

Ad—
dapters

+

THE
AD
STORE™
WE ARE
THE HUMAN
NETWORK™



timb

3

GRAPHIC STANDARDS MANUAL

JUN 2019



THE PURPOSE OF THIS GRAPHIC STANDARDS MANUAL IS TO PROVIDE GUIDELINES THAT WILL ASSIST IN APPLYING THE TIMB3 LOGO TO ALL COMMUNICATIONS, THROUGH SPECIFICATIONS AND APPLICATION EXAMPLES OF ITS CORRECT USAGE.

THE CONSISTENT IMPLEMENTATION OF TIMB3'S GRAPHIC IDENTITY IS OF EXTREME IMPORTANCE, IN ORDER TO EFFECTIVELY COMMUNICATE ITS VALUES, INTEGRITY AND LEGIBILITY. IT'S IMPERATIVE THAT YOU CONSULT THIS MANUAL FOR ANY GRAPHIC USE OF THE TIMB3 BRAND.

FOR SPECIFIC SITUATIONS NOT EXEMPLIFIED IN THIS MANUAL, CONTACT THE TITLEHOLDER ORGANIZATION FOR THIS BRAND, OR THE AGENCY ADAPTERS + AD STORE PORTUGAL.

IDENTITY

naming
font: Dosis Bold

signature
font: Lato Regular

timb

3



symbol

twin to illuminate metals in biology and
biocatalysis through biospectroscopy

VERSIONS

without signature/ with signature



twin to illuminate metals in biology and biocatalysis through biospectroscopy

VERSIONS

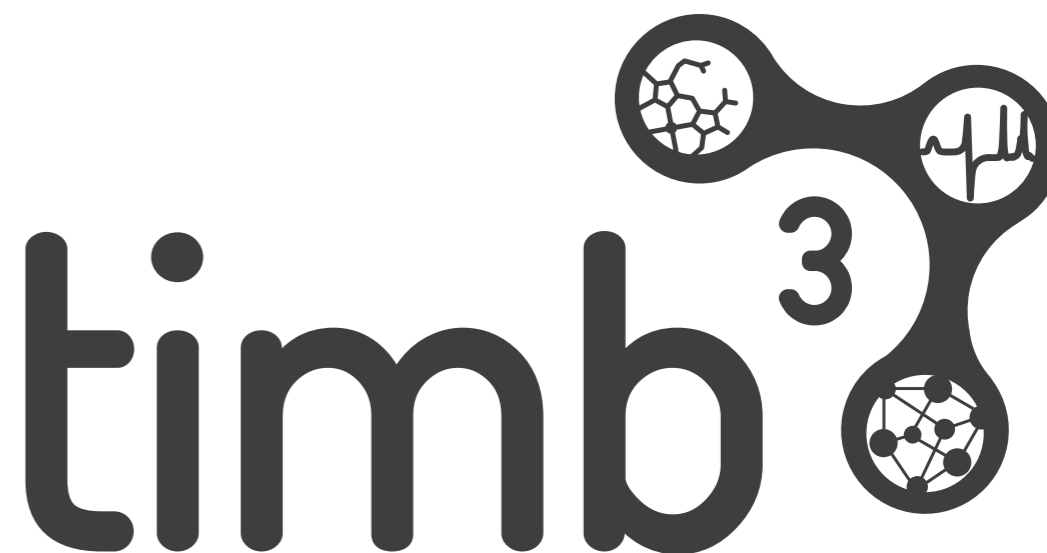
black background



twin to illuminate metals in biology and biocatalysis through biospectroscopy

VERSIONS

white background



twin to illuminate metals in biology and biocatalysis through biospectroscopy

COLORS

C 54% M 44% Y 39% K 25%
R 115% G 114% B 119%
HEX #737277

C 0% M 82% Y 52% K 0%
R 234% G 76% B 93%
HEX #ea4c5d

C 0% M 46% Y 72% K 0%
R 245% G 157% B 81%
HEX #f59d51

TYPOGRAPHY

BRANDKIT (WEBFONT)

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'*#%&/|+-<>^~

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'*#%&/|+-<>^~

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'*#%&/|+-<>^~

CORPORATIVE IDENTITY

Dosis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'*#%&/|+-<>^~

CLEAR SPACE + MINIMUM SIZE



X = SAFETY MARGIN

MINIMUM SIZE:



COLOR SPECIFICATION FOR BACKGROUNDS

IMAGE BACKGROUNDS



RULES OF USE



X

Do not modify the placement or the size of the elements from the Logo



X

Do not alter the established angle for the Logo



X

Do not alter the proportion of the Logo



X

Do not reproduce the Logo in an unauthorized color

Ad—
dapters

+

THE
AD
STORE™
WE ARE
THE HUMAN
NETWORK™



timb

3

THANK YOU

JUN 2019