Index

1.0
Core Elements

1.1
Logo

The logo is the most visible element of the identity – a universal signature across all communications. It's a sign of quality that unites the identity.

Consistent application of the logo reinforces brand recognition and trust. For these reasons we always display the logo along with accompanying assets as specified in this document, without modification.

Use of the logo as part of any other logo is prohibited. The logo must not be combined with any other graphic element, e.g. text, illustration, or logotype. It may not be used in headlines or embedded in text.

Logo on Background

The logo should be used as indicated in the diagrams. If the logo is used on top of a photo the logo should be used negative with a blue logo if the image allows.

Use white in combination with the blue background and the black logo version only when necessary.

01 Positive Logo
02 Negative Logo
03 Monochromatic / White version
04 Monochromatic / Blue version

01

02

03

04

1.1
Clearance

In order to preserve the integrity of the logo it should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The minimum exclusion zone around the logo is equivalent to the height of the logo. A margin of clear space equivalent to this is drawn around the logo to create the invisible boundary of the area of isolation.

Exclusion zone requirements apply to text, graphics, photos or any other elements. This zone should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.

1.1
Scale

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logo. The minimum size the primary logo may be used for print applications is 1 inch wide. For digital applications, the minimum size is 200 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the logo at all times.

Minimum width for print — 1 inch
Minimum width for digital — 200 px

1.2
Stacked Logo

To give the brand flexibility a stacked logo may be used. Use of the stacked logo as part of any other logo is prohibited. The stacked logo must not be combined with any other graphic element, e.g. text, illustration, or logotype. It may not be used in headlines or embedded in text.

Consistent application of the stacked logo reinforces brand recognition and trust. For these reasons we always display the stacked logo along with accompanying assets as specified in this document, without modification.

Stacked Logo
on Background

The stacked logo should be used as indicated in the pictures. If thestacked logo is used on top of a photo the logo should be used negative with a blue logo if the image allows.

Use white in combination with the blue background and the black logo version only when necessary.

01 Positive Logo
02 Negative Logo
03 Monochromatic / White version
04 Monochromatic / Blue version

01

02

03

04

1.1
Clearance

In order to preserve the integrity of the stacked logo it should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The minimum exclusion zone around the stacked logo is equivalent to the height of the logotype. A margin of clear space equivalent to this is drawn around the logo to create the invisible boundary of the area of isolation.

Exclusion zone requirements apply to text, graphics, photos or any other elements. This zone should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.

1.1
Scale

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logo. The minimum size the primary logo may be used for print applications is 1 inch wide. For digital applications, the minimum size is 150 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the logo at all times.

Minimum width for print — 1 inch
Minimum width for digital — 150 px

1.3
Logotype

To give the brand flexibility a logotype may be used. Use of the logotype as part of any other logo is prohibited. The logotype must not be combined with any other graphic element, e.g. text, illustration, or logotype. It may not be used in headlines or embedded in text.

TIVIA

1.3
Logotype on Background

The logotype should be used as indicated in the pictures. If the logo is used on top of a photo the logo should be used negative.

Use white in combination with the red background and the black logo version only when necessary.

01   Positive Logotype
02   Negative Logotype
03   Monochromatic / White version
04   Monochromatic / Black version

TIV/A

01

02

TIV/A

03

TIV/A

04

1.3
Clearance

In order to preserve the integrity of the primary logotype it should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logotype.

The minimum exclusion zone around the logotype is equivalent to the height of the logotype. A margin of clear space equivalent to this is drawn around the logotype to create the invisible boundary of the area of isolation.

Exclusion zone requirements apply to text, graphics, photos or any other elements. This zone should be considered as the absolute minimum safe distance, in most cases the logotype should be given even more room to breathe.

TIVIA

1.3
Scale

There are no predetermined sizes for the logotype. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logotype. The minimum size the logotype may be used for print applications is 1 inch wide. For digital applications, the minimum size is 200 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the logo at all times.

Minimum width for print — 1 inch
Minimum width for digital — 200 px

TIVIA

TIVIA

TIVIA

TIVIA

TIVIA

1.4
Mark

Under certain circumstances we prefer to simply use the mark on its own instead of the full primary logotype. In general, these are communications where the identity has already been established, either through use of the full logo, in copy, or by voiceover.

Alternatively, there will be situations in which we will want the brand to appear more recessive. In these instances, we want the graphics to be the main element and the icon to act as a subtle sign off.

The minimum clear space around the mark is equivalent to half of the width of the icon, using the same principles as the primary logotype.
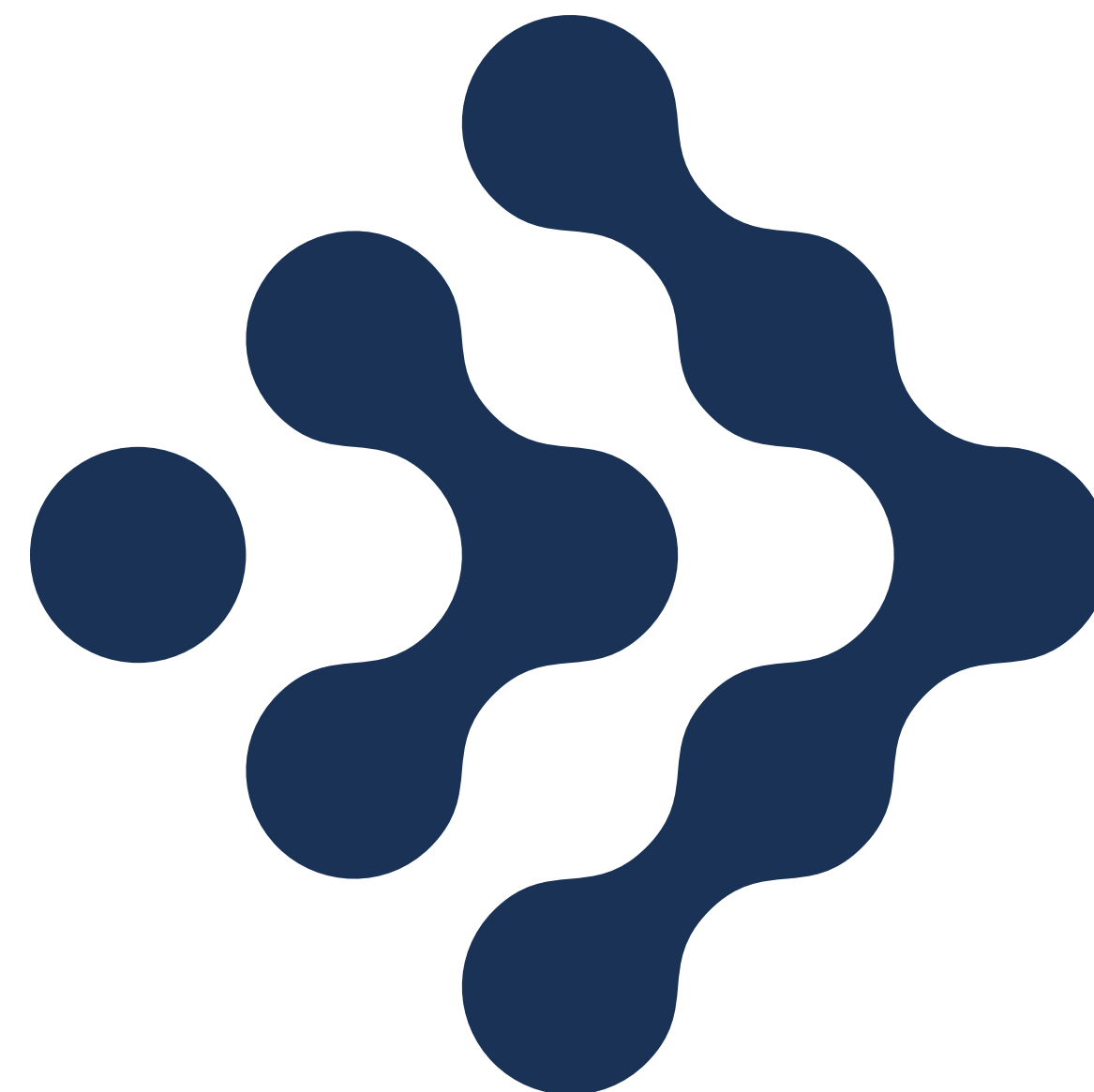
1.4
Mark on Background

The mark should be used in blue whereever possible. The white version should only be used when color or photo background do not allow for good contrast.

