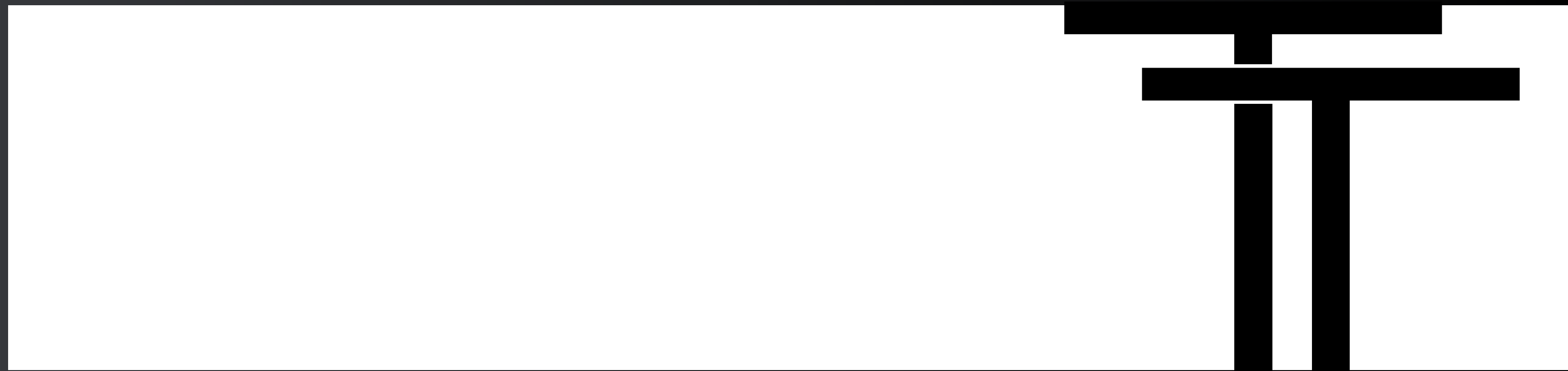


# Brand Guide



LOGO



# LOGO VARIATIONS

**TECNOTAG**  
Technology for Life

TYPEFACE



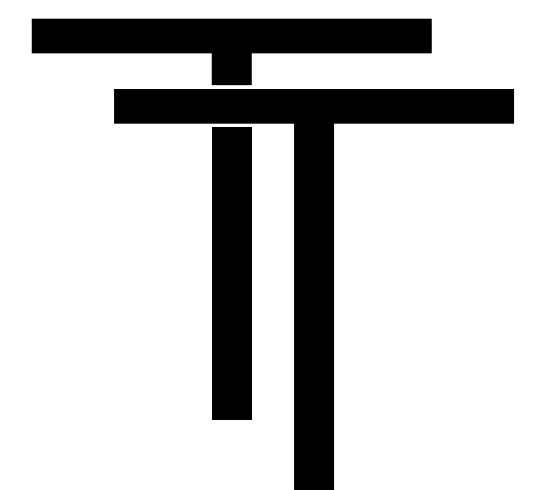
MNEMONIC



# LOGO COLOR VARIATIONS



**TECNOTAG**  
Technology for Life

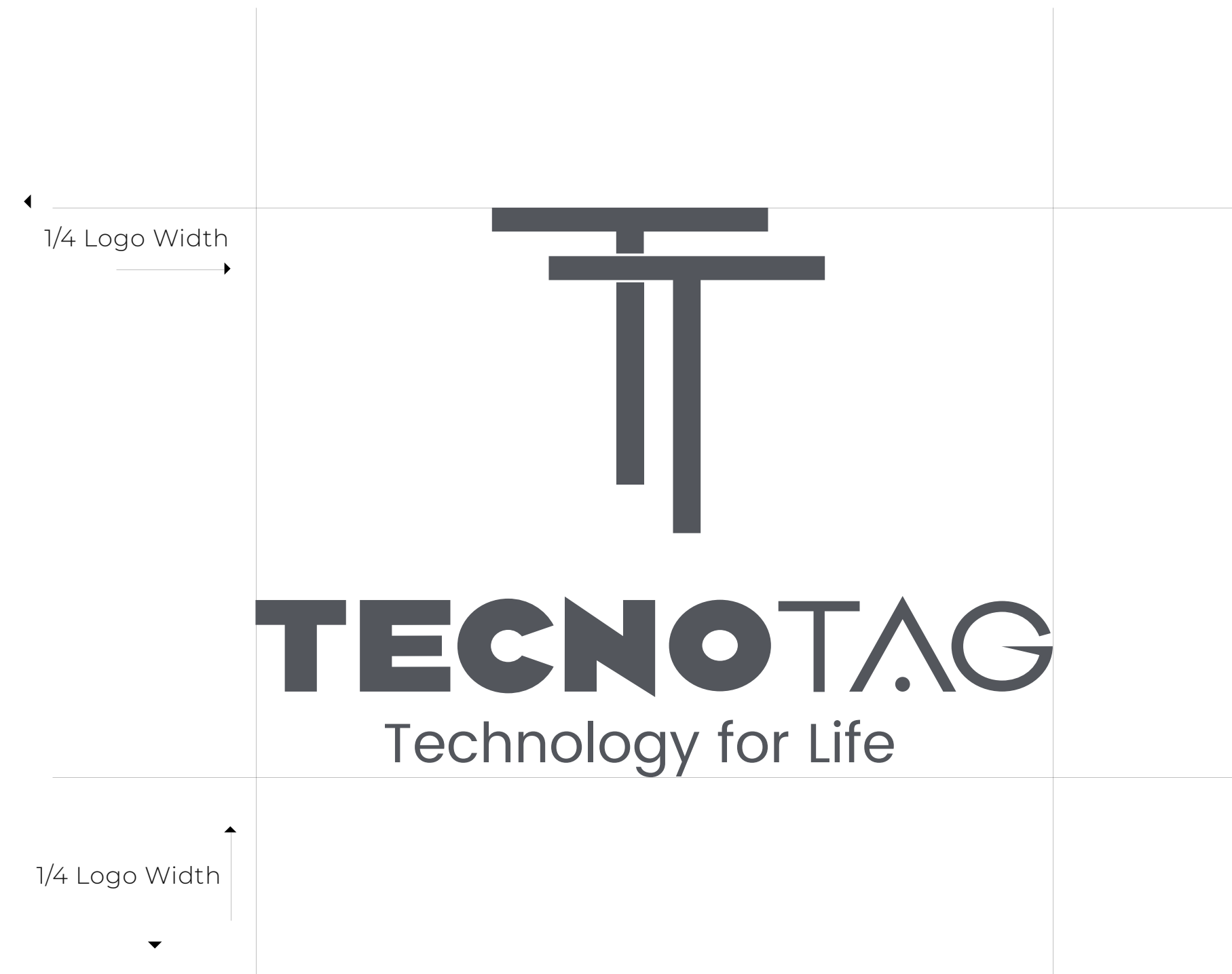


**TECNOTAG**  
Technology for Life



# SPACE

The logo must be clear entirety and stand out clearly from its surroundings. Allow padding space around the logo itself (i.e. do not place the logo up close to the edge corners of a document). The requisite clear space is defined as 1/4 the width of the Logo. No graphics, text, or other content should be present in this zone. See below.



