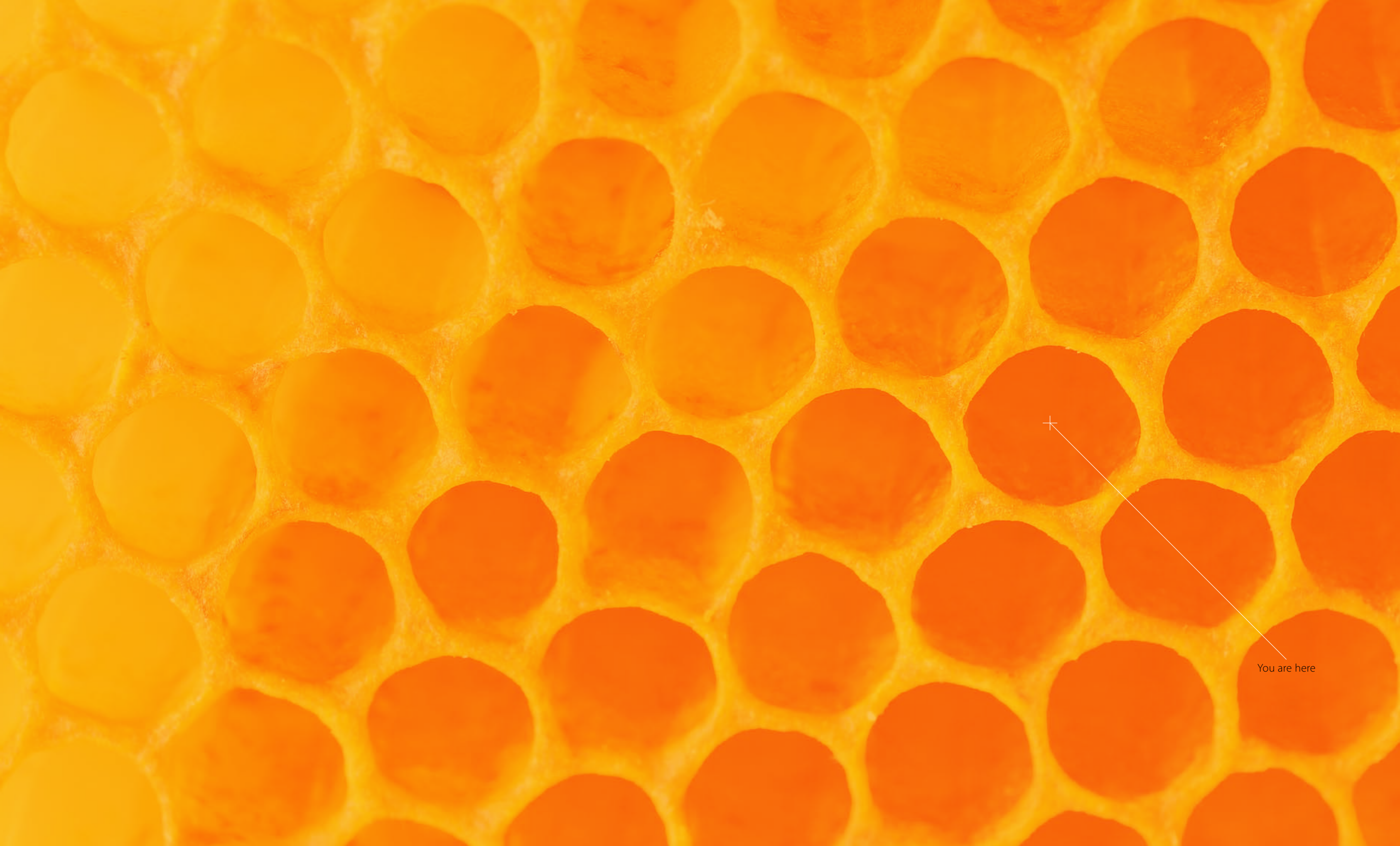


**TehnoBible**



You are here



You are here

This is the Tehnopol  
**Brand Manual.**  
It will help you to use  
the core elements that  
make up Tehnopol.

Don't be afraid, turn the page!

# Tehnopol Brand <sup>7</sup> Core Elements

# Our name

**We are called Tehnopol. It is a direct, descriptive, on-target, no-nonsense name. We write it with capital “T”, we pronounce it /tehnopol/, we say it out loud and clear.**

8 The word “tehno” is a shortened version of “tehnoloogia” – technology in Estonian. The word technology comes from Greek τεχνολογία (technología); from τέχνη (téchnē), meaning “art, skill, craft”, and -λογία (-logía), meaning “study of-”.

