



TECT



prosperity and wellbeing now and for future generations

in the
community

supporting
the good

leadership
and good
governance

a trust in
perpetuity

BRAND VALUES AND BELIEFS

There are four cornerstones that drive TECT's purpose and mission:

- **Community**
We keep our community at the heart of everything we do. TECT is a community-driven trust.
- **Support**
Significant community financial and planning support to effect transformational change and development.
- **Leadership**
Leading the way in community funding and support, professional and responsible in our approach to investing and funding.
- **Perpetuity**
We protect the Trust and its future above all else.



TECT PERSONALITY

Educated / knowledgeable • Kind / caring • Trustworthy • Good decision makers

Leaders • Aspirational / ambitious • Timeless • Diverse • Collaborative

Proactive / helpful • Approachable / accessible • Conversational • Upbeat / effervescent

Colleagues / partners • Brave • Smart / sophisticated • Fair / unbiased

Wise / sensible / responsible

BRAND PERSONALITY

All company communications whether spoken or in print should be true to its personality.

Look to use imagery that aligns with TECT's values and personality.





THE TECT ICON

The TECT icon is symbolic of the four cornerstones of community, support, leadership and perpetuity that bind together and drive TECT's purpose and mission.

Its geometric construction serves to create a harmonious visual foundation that is evocative of a community working together for sustainable prosperity and wellbeing.





PRIMARY BRANDMARK [STACKED]

This brandmark is part of the TECT visual system and aligns with the design rules set in that system.

Under no circumstances should the colours, typography or proportions of the brandmark be redrawn or altered.

Always use the appropriate master file for each application.

**BRANDMARK MASTER FILES
ARE AVAILABLE AT:**

[https://www.dropbox.com/sh/
ruaddv4ndq786po/AABaaLw-
8FPJVIlIu2r8BX1-ba?dl=0](https://www.dropbox.com/sh/ruaddv4ndq786po/AABaaLw-8FPJVIlIu2r8BX1-ba?dl=0)





PRIMARY BRANDMARK [LANDSCAPE]

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BRANDMARK MASTER FILES ARE AVAILABLE AT:

[https://www.dropbox.com/sh/
ruaddv4ndq786po/AAbaaLw-
8FPJVIIu2r8BX1-ba?dl=0](https://www.dropbox.com/sh/ruaddv4ndq786po/AAbaaLw-8FPJVIIu2r8BX1-ba?dl=0)



COLOUR PALETTE

This colour palette has been created for visual communications unique to TECT.

There are five distinct hues in the TECT palette, three of which also serve as background colours.

There are landmark files that are specific to the expression of the landmark on each of the three background colours.



CLOUD | NON-BACKGROUND

CAPRI | NON-BACKGROUND

NOTE:

The landmark master files created for use with colour backgrounds are in native Adobe Illustrator format (.ai) so to preserve the opacity setting in the TECT icon. The [appropriate landmark file for each background colour](#) is available in the master landmark file archive.



Vivid hues

Pale tints

CLOUD C5 M0 Y0 K10 R223 G229 B233	#DFE5E9	30% TINT OF VIVID HUE
CAPRI C65 M10 Y0 K0 R71 G178 B227	#47B2E3	20% TINT OF VIVID HUE
CERULEAN C65 M25 Y20 K0 R94 G159 B188	#5E9FBC	20% TINT OF VIVID HUE
STEEL C60 M45 Y25 K55 R69 G78 B94	#454E5E	15% TINT OF VIVID HUE
AMBER C0 M30 Y80 K0 R252 G188 B64	#FCBC40	10% TINT OF VIVID HUE

COLOUR SPECIFICATION

No other colours other than specified here should be applied to graphics created for TECT.

