



morganadesign.it
GRAFICA PUBBLICITARIA

TETRRIS LOGO GUIDELINES



Base elements

THE BRAND

The TetRRIS logo is the fundamental element of the visual identity system and it should not be modified or used together with elements unrelated to the visual identity described in the following pages.

The brand is created by merging scattered elements together to create the name TetRRIS. Each piece sticks together perfectly showing the goal of our challenge.

Built from pixels and parts, this logo might be a changeable thing, we can combine each piece creating infinite patterns and textures to represent the wide range of applications.

A colorful palette emphasises the concept of multi-purpose projects with various aspects and shades.



<p>Pantone 213 #D54077 CMYK 0 92 18 0</p>	<p>Pantone 2242 #00986C CMYK 95 0 74 0</p>	<p>Pantone 7466 #00A5B2 CMYK 86 0 32 0</p>
---	--	--

MAIN COLORS

<p>Pantone 7406 #F4CA38 CMYK 0 21 100 0</p>	<p>Pantone 2655 #8673AD CMYK 54 60 0 0</p>
---	--

<p>Pantone 648 #002B53 CMYK 100 71 9 56</p>	<p>Pantone 2627 #381D58 CMYK 85 100 6 38</p>	<p>Pantone 432 #27303A CMYK 65 43 26 78</p>
---	--	---

SECONDARY COLORS

Font for payoff and avdertising headlines

Made Evolve Sans

Font for text and istitutinal documents

Roboto Google font family

abcdefghijklmnpqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnpqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnpqrstuvz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lorem ipsum dolor sit amet,

consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Base elements

COLORS

In order to emphis this extremely colorful palette it is preferable to use complementary colors, possibly dark and not very saturated, or total white.

Base elements

FONT



PAY ATTENTION!

Adding payoff under the brand, the area of respect will be calculated considering the total size of the logo, payoff included.

Base elements

RESPECT AREA

The TetRRIS logo must be displayed with an amount of empty space surrounding. Use the logo height to proportionally adjust size of minimum space around the logo. A minimum distance between the logotype and all other graphic elements is determined by creating a square the height of the letter "e" and creating a grid.





tetRRiS

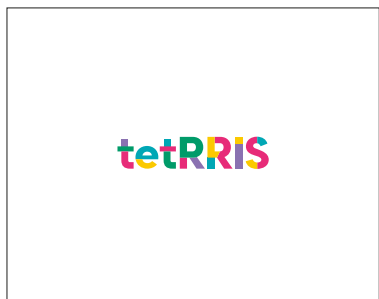
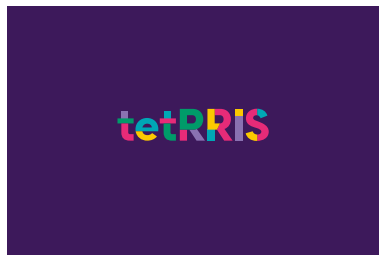
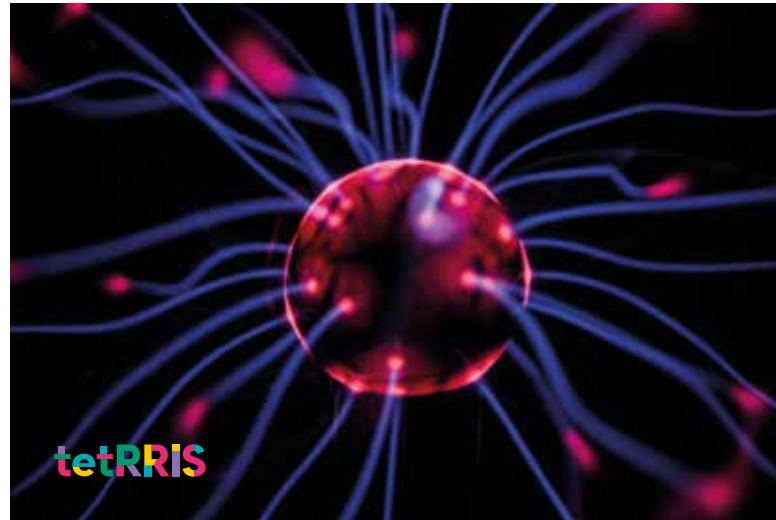
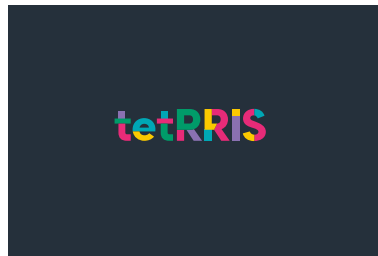
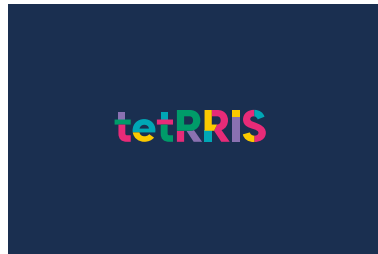
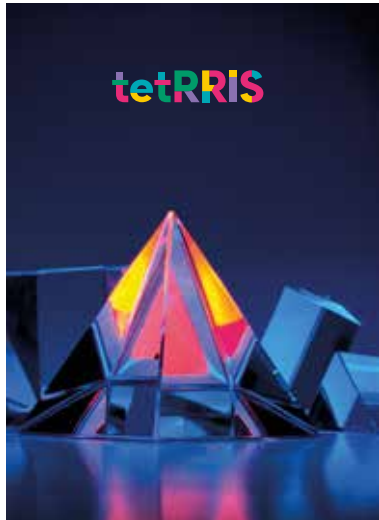
tetRRIS