Polis (πόλις, Ancient Greek: [pólis]), literally means city in Greek. It could also mean citizenship and body of citizens. In modern historiography “polis” is normally used to indicate the ancient Greek city-states, like Classical Athens and its contemporaries.

# Tehnopol

# Our vision

**Increase of competitiveness of innovative companies via offering them high-quality value-adding services and infrastructure.**

10

A Vision is defined as 'An Image of the future we seek to create'. It is a dream.

A Mission is defined as 'Purpose, reason for being'. Defined simply "Who we are and what we do". It is the vehicle which leads to the vision.

# Our mission

**To be internationally attractive business environment that facilitates innovation, knowledge and technologies and 1st choice for high-tech companies among the parks in Baltic region.**

11

# Our values

**Tehnopol is a science and business environment for knowledge based companies. Today there are 150 companies, Tallinn University of Technology and IT College in Tehnopol.**

Since its inception, Tehnopol has been governed by its core values. They shape the culture and define the character of our company. They guide how we behave and make decisions.

Tehnopol provides a unique set of value adding business development services, convenient infrastructure and international cooperation opportunities for companies.

## Tehnopol is:

**sharp**, intelligent, enterprising, imaginative, high-tech, **international**, spirited, **brave**, energetic, smart, **enthusiastic**, **inspiring**, resourceful, original, **dynamic**, logical, innovative, **visionary**

## Tehnopol is not:

**conservative**, rigid, **dull**, outdated, antique, **arrogant**, **snobbish**, indifferent, reserved, difficult, formal, **traditional**, **average**, common, conventional, **slow**

# Our logo

The logo or brandmark is the most recognisable feature of any brand identity. Our brandmark represents our core values.

14

**The word mark** "Tehnopol" is clear legible and timeless. We believe the meaning comes from the right order of the characters in the word not from morphing and distorting their shape.

**The symbol:** (πόλις, Ancient Greek: [pólis]), literally means city in Greek. It could also mean citizenship and body of citizens. In modern historiography "polis" is normally used to indicate the ancient Greek city-states, like Classical Athens and its contemporaries.



15

# Our slogan

**Our passion is to foresee the future  
and to shape it after our dreams.  
This is what makes us act and develop.  
This is what makes Tehnopol what it is!**

16

The slogan grew from inside of our company. Once at the dinner we discussed, what might be the thing that connects us all. Surprisingly it turned out that it is the childhood. Videlicet – vast interest and admiration

towards the science fiction. It shaped us the human beings who we are today. Grown men and women who have childlike curiosity on the future – who are madly intrigued what will happen after 20, 30 and 100 years.

