

*tnc*24

RENDEZVOUS À RENNES

Rennes, France | **10-14 JUNE 2024**

BRANDING
GUIDELINES

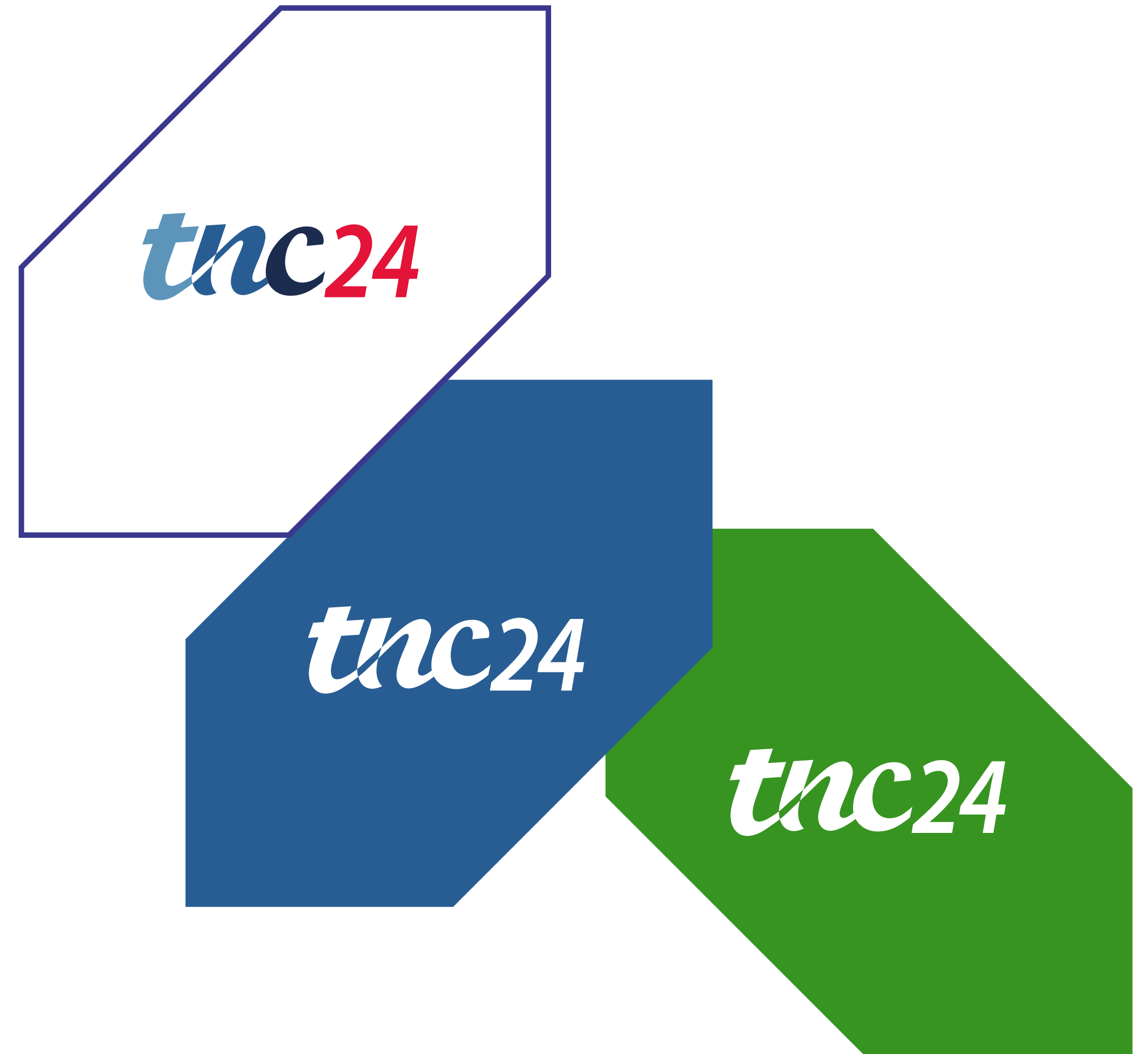
V.02



LOGO OVERVIEW

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.



MINIMUM SIZES

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.