Base elements

MINIMUM SIZE

For print, the minimum width of the Logo is 20 mm.

However in minimum size the CMYK print could compromise readability, due to this i recommend using black or dark grey (80% black)



YES

Base elements

DO, and DON'T

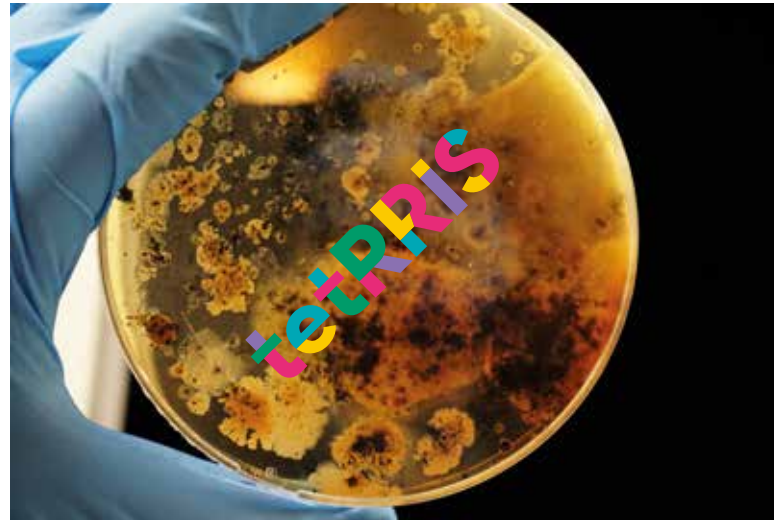
The logotype must always be used consistently and in compliance with these guidelines. It must never be rotated, distorted, recolored or altered in any way. Some examples of the incorrect use of the logotype are illustrated on the next page.



tetRRIS

tetRRIS

tetRRIS



NO

Base elements

DO, and DON'T

Some examples of the incorrect use of the logotype are illustrated on this page.



tetRRiS



Base elements
LOGO ONE COLOR



e.g.



For a 50mm wide logo, the payoff is:
size: 9.7 pt
line spacing: 10.55 pt
kerning: 45



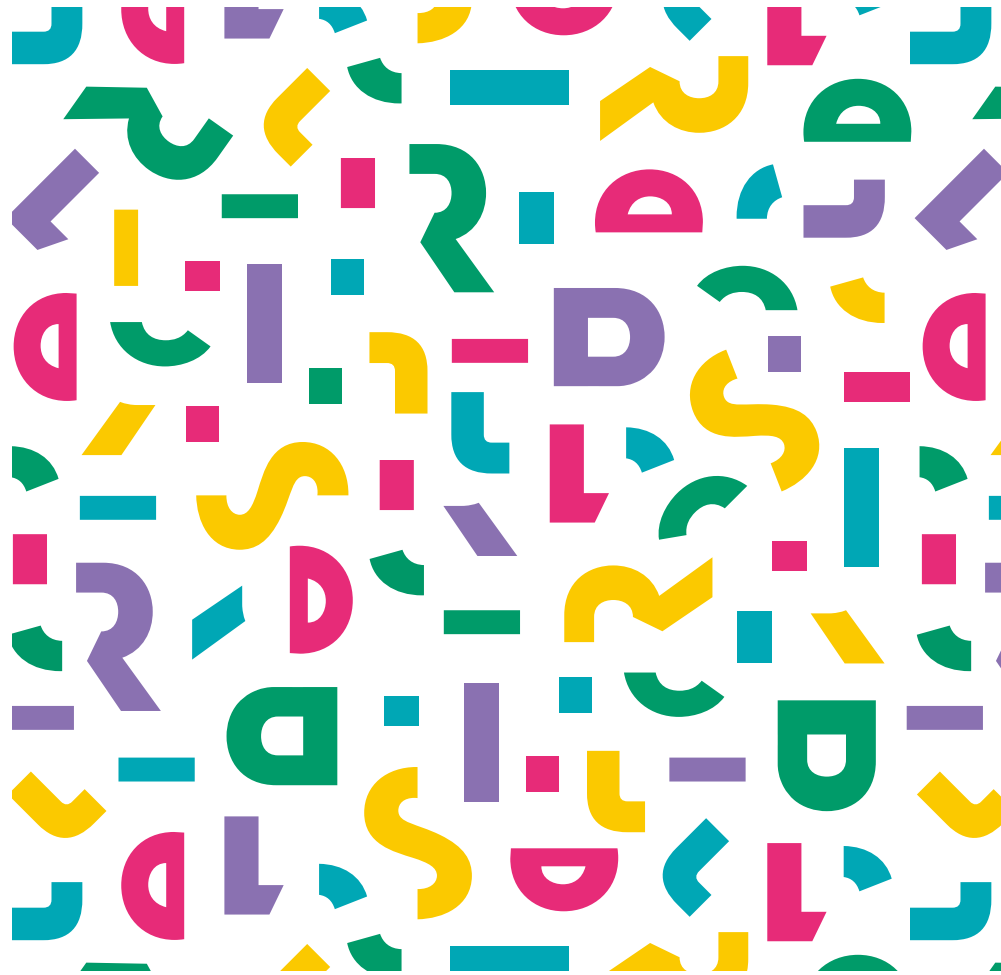
For a 30mm wide logo, the payoff is:
size: 5.8 pt
line spacing: 6.3 pt
kerning: 45