Use the black version only when absolutely necessary.

01 Positive mark
02 Negative mark on photo
03 Monochromatic / White version
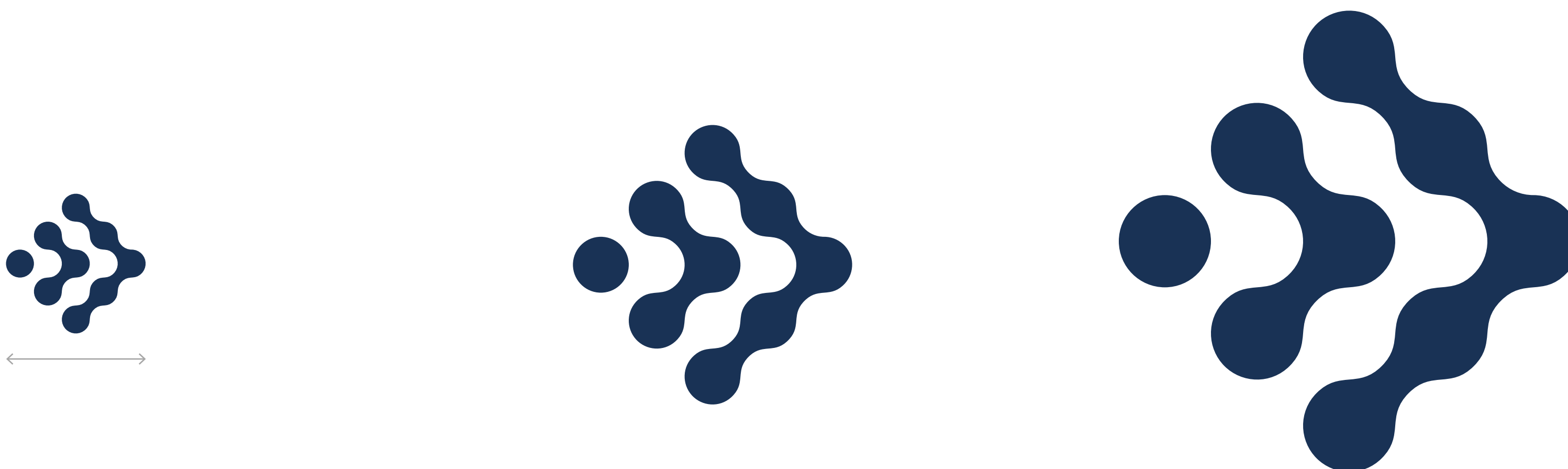04 Monochromatic / Black version
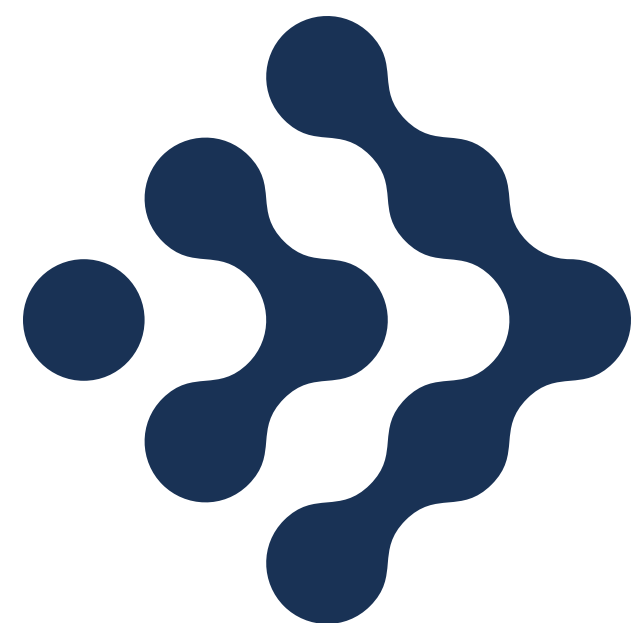
01

02

03

04

1.4
Mark Scale

There are no predetermined sizes for the mark. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the mark. The minimum size the mark may be used for print applications is 1 inch wide. For digital applications, the minimum size is 100 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the mark at all times.