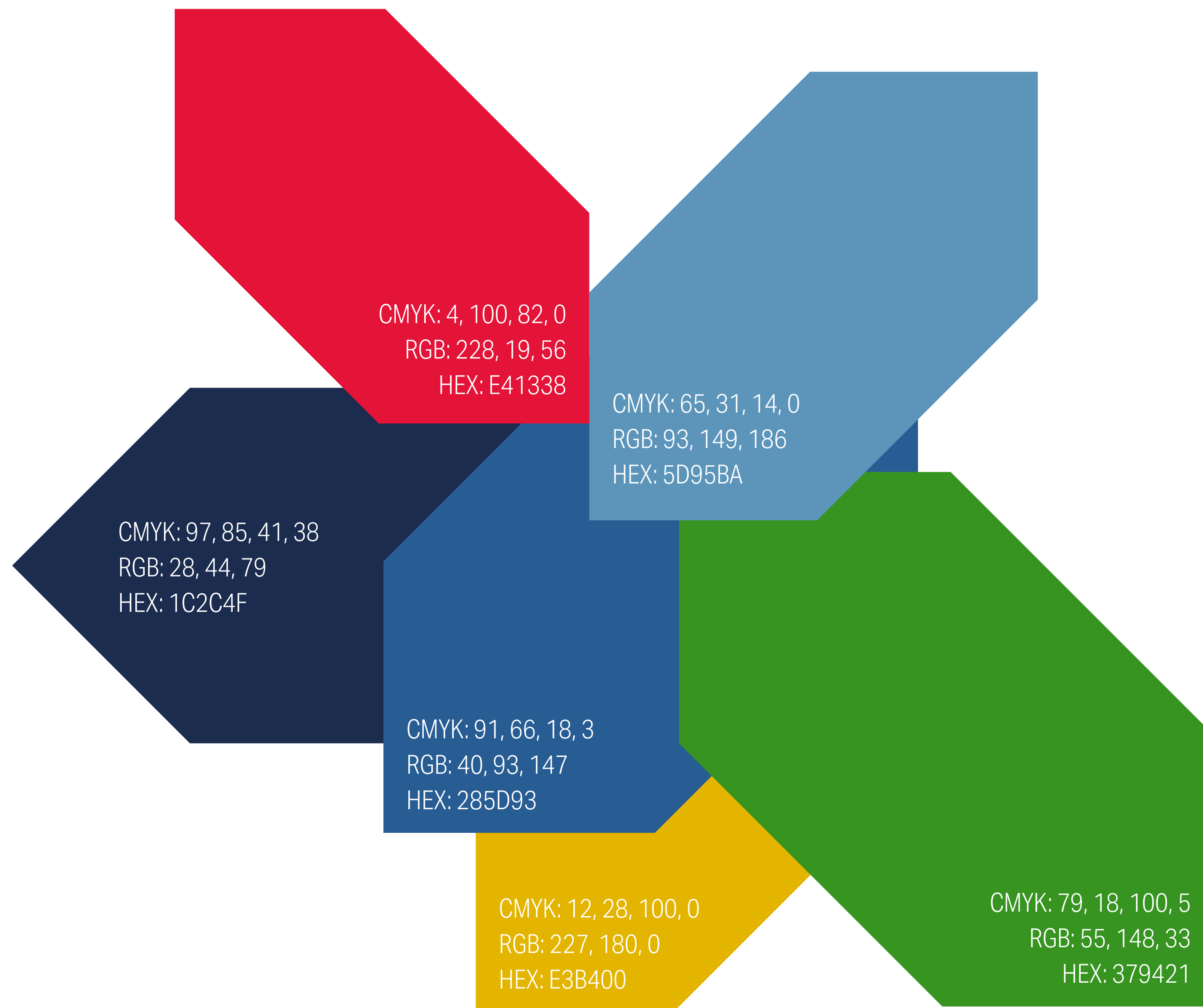
8mm/22px



10mm/30px



20mm/70



COLOUR PALETTE

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.