# Achieving the Future

17

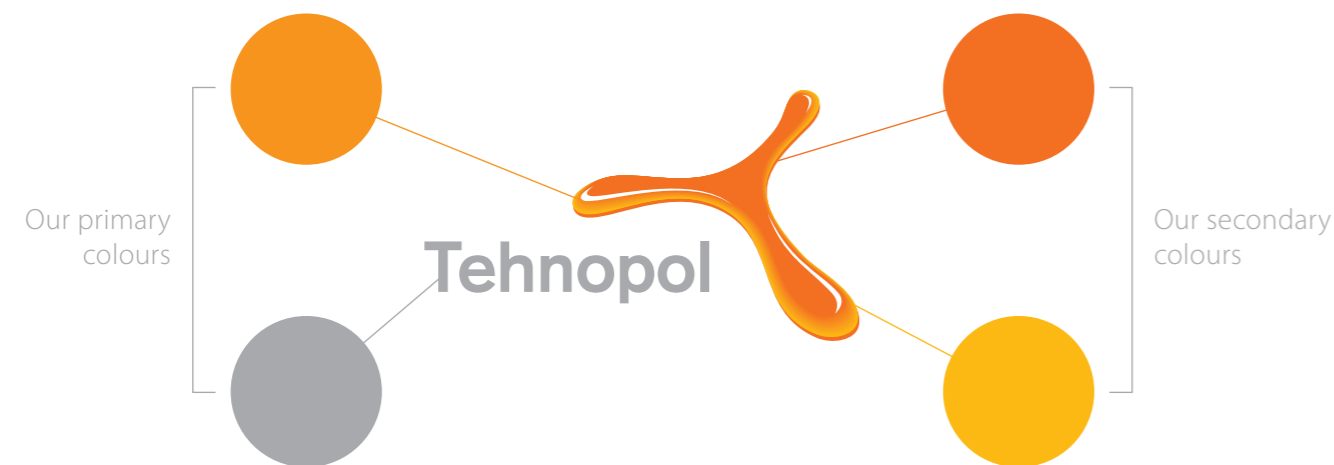
# Our colours

Colour makes a brand instantly recognisable. We like to think our colour palette is simple, effective and universal. We're orange, welcomingly orange.

18

**Our primary colours** are Tehnopol Orange and Tehnopol Gray. Most of the corporate visual communication can be executed using only these two colours plus white space to keep our visual communication light and airy.

**Our secondary colours** are Tehnopol Dark Orange and Tehnopol Yellow. **Additionally colours** are Black and Pale Yellow can be used. Never let the secondary and additional colours to become dominant!



<b>Tehnopol Orange</b> Pantone 144 C CMYK 0/50/100/0 RGB 255/153/0 HEX #FF9900 LAB 70/30/70	<b>Tehnopol Dark Orange</b> Pantone 1665 C CMYK 0/70/100/0 RGB 255/102/0 HEX #FF6600 LAB 60/50/60
	<b>Tehnopol Yellow</b> Pantone 130 C CMYK 0/30/100/0 RGB 255/204/0 HEX #FFCC00 LAB 80/15/80
<b>Tehnopol Gray</b> Pantone Cool Gray 6 C CMYK 0/0/0/40 RGB 153/153/153 HEX #999999 LAB 70/0/0	<b>Black</b> Pantone Black C CMYK 0/0/0/100 RGB 0/0/0 HEX #000000 LAB 0/0/0
<b>White Space</b>	<b>Pale Yellow</b> 20% Pantone 130 C CMYK 0/6/20/0 RGB 255/240/204 HEX #FFF0CC LAB 95/0/20

# Our typeface > Print

Typefaces do more than spell words. Used consistently, they can in themselves become images or symbols for the brand. Our typeface Myriad Pro is modern, simple, clear cut and easy to read.

20

The Myriad Pro font family has honest and straightforward tone that is neutral without being clinical and authoritative without being impersonal. Show some respect for the clear design: never use effects nor transform the fonts.

Use Myriad Pro Light for copy text and Myriad Pro Semibold and Bold for the headlines and stressing. For very small technical text prefer Myriad Pro Regular. Use always normal leading, +20 tarcking (in thousands of em) and optical kerning.

**Aa** Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:?!&@\*) 0123456789

**Aa** Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:?!&@\*) 0123456789

**Aa** Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:?!&@\*) 0123456789

**Aa** Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:?!&@\*) 0123456789

21

# Our typeface > Online

Use Arial in PC and Helvetica in Mac for the copytext in the online communication.

Menus, bigger headlines etc should be preferably typed in Myriad Pro.

## Aa Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWŮÄÖÜXYZŽ  
abcdefghijklmnopqrstuvwxyzšťuvwůäöüxyzž  
(.,:;!&@\*) 0123456789

## Aa Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWŮÄÖÜXYZŽ  
abcdefghijklmnopqrstuvwxyzšťuvwůäöüxyzž  
(.,:;!&@\*) 0123456789