Minimum width for print — 1 inch
Minimum width for digital — 100 px

1.5
Social Mark

The knocked out version of the mark
was developed as avatar icon for everything
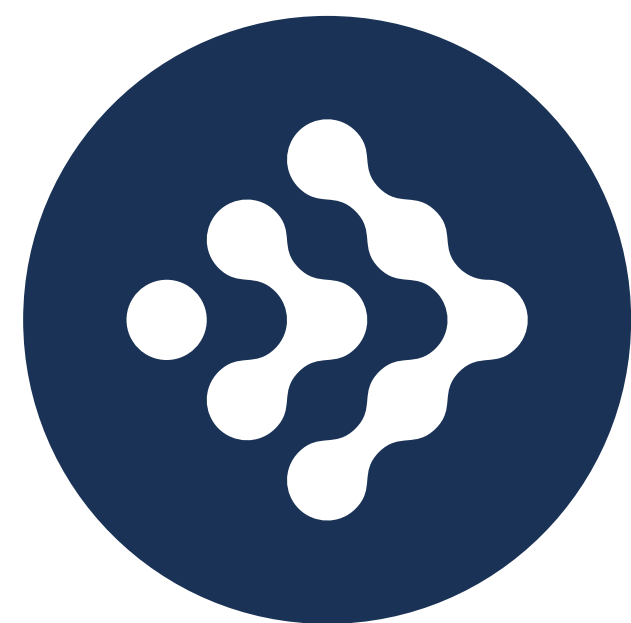social.
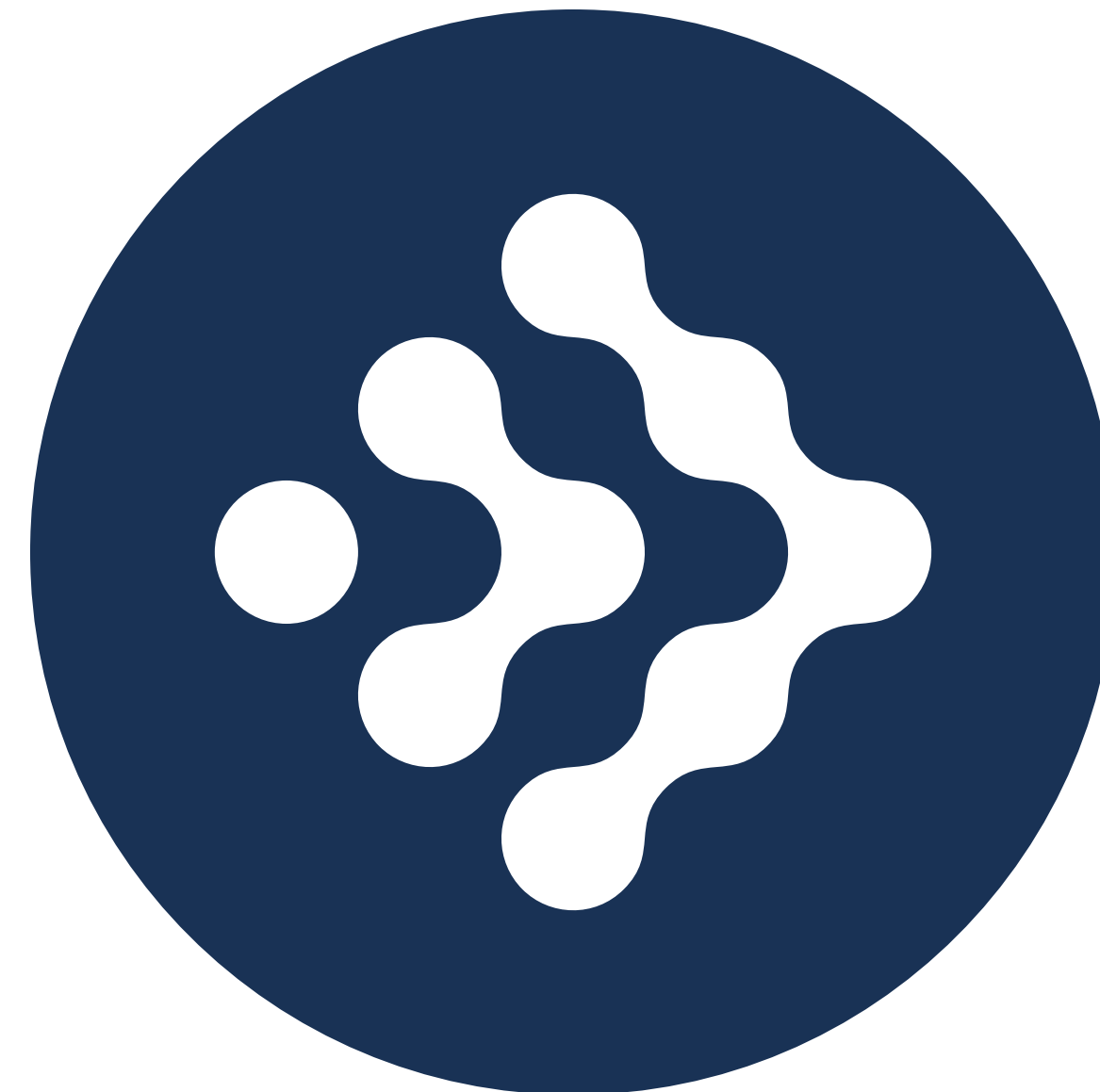
1.5
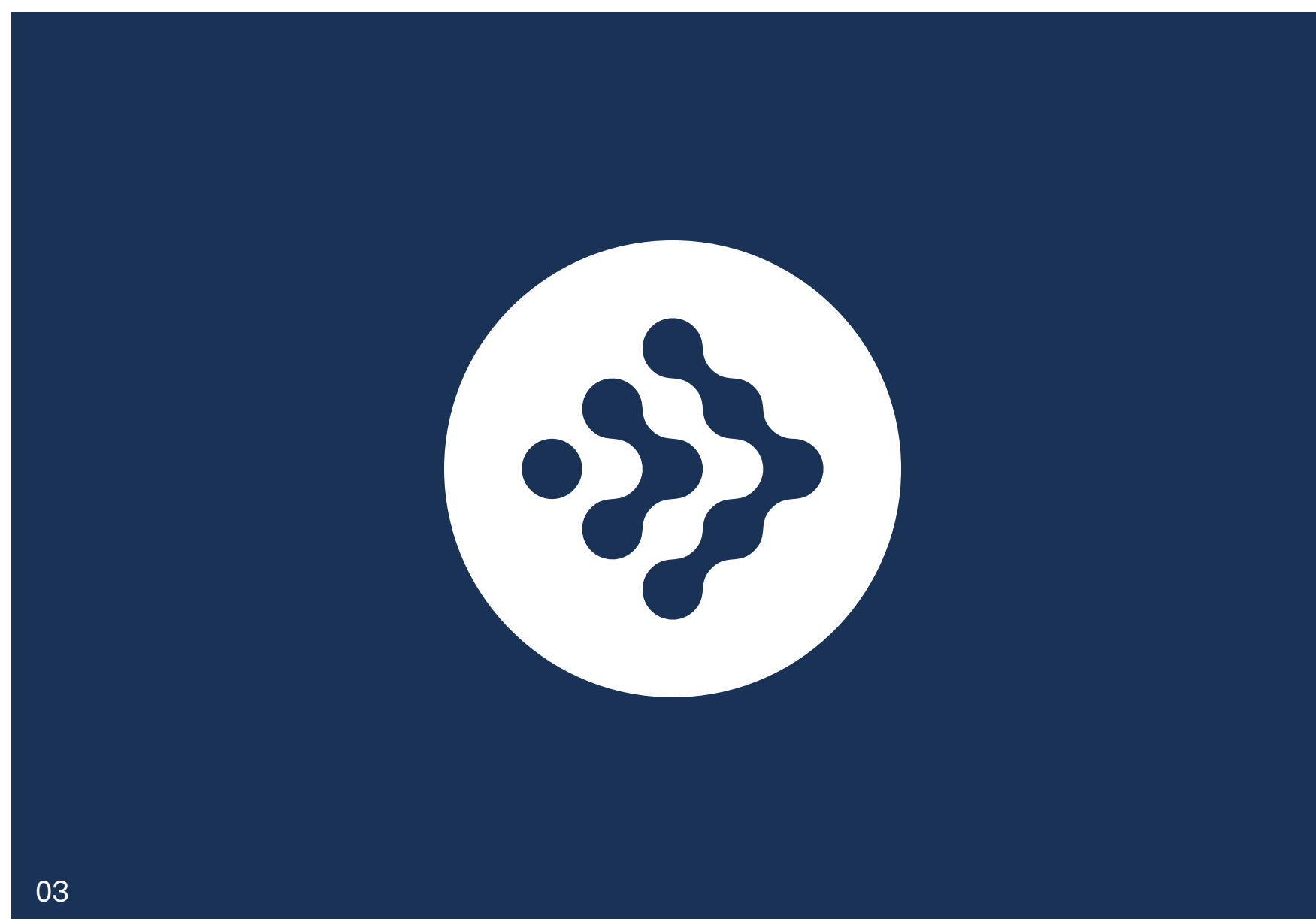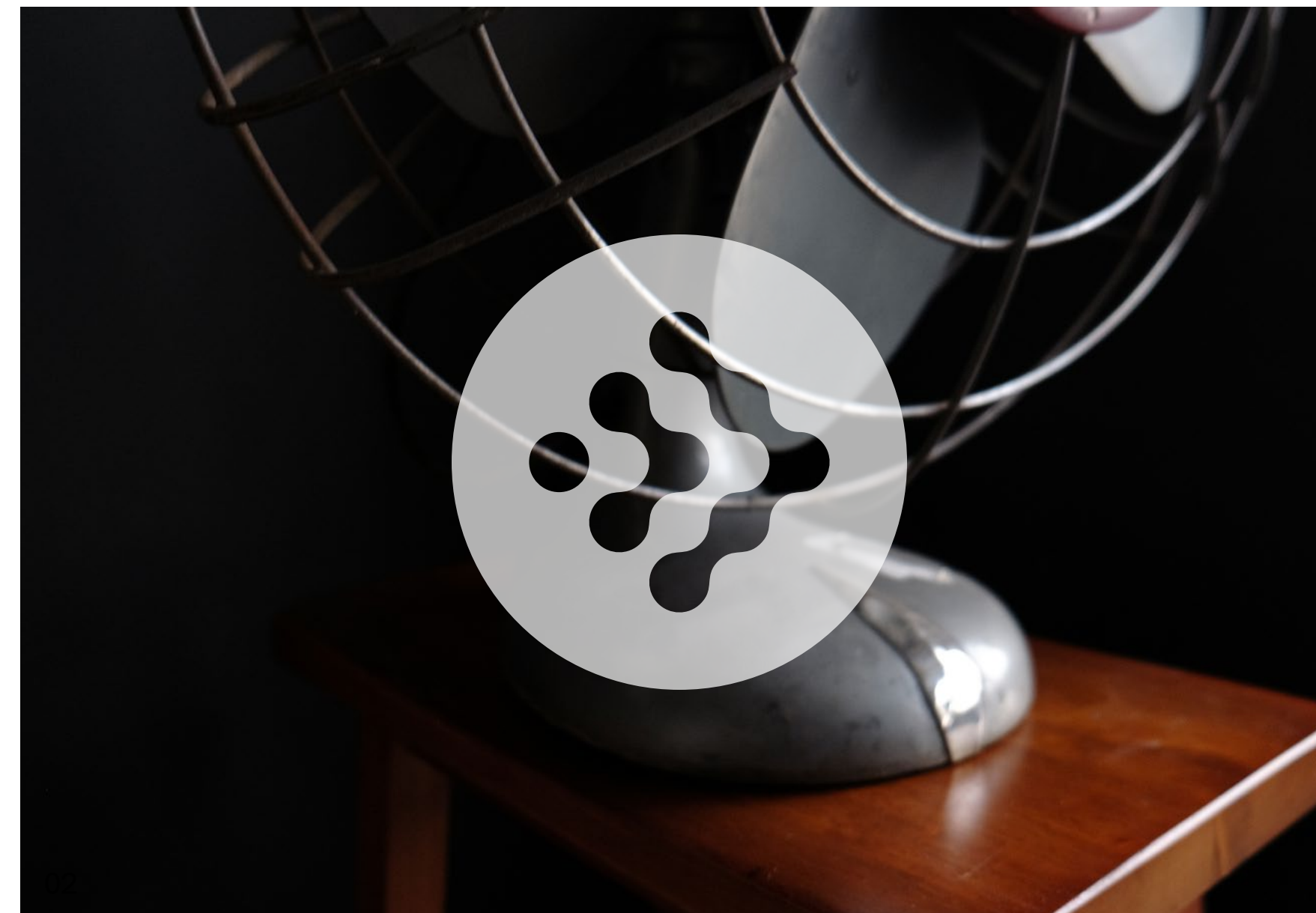# Social Mark
on Background