# TYPOGRAPHY

Poppins - Medium / **Bold** / **Extra Bold**

**Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ % & \* ( ) \_ + < > ? , . : ;

Open Sans - Regular / Medium / **Bold**

**Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

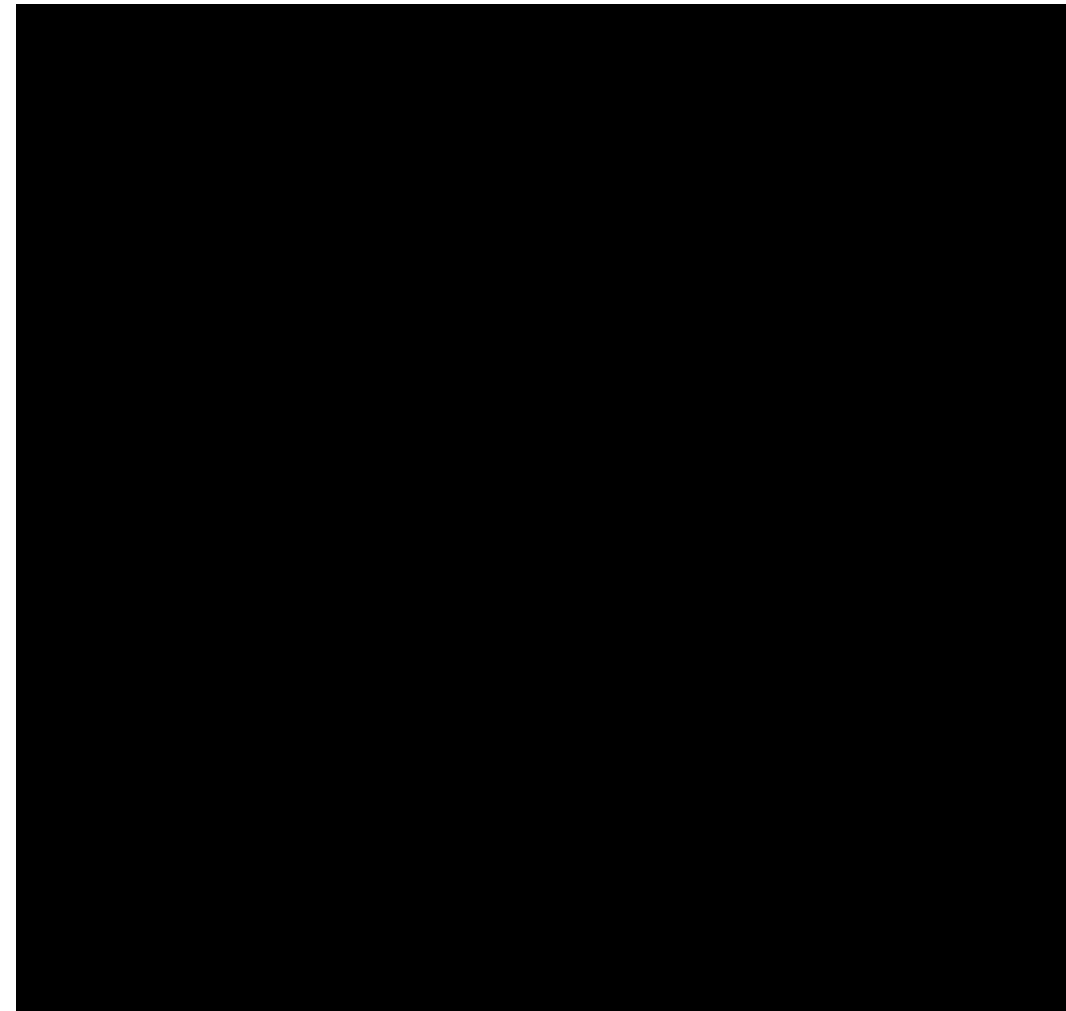
1 2 3 4 5 6 7 8 9 0 ! @ % & \* ( ) \_ + < > ? , . : ;