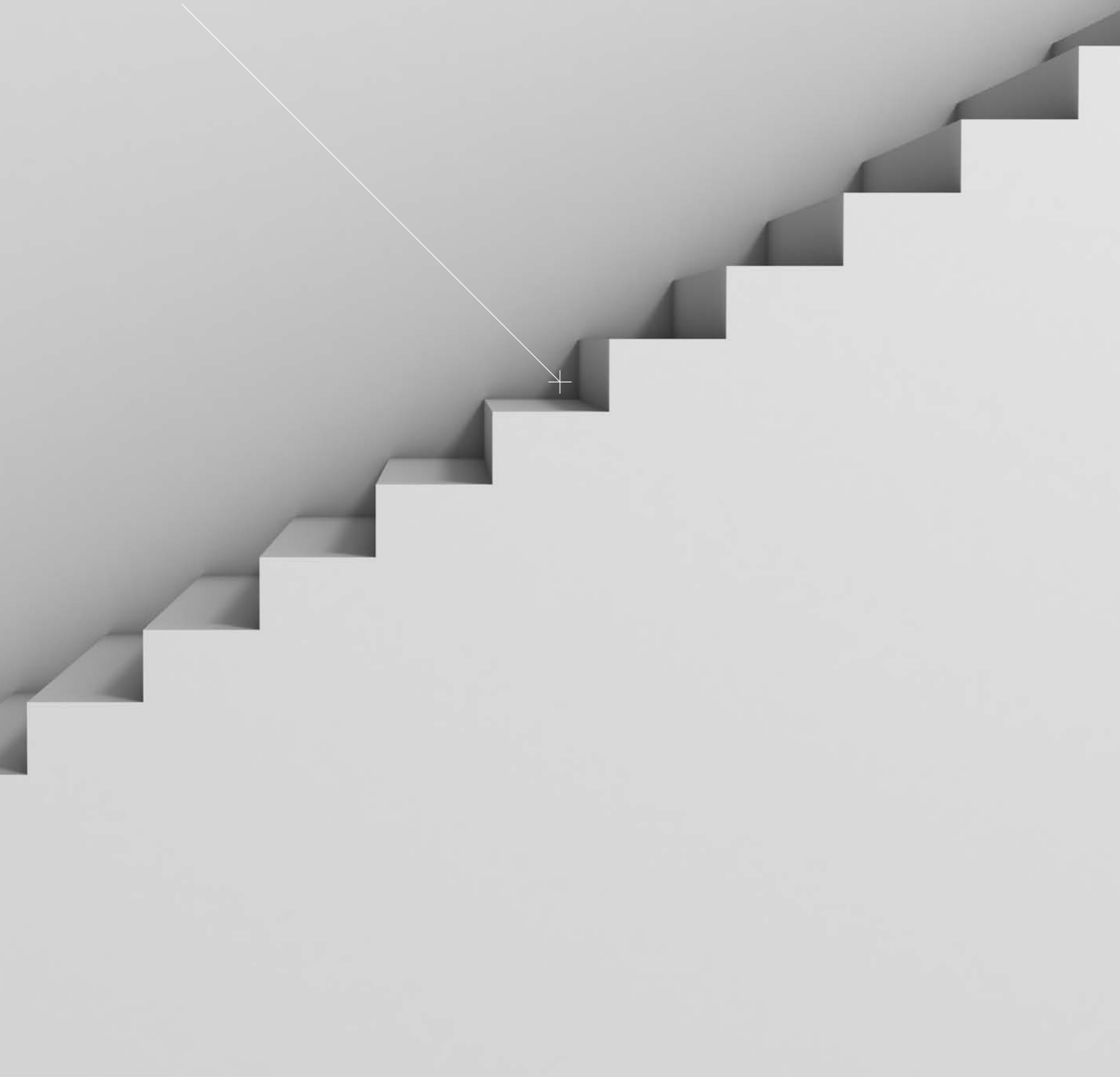
## Aa Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWŮÄÖÜXYZŽ  
abcdefghijklmnopqrstuvwxyzšťuvwůäöüxyzž  
(.,:;!&@\*) 0123456789

## Aa Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŤUVWŮÄÖÜXYZŽ  
abcdefghijklmnopqrstuvwxyzšťuvwůäöüxyzž  
(.,:;!&@\*) 0123456789

You are here



Yes, it is as simple as that. Please, just stick to those few clear **guidelines** explained in the following pages!

Go ahead, take the steps!

Tehnopol  
Graphical Guidelines  
**Logo in action**

# Logo main version

The Tehnopol logo is our official visual identifier and must be present on all print and electronic communications and signage.

28 The logo must always be used in its entirety and unadulterated. It is permissible to use the logo at varying sizes, but please take care that the logo's proportions are maintained.

Here the Tehnopol logo main version is shown on white and black background. Prefer the white background whenever possible. The logo should not be stretched or reproduced in colors outside of the Tehnopol color palette.



# Logo alternative use

In the limited cases the Tehnopol symbol can be used alternatively without the name mark. This is allowed only in the communication where the Tehnopol main logo has been already shown clearly and repeatedly.

The Tehnopol symbol can be used as an illustration with the gradients on white and Tehnopol Orange background. And as a small size bullet without the gradients on white, black and Tehnopol Orange background. No other alternative versions are allowed.