The mark should be used in blue whereever possible. The white version should only be used when color or photo background do not allow for good contrast. Opacity is allowed when the icon is used as watermark [02].

Use the black version only when absolutely necessary.

01 Positive mark
02 Negative mark 70% opacity
03 Monochromatic / White version
04 Monochromatic / Black version

01

02

03

04

1.5
Social Mark Scale

There are no predetermined sizes for the social mark. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the mark. The minimum size the mark may be used for print applications is 1 inch wide. For digital applications, the minimum size is 100 pixels wide. These sizes have been set to safeguard the integrity, readability and legibility of the mark at all times.

Minimum width for print — 1 inch
Minimum width for digital — 100 px

1.6
Tagline

To clarify the brand purpose a tagline may need to be added at times, a number of variants have been created in order to give flexibility.

This page demonstrates how it should appear in conjuction with the other brand elements

01

02

03

2.0
Colour
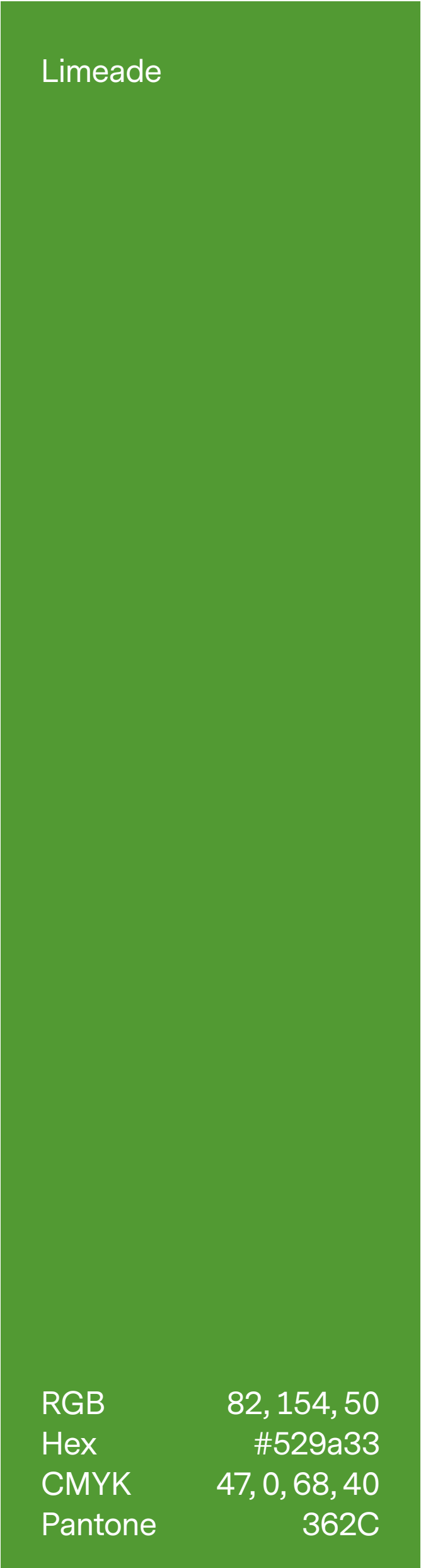
2.1
Primary Colours

Colour is used to evoke emotion, express personality and stimulate brand association. At the same time, it also unifies the identity.

The colour Nile Blue is defined to be professional and clear and it is the core identity color.

The primary palette should be used in all occasions for the brand marketing communications. The palette has been designed to give flexibility in the design of literature off and online. Percentage tints can be used of any of these colours where required, although ideally used as is.