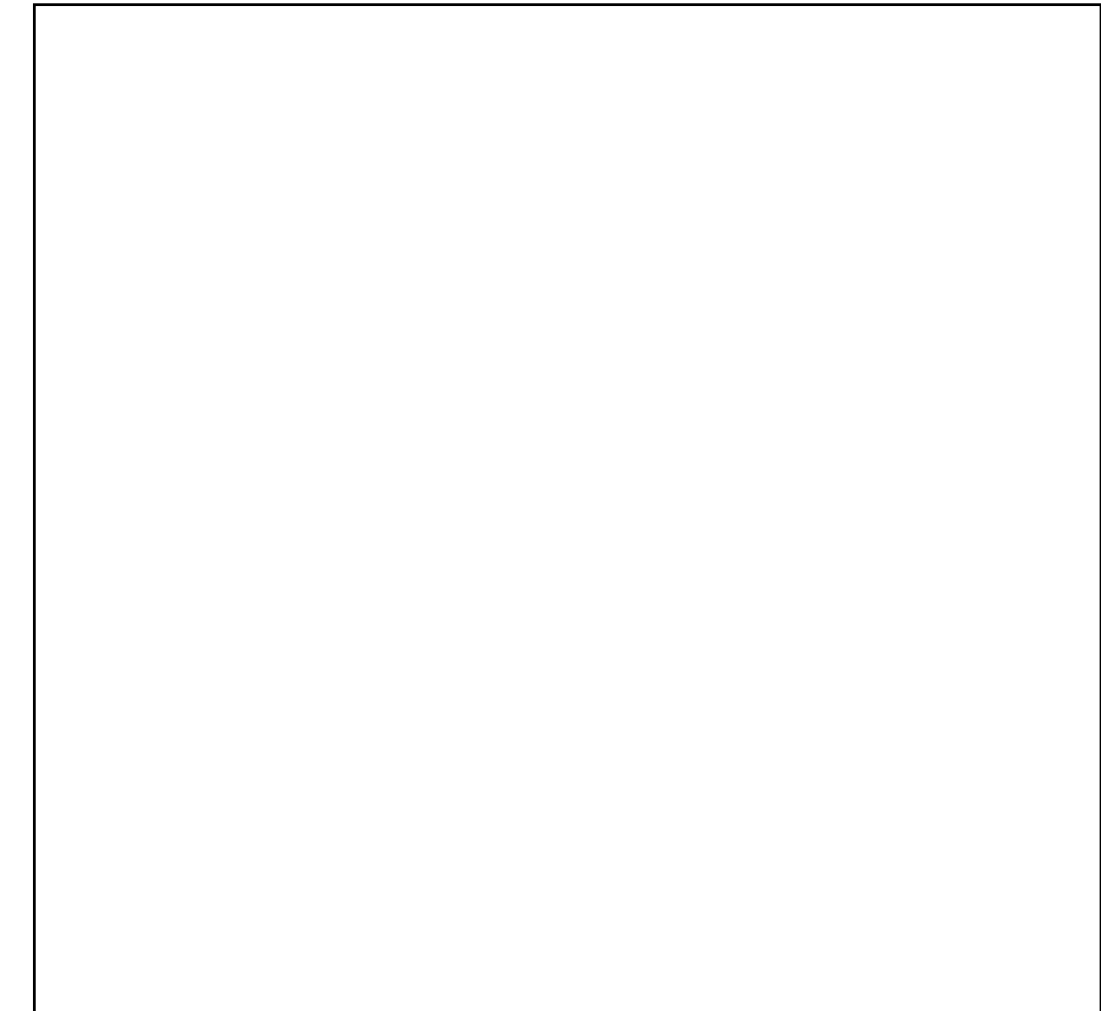
# COLOUR PALETTE



HEX CODE : #53565C  
RGB : 83 86 92  
CMYK : 67 58 50 28



HEX CODE : #000000  
RGB : 0 0 0  
CMYK : 75 68 67 90



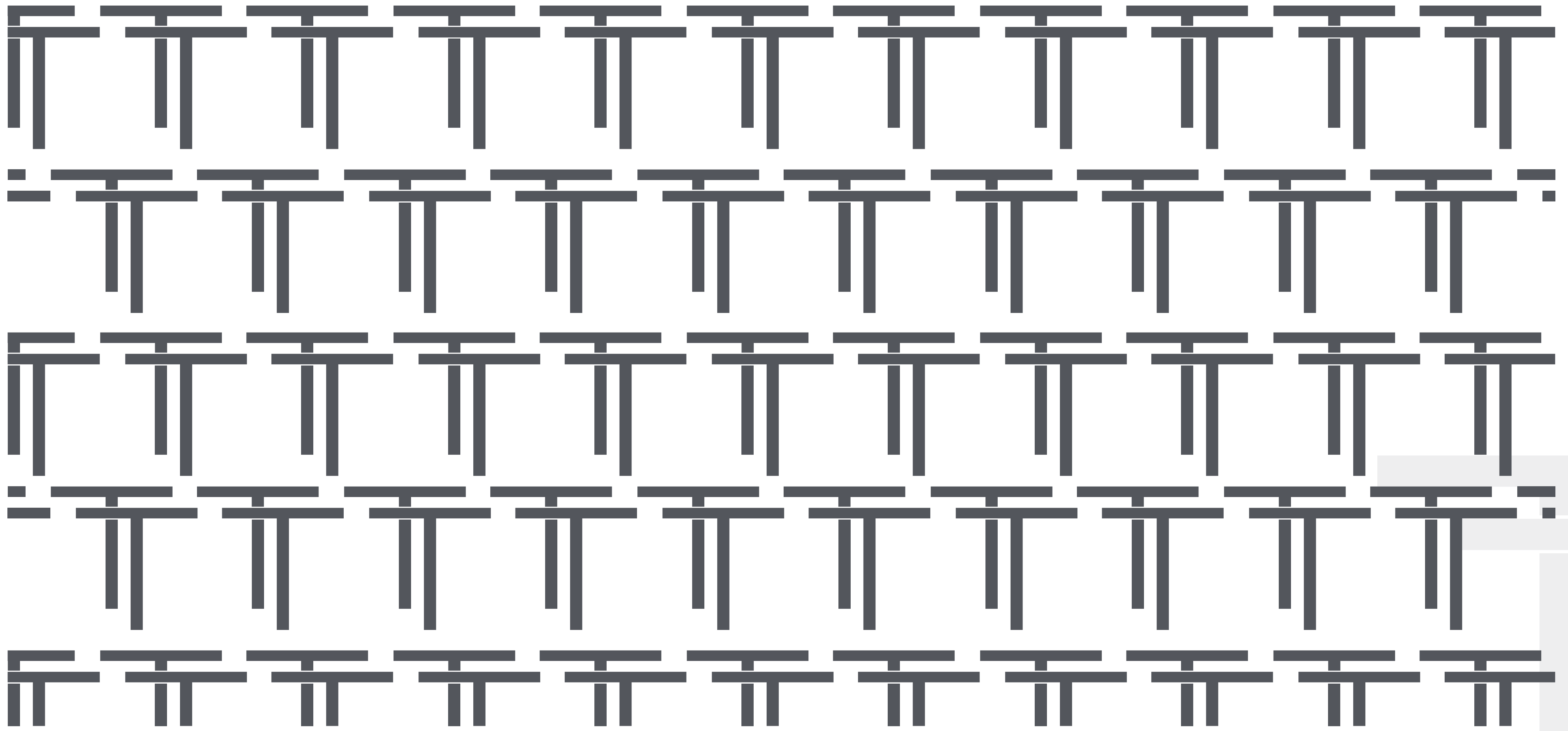
HEX CODE : #FFFFFF  
RGB : 255 255 255  
CMYK : 0 0 0 0



HEX CODE : #53565C  
RGB : 83 86 92  
CMYK : 67 58 50 28

HEX CODE : #000000  
RGB : 0 0 0  
CMYK : 75 68 67 90

# PATTERN





# DON'TS OF THE LOGO

Do not change the font



Re-sizing must be in proportion



Use the Official colours