30



 **Sample Headline** or Link

 Sample Headline or Link

 **Sample Headline** or Link

31



# Logo simplified version

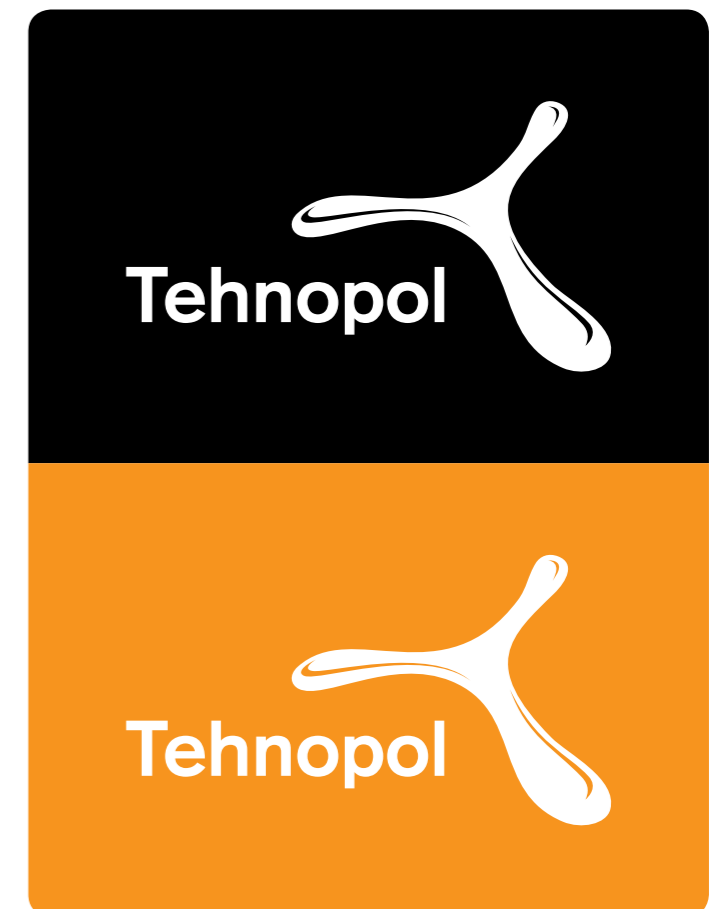
In cases where the main version of Tehnopol logo is due to technical reasons hard or impossible to produce, it is allowed to use our simplified logo. Shown are all the correct versions of our simplified logo. No other solutions are allowed.



2-colour logo on white and black background. Suitable for silk screen print and extra-small sizes.



1-colour logo on white, black and Tehnopol Orange background. Suitable for silk screen print, folio print, dye cut.



# Logo protection area

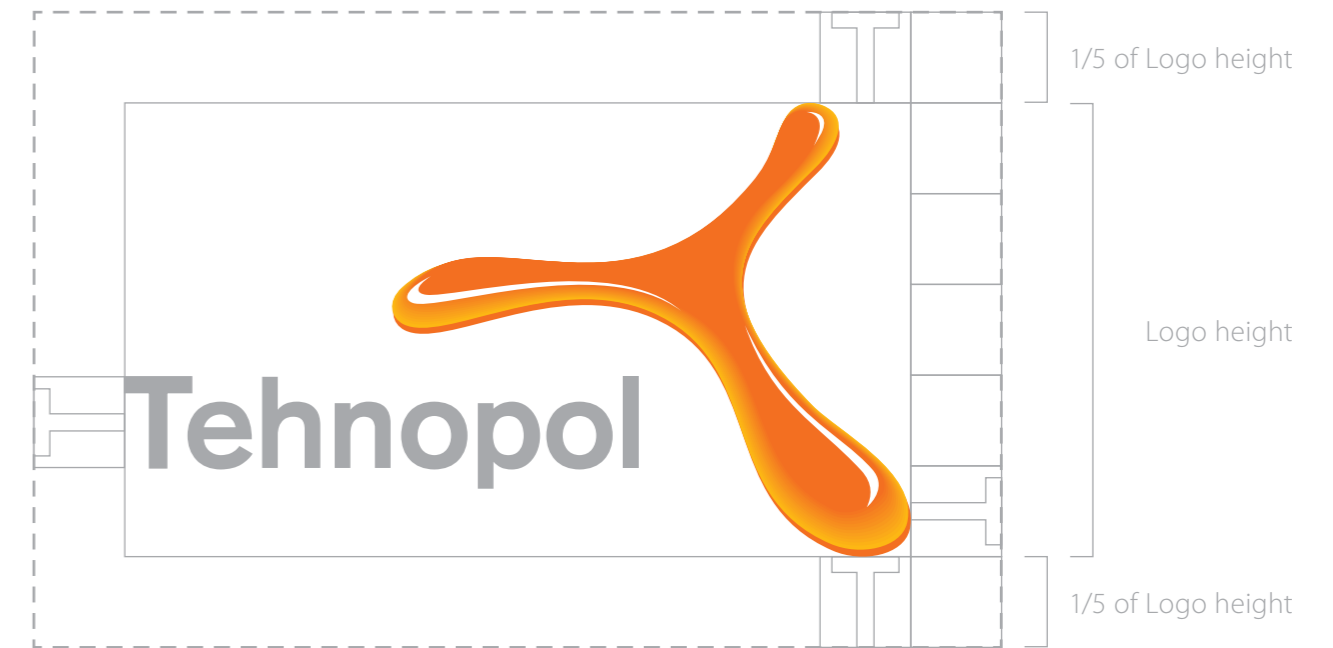
The role of the protection area is to maintain the logo's visibility when using other graphic elements, near the logo. Graphic elements, including other logos and typography, must not break into this protection area.