Nile Blue

RGB	25, 50, 85
Hex	#193255
CMYK	71, 41, 0, 67
Pantone	534C

Persian Blue

RGB	3, 103, 166
Hex	#0367a6
CMYK	98, 38, 0 35
Pantone	307C

Limeade

RGB	82, 154, 50
Hex	#529a33
CMYK	47, 0, 68, 40
Pantone	362C

Atlantis

RGB	143, 192, 56
Hex	#8fc038
CMYK	26, 0, 71, 25
Pantone	2299C

Gradient

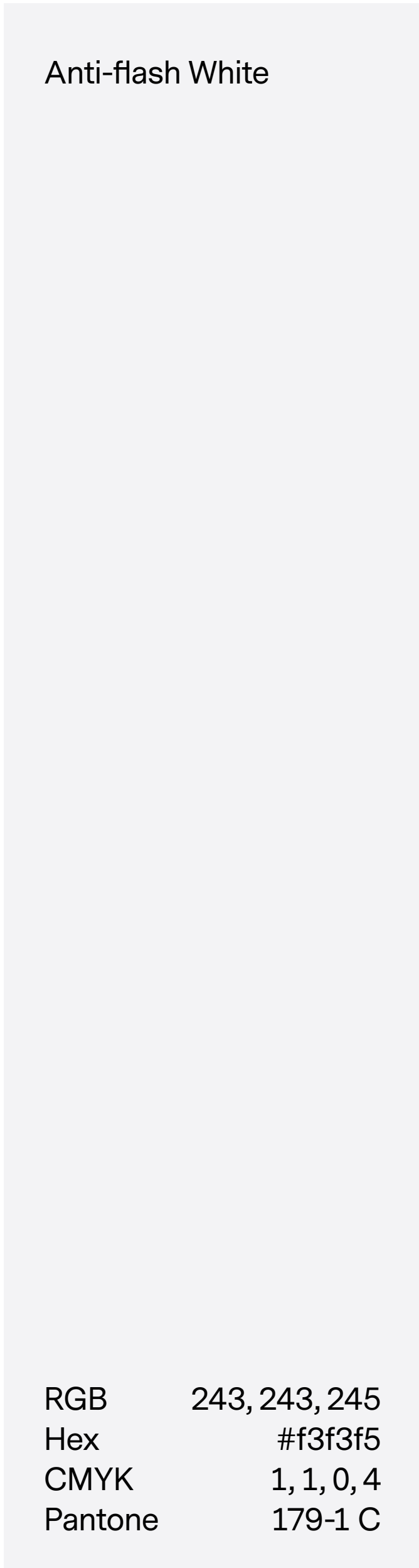|	
Start	Persian Blue
End	Atlantis

2.2
Secondary Colours

Secondary colors are mostly used as background colors in order to support and highlight the primary colour pallette.
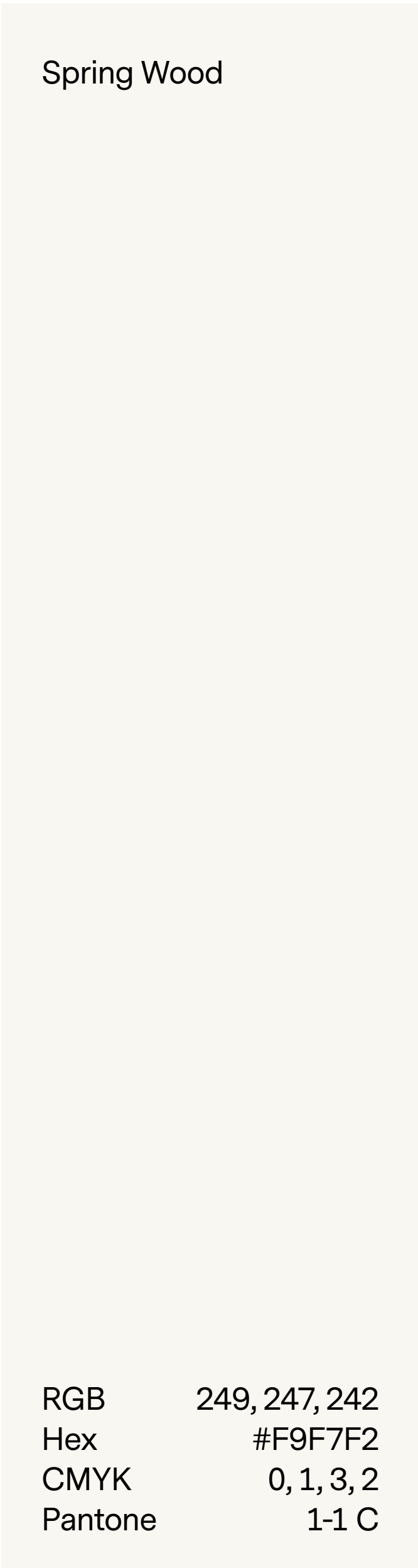
Additional colors can be considered for use on communication materials if determined as necessary.

Anti-flash White

Spring Wood

RGB	243, 243, 245
Hex	#f3f3f5
CMYK	1, 1, 0, 4
Pantone	179-1 C

RGB	249, 247, 242
Hex	#F9F7F2
CMYK	0, 1, 3, 2
Pantone	1-1 C

2.3
Neutrals

Neutral colors are applied to text and icons to create some balance within a colorful system.

Black		Dark		Grey		Dim		Light	
RGB	0, 0, 0	RGB	117, 117, 117	RGB	166, 166, 166	RGB	229, 229, 229	RGB	245, 245, 245
Hex	#000000	Hex	#757575	Hex	#a6a6a6	Hex	#e5e5e5	Hex	#f5f5f5
CMYK	0, 0, 0, 100	CMYK	0, 0, 0, 54	CMYK	0, 0, 0, 35	CMYK	0, 0, 0, 10	CMYK	0, 0, 0, 4
Pantone	Black 6 C	Pantone	Cool Gray 9 C	Pantone	Cool Gray 6 C	Pantone	Cool Gray 1 C	Pantone	1-1 C

3.0
Typography

3.1
Typefaces (Serif)

Messina Serif is a modern serif font, chosen to be the primary serif headline display font for articles and editorial posts.

Messina Serif is a serif typeface designed by Luzi Gantenbein and released through Luzi Type in 2015. The design is part of a larger superfamily that also includes Messina Sans and Messina Modern. The serif version is available in six weights with matching italics, as well as monospaced and condensed styles.

Anyone authoring creative should purchase necessary lincenses for these typefaces. They are available from Luzi Type in various formats for desktop and web use, OTF formats work on both Windows and Mac operating systems.

Due to high licensing costs for digital and desktop applications, Messina Serif may be replaced by the open source license Google font PT Serif.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ff fi fl ffi ffl ffj fft fj ft tt æ ij œ

Messina Serif Bold

3.1
Typefaces (Serif)

Messina Serif comes in many weights, but the core weights are Light, Regular and Bold.

Anyone authoring creative should purchase these typefaces. They are available from Luzi Type.

Light
Regular
Bold

Light
Regular
Bold

The quick brown fox **jumps** over the lazy dog

Messina Serif Regular + Bold

3.1
Typefaces (Sans)

Messina Sans is defined as the primary sans serif typeface. Messina Sans takes on headlines with attention-grabbing boldness and is also easily legible at small sizes on small screens.

Messina Sans is a sans serif typeface designed by Luzi Gantenbein and released through Luzi Type in 2015. The design is part of a larger superfamily that also includes Messina Serif and Messina Modern. The sans version is available in six weights with matching italics, as well as monospaced and condensed styles.

Anyone authoring creative should purchase necessary lincenses for these typefaces. They are available from Luzi Type in various formats for desktop and web use, OTF formats work on both Windows and Mac operating systems.

Due to high licensing costs for digital and desktop applications, Messina Sans may be replaced by the open source license Google font Arimo.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ff fi fl ffi ffl ffj fft fj ft tt æ ij œ

Messina Sans Bold

3.1
Typefaces (Sans)

Due to its legibility, Messina Sans is likewise useful for all headline applications as it allows for larger letters in tighter spaces, improving readability for users.

Light

Regular

Bold

Light

Regular

Bold

The quick brown fox **jumps** over the lazy dog

Messina Sans Regular + Bold

3.2
Type System

Messina Sans is the default headline font. For articles and quotes Messina Serif should be used.

Messina Sans should be used for all body copy.

The logotype and mark are brand elements which should be included.

TIV/A

→ Logotype

Lorem Ipsum Dolor Sit Amet Consectetur

→ Messina Sans Bold

Mikko Tala, Finland
Feb 21, 2019

→ Messina Sans Regular

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt

→ Messina Sans Bold

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

→ Messina Sans Regular

→ Mark

3.3
Alternative
Type System

Due to high licensing costs for typefaces, some of the brand fonts can be replaced by open source license Google Fonts.

Please refer to the table on this page.