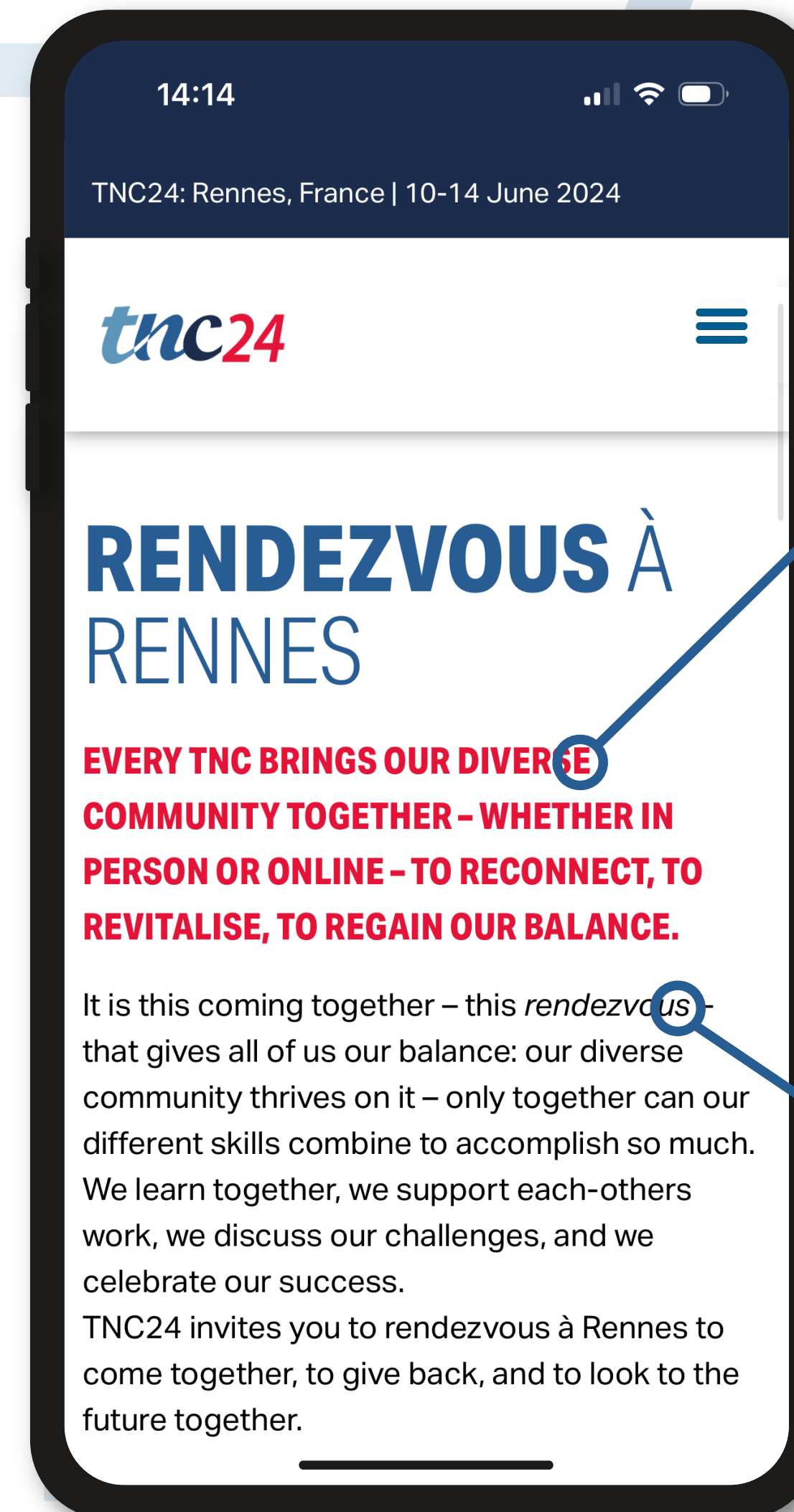
TYPO— GRAPHY

Aktiv Grotesk CD, is our typeface.
It is used in two weights: Light and Xbold.
Our webfont is Aktiv Grotesk Regular.



EMOTIVE HEADLINE

Combination of Light and Xbold (always ALL CAPS)



LED-IN COPY

An introduction before the main body of the text. Aktiv Grotesk CD Xbold, All Caps.

BODY COPY

Body copy will help readers develop a greater understanding of the headline and subject matter. This is where in-depth detail and explanations are given to the reader. Aktiv Grotesk Regular.

PHOTO— GRAPHY

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.



CONTACT DETAILS

If you have any questions about these guidelines, please get in touch.

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