TECT BRAND VISUAL SYSTEM



STEEL	CERULEAN	AMBER
WHITE ON BLACK	BLACK OR FULL COLOUR ON WHITE	SIMPLE IMAGE AREAS



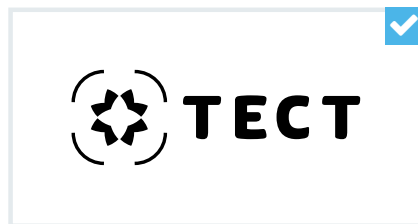
ON WHITE BACKGROUNDS



STEEL BACKGROUND



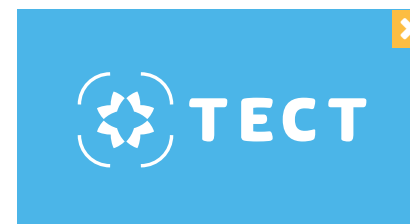
BACKGROUND TOO COMPLEX



SOLID BLACK ON WHITE



CERULEAN BACKGROUND



CAPRI BACKGROUND NOT APPROVED



SOLID WHITE ON BLACK



AMBER BACKGROUND



CONTRAST TOO LOW

BRANDMARK BACKGROUNDS

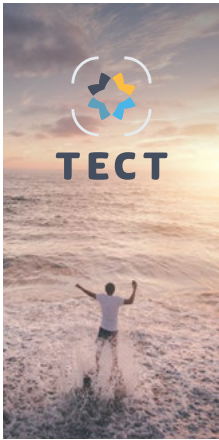
The TECT brandmark should only be reproduced with the approved background colours specified here.

Always ensure the brandmark is legible and avoid low contrast or complex image areas.

Always use the appropriate brandmark file created for each of the TECT background colours and use best judgement to select the appropriate file to suit background images.

The appropriate brandmark file for each background colour is available in the master brandmark file archive:

<https://www.dropbox.com/sh/ruaddv4ndq786po/AABaaLw-8FPJVIIu2r8BX1-ba?dl=0>



AREA OF ISOLATION

The area of isolation describes the minimum clear space from other graphics or document boundaries required around the brandmark.

In the case where the brandmark is floated over an image, either look for placement in a simple part of the image where the brandmark is clear and legible, or alternatively place the brand within a panel. See next page for panel specifications.





Stacked version



Landscape version

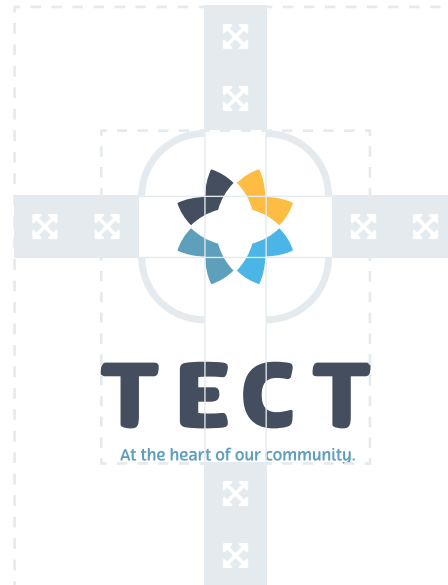


BRAND PANELS

In the case where the brandmark is floated over an image and preferred placement of the brandmark does not allow for clear and legible reproduction, the brand can be placed within a panel.

The minimum space between the brandmark and the boundaries of a panel is illustrated here. Larger space between panel boundaries is allowed to suit specific applications.





STRAPLINE LOCKUPS

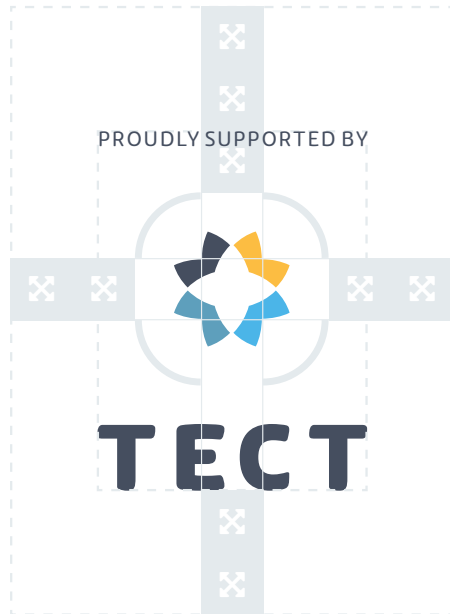
The TECT strapline "At the heart of our community" Can be used in headings and signoffs throughout communications, however when used in close associated with the brandmark, only the approved lockup files Illustrated here are to be applied.

