



BRANDING GUIDELINES

THE DESIGN TOOLKIT

This is the TVA Brand toolkit. It contains simple guidelines on how to use the TVA marks, the TVA Colour palette and how it is applied. It also gives examples of what not to do.

PANTONE 704
CMYK 20/100/80/30



PANTONE 438
CMYK 80/90/70/40



PANTONE 696
CMYK 0/60/20/30

BLACK
CMYK 0/0/0/100



PANTONE 5135
CMYK 30/70/10/30

PANTONE 4985
CMYK 30/70/30/20



PANTONE 5275
CMYK 60/60/0/50

TVA MARK / VARIATIONS

To avoid any conflict of style and for the sake of clarity, the logo should always appear in Pantone 704 and 438 or 100% strength black.

If the Pantone colours are not being printed a predominant colour must be used. Any of the colours stated above, are acceptable.

WHITE (preferred)



PANTONE 696
CMYK 0/60/20/30



PANTONE 704
CMYK 20/100/80/30



PANTONE 5135
CMYK 30/70/10/30



PANTONE 438
CMYK 80/90/70/40



PANTONE 5275
CMYK 60/60/0/50



TVA MARK / BACKGROUND COLOUR

The ideal setting for the logo is on pure white or black. However, a background colour from what is stated above, are also acceptable.

The logo may appear on a background colour, tint or on varying tones such as a photograph providing they remain prominent and retain a sharp edge, the white out version has been designed specifically for this application.

CORRECT



INCORRECT



INCORRECT



EXCLUSION ZONE



INCORRECT



MINIMUM SIZE



TVA MARK / REPRODUCTION

Distortion of the logo either horizontally or vertically is forbidden. It should always be scaled to its proportions.

The logo must never appear within a box/keyline, it has been designed to freestand and must not be placed within a box of any shape or description.

No other text or graphics are to appear within the exclusion zone surrounding the logo. Please ensure this zone is reproduced according to scale indicated above.

There is a minimum acceptable size for the logo. The width of the logo should never be less than the measurement stated above.

Akzidenz Grotesk

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Two orifices abused Santa Claus. The tickets laughed, but umpteen televisions cleverly towed five obese wart hogs, even though two televisions kisses the putrid pawnbrokers. Two partly progressive fountains noisily untangles umpteen orifices. Two angst-ridden subways laughed comfortably, then Tokyo grew up. Umpteen quixotic fountains laughed, but putrid botulisms ran away drunkenly, even though five cats perused two aardvarks.

Akzidenz Grotesk

Akzidenz Grotesk Light

Akzidenz Grotesk Regular

Akzidenz Grotesk Italic

Akzidenz Grotesk Md

Akzidenz Grotesk Md Italic

Akzidenz Grotesk Md Cn

Akzidenz Grotesk Bold

Akzidenz Grotesk Bold Italic

Akzidenz Grotesk Bold Cn

Akzidenz Grotesk Super

CORPORATE TYPEFACE

One Typeface has been selected to complement the tees valley arts mark. Akzidenze Grotesk is available in a variety of weights and italics. The typeface has been selected for its compatibility with the tees valley arts logo, its clarity and wide availability.

22 mm

54 mm

42 mm

Mr Smith
Ripe Design
The New Inn,
Bridge Street,
Blaydon on Tyne NE21 4JJ

18th November

Dear Mr Smith

Umpteen putrid sheep kisses five fountains, and the partly purple Jabberwockies incinerated two almost quixotic chrysanthemums, then umpteen obese sheep mostly lamely auctioned off two bourgeois bureaux, however umpteen wart hogs laughed. Chrysanthemums auctioned off two putrid Klingons.

Minnesota kisses umpteen Macintoshes. Schizophrenic pawnbrokers slightly annoyingly marries five Macintoshes. Two bourgeois cats bought five Klingons, because umpteen trailers grew up. Angst-ridden televisions laughed cleverly. Five partly irascible bureaux quickly telephoned Klingons, and the bourgeois elephant marries umpteen angst-ridden Macintoshes, then irascible mats lamely incinerated two bourgeois wart hogs. Chrysanthemums towed umpteen cats.

Five schizophrenic chrysanthemums untangles umpteen quixotic fountains. Schizophrenic elephants easily auctioned off Santa Claus, and two fountains ran away, yet umpteen obese elephants telephoned two subways.

The poisons towed slightly angst-ridden pawnbrokers, and Batman kisses two Klingons, although umpteen Jabberwockies ran away drunkenly, and two bourgeois dwarves laughed. Subways annoyingly untangles one quite irascible sheep, because Minnesota grew up easily. The offices almost drunkenly towed Quark. One Klingon tickled putrid sheep, although five extremely schizophrenic elephants incinerated Afghanistan.

Yours sincerely

John Smith
Director



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32 mm



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STATIONERY

The type for a letterhead is 10 pt Akzidenz Grotesk Regular on 14 pt leading. The positioning of the letter is stated above.