




CI Manual

BRAND ATTITUDE

October 2013

TC-Helicon is an individual in  **tcgroup**

Logo

Visual Guidelines

The TC-Helicon logo is derived from a *Möbius strip*: a two sided strip that when joined together becomes a three dimensional object with only one side.

The Möbius strip represents the *connections* between the *people*, *brands* and *customers* of TC Group.



Logo - Definitions & Principals

LOGO

the complete logo including all three elements.



TEXT LOGO

the text treatment of the brand.



EMBLEM OUTLINE

the outline that encompasses the main body of the emblem.



EMBLEM MAIN BODY

the inside of the emblem.



Logo - Online

Download Complete Logo Package
tchelicon-logo-package.zip

Light Backgrounds



Dark Backgrounds



Logo - Print

Download Complete Logo Package
tchelicon-logo-package.zip

Color Examples*



Monochrome / 1 Color Printing**



* For printing Pantone, RAL or textile print please refer to correct color code (see next slide).

** Only use monochrome logo for 1 color print media.



Logo – Color Conversion

Print:

Blue CMYK: 75/0/0/0

Black CMYK : 60/40/30/100

Blue PMS: 306 C

Blue RAL: 5012

Online:

Blue RGB: 0/182/237

Blue Hex : #00b6ed

Print on Textile:

Blue CMYK: 90/0/0/0

Black: 60/40/30/100

Logo – Clearance & Size

SAFE AREA



It is of great importance, to give the logo the required space, in order to let it stand out from adjacent graphic elements like copy, addresses and sub brands.

The **x-height** is the absolute minimum distance required, and additional space may be used to emphasize impact.

SAFE AREA FOR MULTIPLE TC GROUP BRANDS

To ensure legibility and brand consistency when showing multiple TC Group brands contact:

corporateidentity@tcgroup.tc

MINIMUM SIZE

35mm / 100px



To ensure legibility and brand consistency the width of the logo must never be reduced any smaller than for print 25 mm wide and online 75 px wide

Logo – Do's & Don't's

- #1** Use only approved logos – see previous pages
- #2** Scale proportionally
- #3** Make sure you use the right color code on the right media
- #4** Make sure you use the right color code on the right background
- #5** Don't create/use a white emblem outline on a black background
- #6** Don't alter individual parts of the logo
- #7** Do not adjust the proportions of the logo
- #8** Never use the logo without the emblem
- #9** Do not modify the colors of the logo
- #10** Only use monochrome logo for 1 color print media.

Proper Typography Usage

Campaigns & Slogans

The font family chosen for on corporate material and marketing materials is **Tungsten and Helvetica**. Please use Tungsten Compressed Semi bold (all-caps) for headlines and Helvetica Neue Pro Roman 55 for body txt.

Corporate and Business Text

Arial should be used on communication documents.



YES
TC-Helicon



NO
tc helicon, tc-helicon