Take care with small reproduction sizes, so that text remains clear and legible.



At the heart of our community.

Terfens Medium in Cerulean brand colour.
Tracking set to optical, letterspacing set to 0.



BRANDMARK EXTENSIONS

Illustrated here is a suggested solution for an extension to the brandmark. In the occasion where there is a close association of repeated messaging with the brandmark, such as illustrated here, the font Terfens may be used.

This kind of brandmark-associated text needs to be carefully considered and crafted to fit closely within the brand standards outlined in this document.

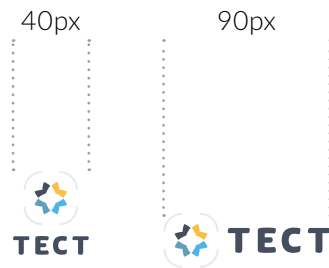
PROUDLY SUPPORTED BY

Terfens Regular, all caps, +80 letterspacing
in Steel brand colour.

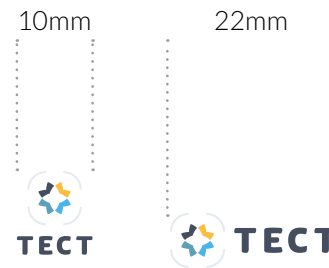




Screen @ 72ppi +



Print @ 240ppi +



MINIMUM REPRODUCTION SIZES

The brandmark should always be reproduced at optimal resolution for screen and print to ensure clarity and legibility.

The minimum screen size illustrated here is for both standard and retina screens.

Minimum print size is 10mm wide for the stacked version and 22mm wide for the landscape version at a minimum of 240ppi.

Where print output is at a lower resolution adjust brandmark size to ensure clarity and legibility.



Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.!?\$

THE LATO FONT FAMILY:

Hairline Thin Light Regular Medium Semibold Bold Heavy Black

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qui aut dollorro cum di ium arum que et dolorep uditatio mos re esequisciur assi occab in natur?

Logotype font

TECT

The font used in the TECT
brandmark is Tefens Black.
The Terfens font family has
a range of weights from
thin to black. Terfens is
available within the Adobe
Fonts library.

IMPORTANT – RESTRICTED USE:

The Tefens font should not be used in visual communications other than when it in direct
association with the brandmark, such as with the strapline lockup and brandmark extensions.

FONTS

The basic typography for the visual
system is simplistic and clean with
good legibility.

The Lato font family is a
geometric sans-serif that forms
the base typography for all visual
communications for the TECT brand.
Its presentation is plain-spoken –
assertive, but friendly. A range of
weights are available from hairline to
black.

Tracking should always be set to
optical.

The Lato font is open-source and is
included in the Adobe Fonts library
or can be downloaded from:

<http://www.latofonts.com/>



Optimal font size and line-spacing

Font size: 8 pt

Line-spacing: 13.5 pt

Weights: Light and Medium

Equiae suntur, as essitio omnist voluptat qui rae velenda sandes none dolupit occum faceaquiam eatur? Qui voloreriat aut omnis experia cum repel illore, elis que conem etures sit ex ex eatem debitis pedi iuscim qui uditatio mos re esequisciur assi occab in.

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Minimum font size and line-spacing

Font size: 6 pt

Line-spacing: 10 pt

Weights: Regular and Medium

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TYPOGRAPHY FOR PRINT

Legibility and readability are important considerations for our target audience.

In the body text of printed collateral the optimal font size for best readability for the Lato font is 8pt – or above, as best design practice is applied to each individual application.

Readability is also aided by line-spacing. The recommended line-spacing for 8pt type is 13.5pt. As font size is increased the letter-spacing should also proportionally increase. The ratio is approximately 170%.

Very wide column widths should generally be avoided. Readability is better where the eye doesn't have to return a wide distance to the next line.

The minimum font size is 6pt. Font sizes this small are best avoided where possible and should only be used for supplementary text such as legal disclaimers or where very limited space is available. At 6pt the Lato font should be at Book or Medium weight.