TIV/A → Logotype

Lorem Ipsum Dolor Sit Amet Consectetur

→ Arimo Bold

Mikko Tala, Finland
Feb 21, 2019

→ Arimo Regular

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt

→ Arimo Bold

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

→ Arimo Regular

→ Mark

4.0
File Formats

4.0
File Formats

AI (electronic files provided)
AI stands for Adobe Illustrator Artwork. This is the preferred file format for reproducing the elements in all use cases. AI files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot), Process (CMYK), and onscreen (RGB) environments. AI is the primary format for distributing the artwork. For all forms of print applications, AI files should always be used. For electronic media, the RGB version of the AI logos may be used if the logo needs to be inserted into another graphic. An AI file can be used to create a SVG file for other web or onscreen needs. Please do not open any of the AI files. These files are intended to be downloaded, placed and sized directly within a layout software application such as Adobe InDesign.

PNG / GIF
PNG stands for Portable Network Graphics. PNG files are RGB only, resolution-dependent @ 72 ppi (pixels per inch measures the resolution provided by devices in various contexts), and limited to a 256-colour maximum colour palette. These files may be scaled down, but not up. Use GIF ONLY for electronic media and NEVER for print. PNG is appropriate for online use of images that are composed primarily of lines and solid blocks of colour. Use PNG for any onscreen applications of the logo.

If there is a need for assets in any other file format, these files should always be created from the AI files, using the appropriate colours and clear space, and at 100% of the final placed size.

RGB
RGB (Red, Green, Blue) files should only be used when creating artwork for viewing onscreen. This can be for use within raster programs such as Adobe Photoshop when creating graphics for the web, or for placement into page layout programs such as Adobe InDesign for creation of PDFs to be viewed onscreen, or into PowerPoint for presentation decks.

CMYK
Used exclusively for print, the colours within CMYK files have been separated into Cyan, Magenta, Yellow and Black. These files are to be placed into page layout programs such as Adobe InDesign for output to process lithography or digital printing. Do not use these files for the creation of artwork that will be viewed onscreen.
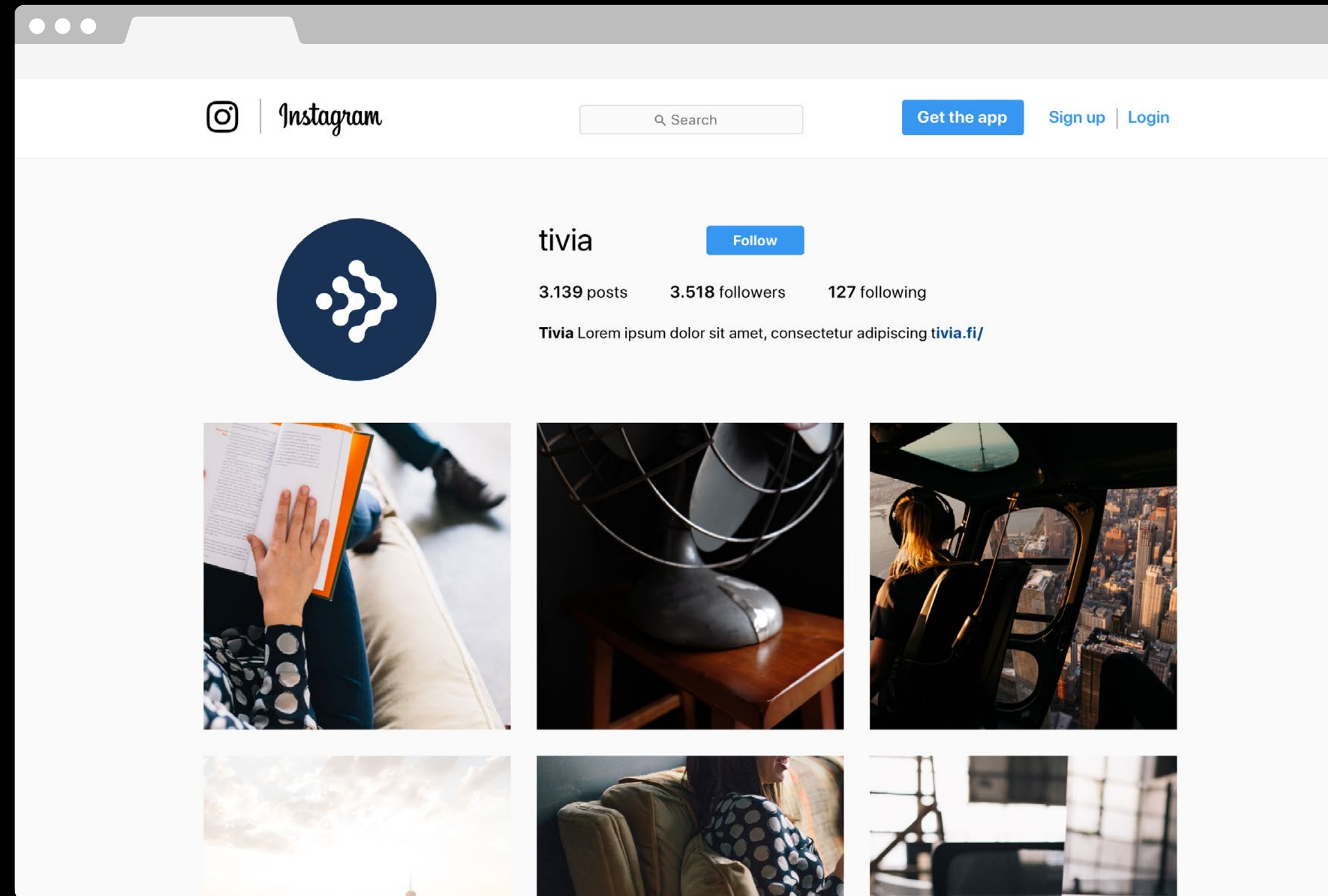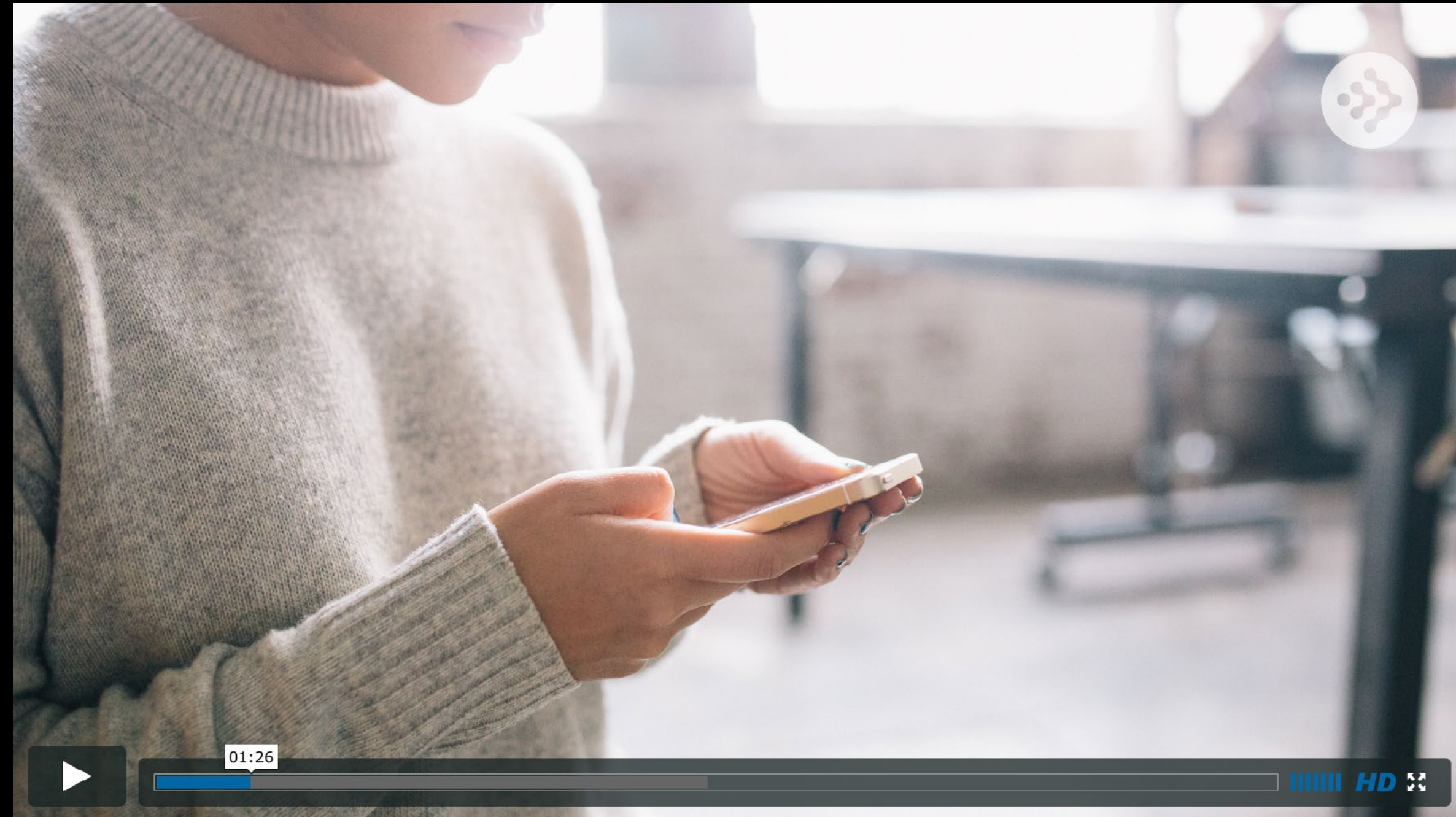
5.0
Application