Base elements

LOGO WITH SLOGAN

Payoff is written with the MADE EVOLVE SANS, it never exceeds the total width of the brand and the distance from the logo is proportional to the variable X





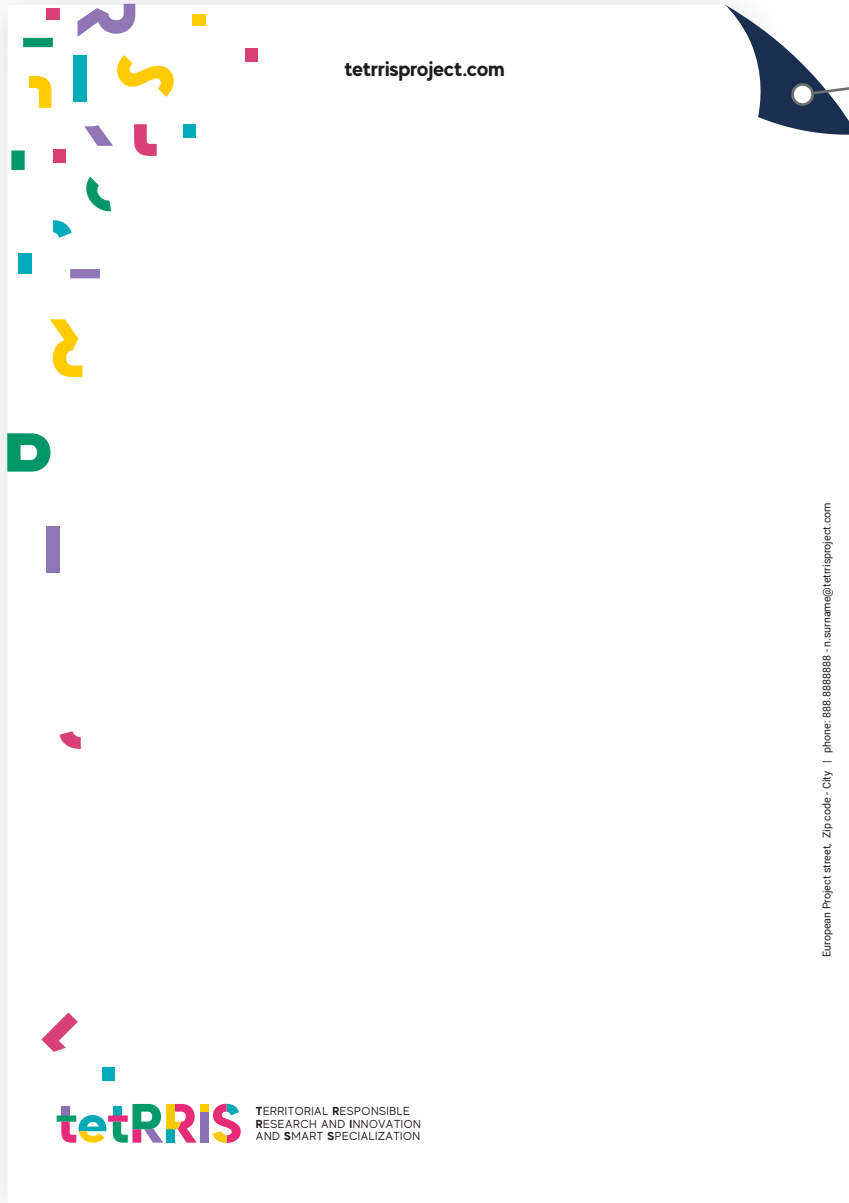
Base elements
PATTERN

Texture to be used as a decorative element for different purpose. Being a texture it is suitable to use one on the secondary colors or white

