BRANDING GUIDELINES
V.02

RENDEZVOUS À RENNES
Rennes, France | 10-14 JUNE 2024
The TNC24 Logo is the purest part of the event brand and cannot be altered in any scenario, which means that its proportions and line weight always remain the same.

The coloured version of the logo should only be used in conjunction with the brand colours and should appear reversed out white on non-brand colours.
Our Logo is made up of two parts: the Symbol and the Wordmarks. Our Wordmarks express the theme, dates and place and can be used individually or together. Like our Symbol, the Wordmarks cannot be altered—only their colours can be changed.

We have specified minimum sizes of our Logo to ensure it always looks its best.
All colours in our brand colour palette complement each other. Our brand thrives on simplicity, not excess. Please do not use more than four brand colours within one design. Our brand colours look best at full saturation but, when necessary, it is possible the use of tints (90%, 80%, 70%, etc).

Please use the correct colour values of our brand palette specified on this page.
Aktiv Grotesk CD is our typeface. It is used in two weights: Light and Xbold. Our webfont is Aktiv Grotesk Regular.
When using TNC24 logo over photography, make sure there is enough contrast to make it legible. Utilise the branding elements like arrows and losanges to make the logo stand up against the background. We recommend reversing out the logo in white if the image is dark.
If you have any questions about these guidelines, please get in touch.

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