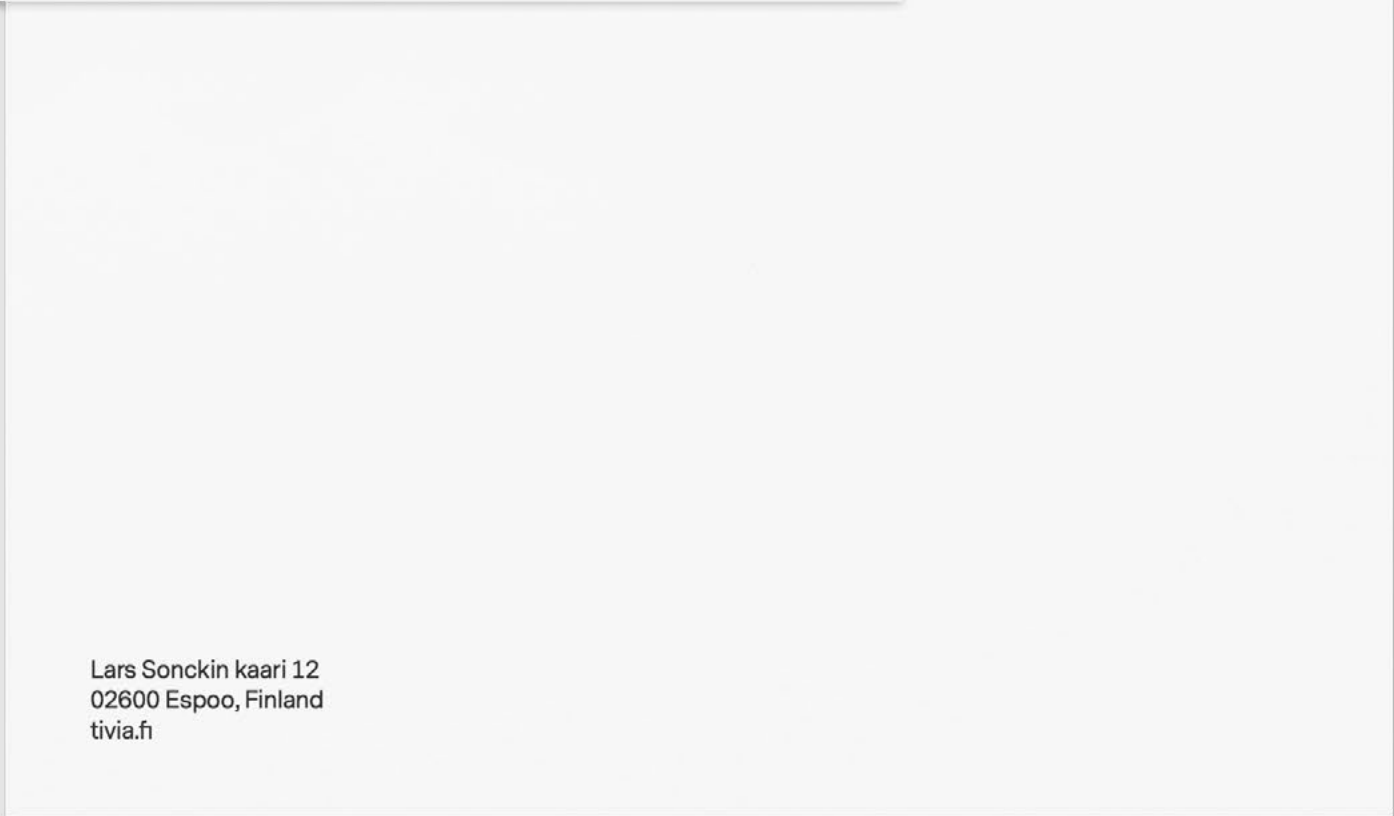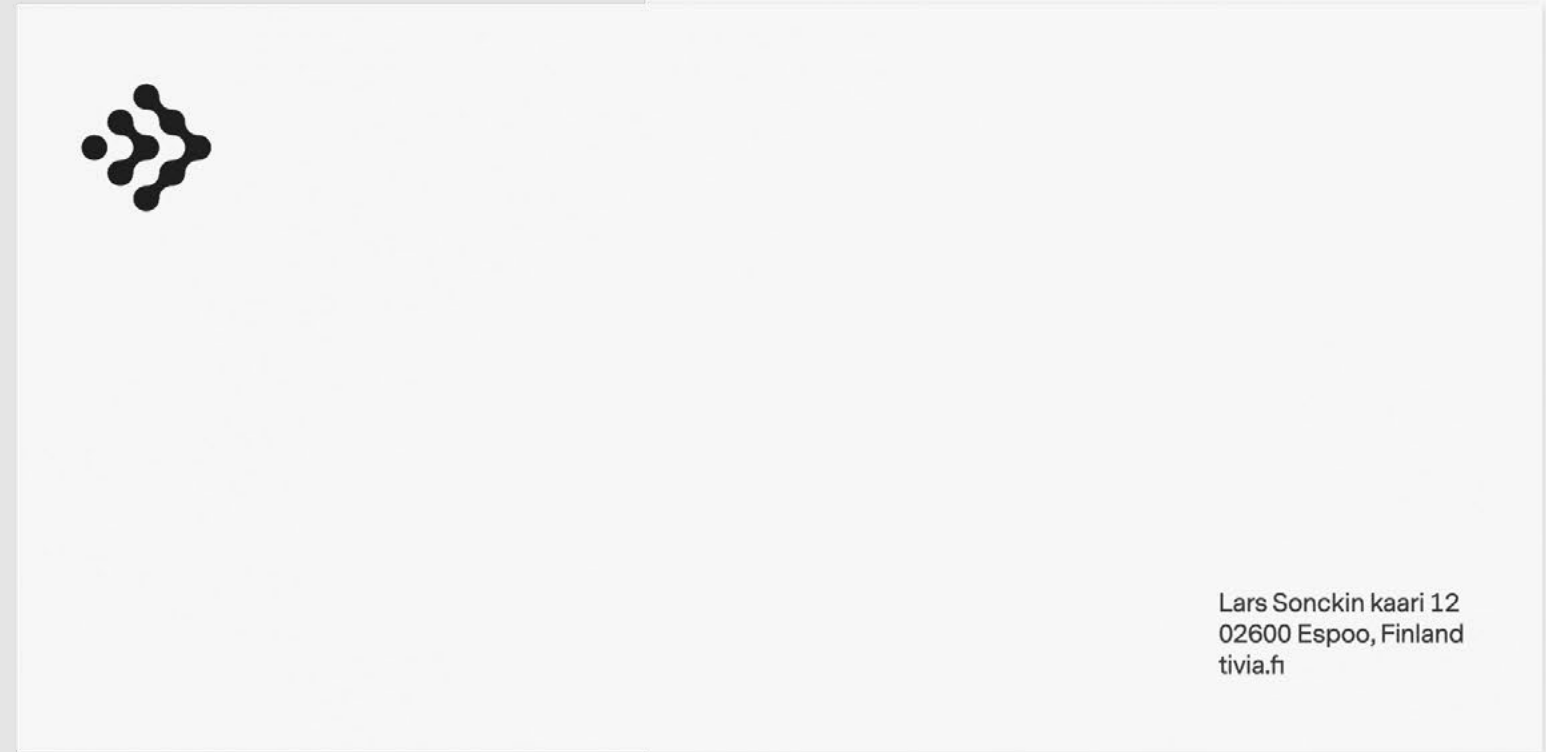Digital