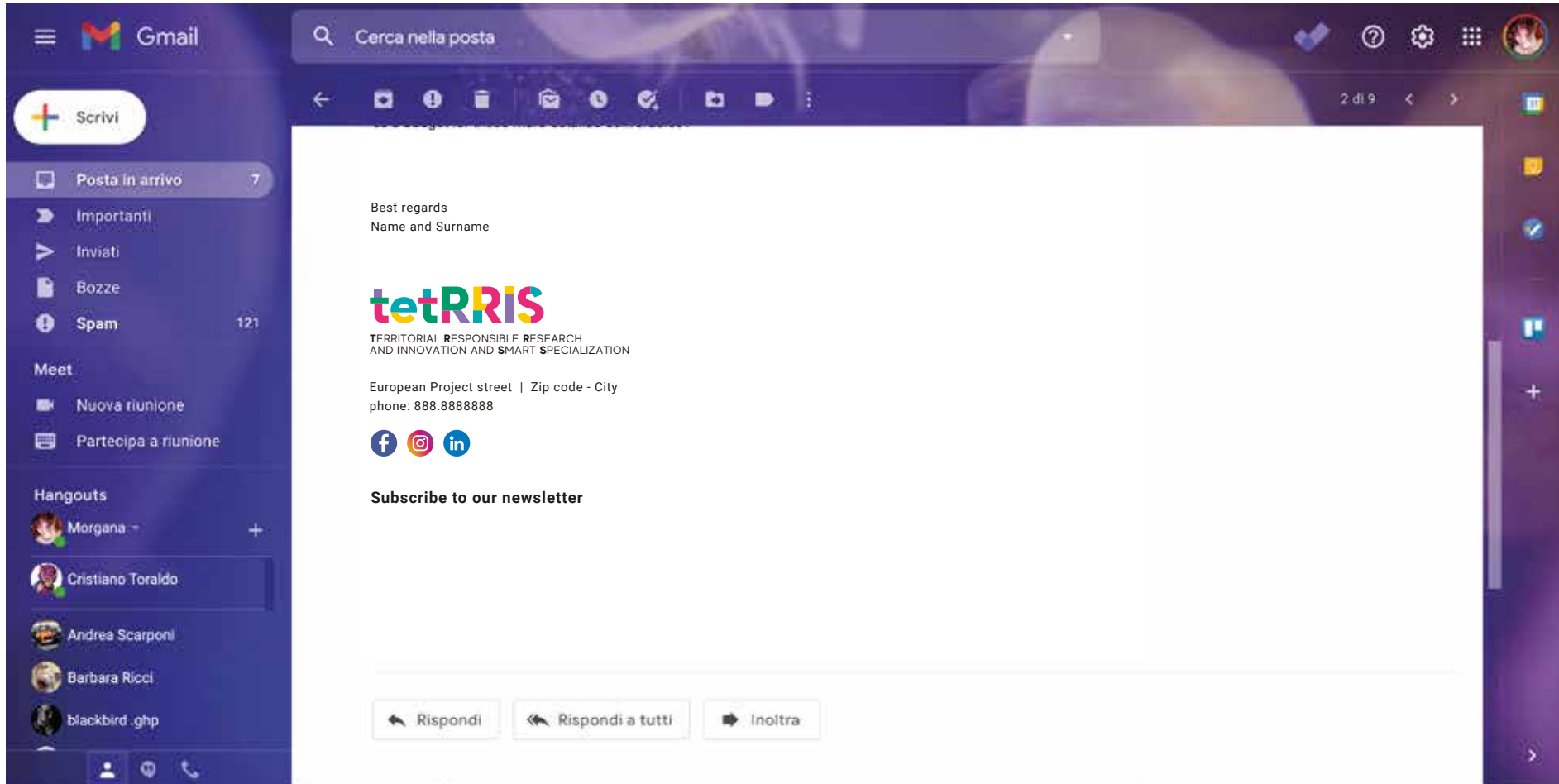


Coordinated image
BUSINESS CARD

Print front/back CMYK colors



Coordinated image
LETTERHEAD



Coordinated image

EMAIL SIGNATURE LAYOUT



The image shows a vertical layout for a newsletter. At the top is a dark purple header with the TetRRIS logo in colorful, stylized letters. Below the header is a white section containing a bold title and a paragraph of placeholder text. At the bottom is a dark blue footer with the TetRRIS logo, its full name, social media icons, and contact information.

Title of the newsletter

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Coordinato Commerciale
NEWSLETTER



morganadesign.it
GRAFICA PUBBLICITARIA

thank you!