Tehnopol logo protection area is defined by the height of the capital letter "T" in the Tehnopol word mark that is exactly 1/5th of the whole logo height. Shown are the protection areas of the Tehnopol main logo and the Tehnopol altered logo consisting only of the Tehnopol symbol.

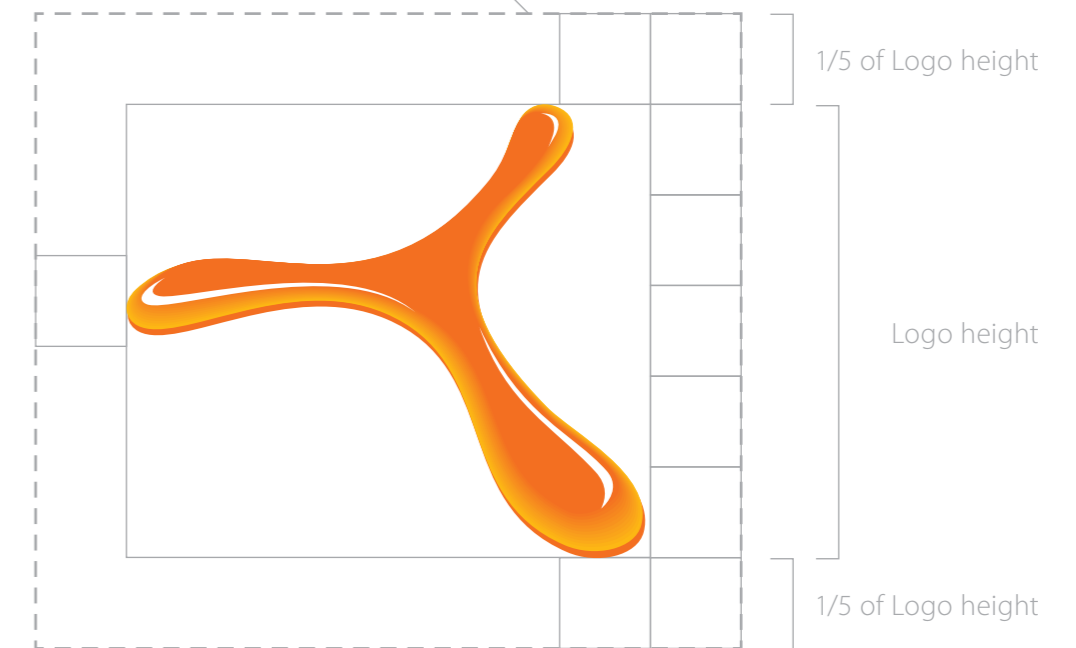
34



35



Tehnopol logo protection area



# Logo with slogan

Tehnopol slogan is the only graphical element that can break into the logo protection area. There are two allowed standardised ways how the slogan is used together with our logo. No other placement is allowed. Never alter the font or proportions of the slogan.





Incorporating the identity across mediums conveys a consistent message about the **dynamic intellectual** environment at Tehnopol.