5.1
Digital

5.1
Digital

5.1
Digital

5.2
Print

5.2
Print

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02600 Espoo, Finland
tivia.fi

Lars Sonckin kaari 12
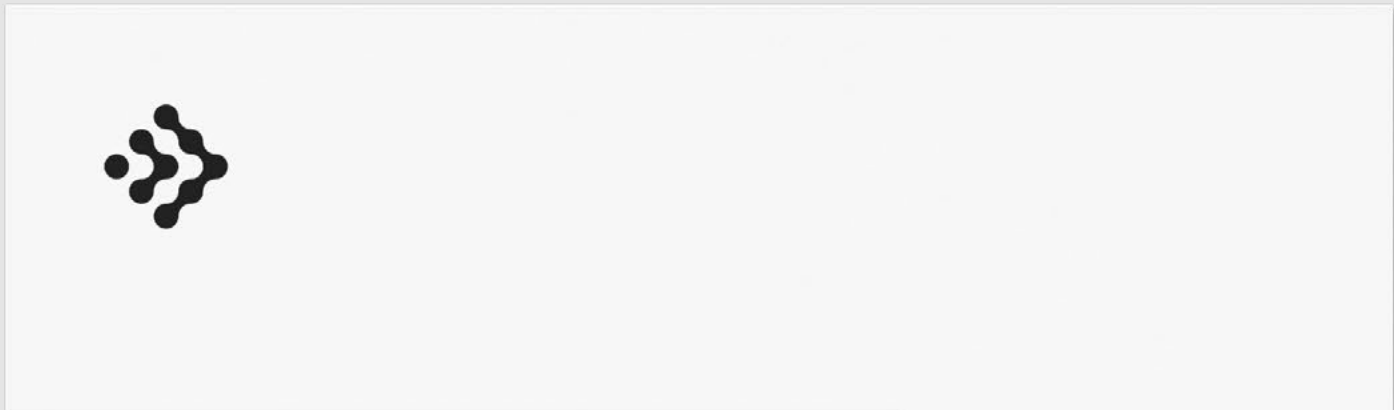02600 Espoo, Finland
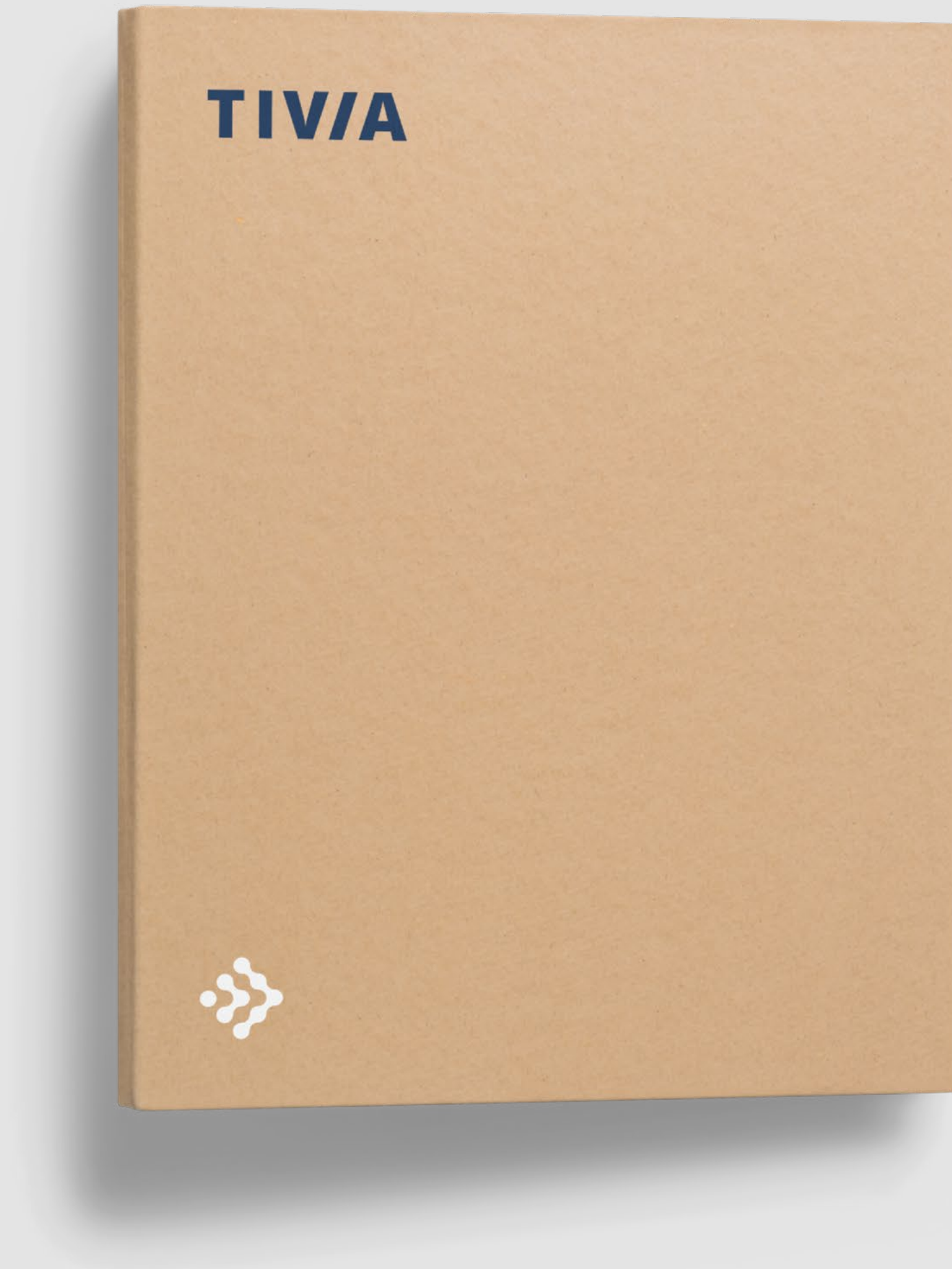tivia.fi

5.2
Print

5.2
Print

5.2
Print

5.2
Print

Print

Print

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