Let's see how it works in practice!

X marks the spot

Tehnopol  
Graphical Guidelines  
**Stationary**

# Business card & letterhead



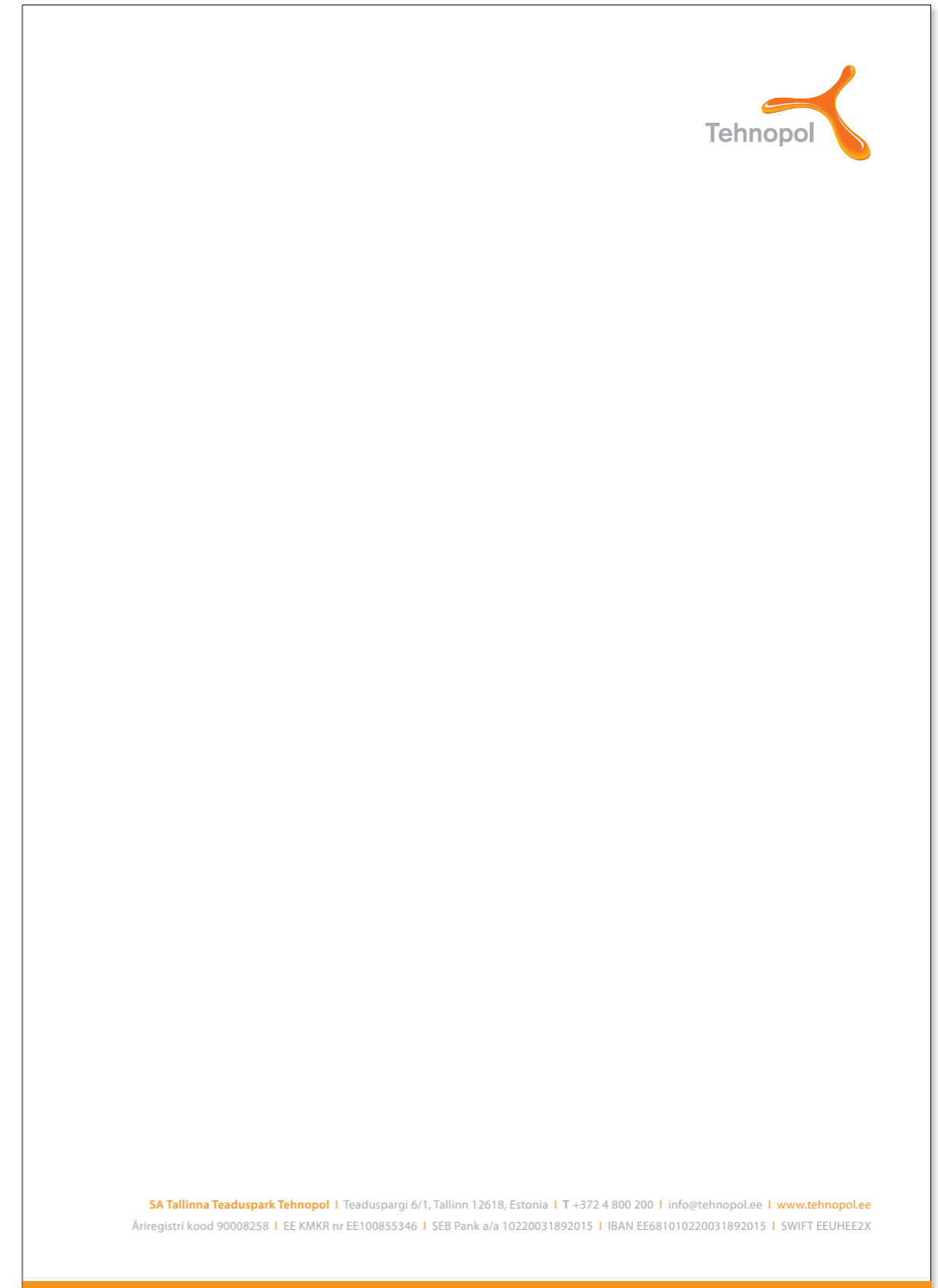
Tehnopol stationary is clear, simple and legible. The letterheads, envelopes, note papers etc use DIN standard.

The back side of Tehnopol business card is printed Tehnopol Orange and the logo is embossed.



Tehnopol business card  
front and back side M 1:1

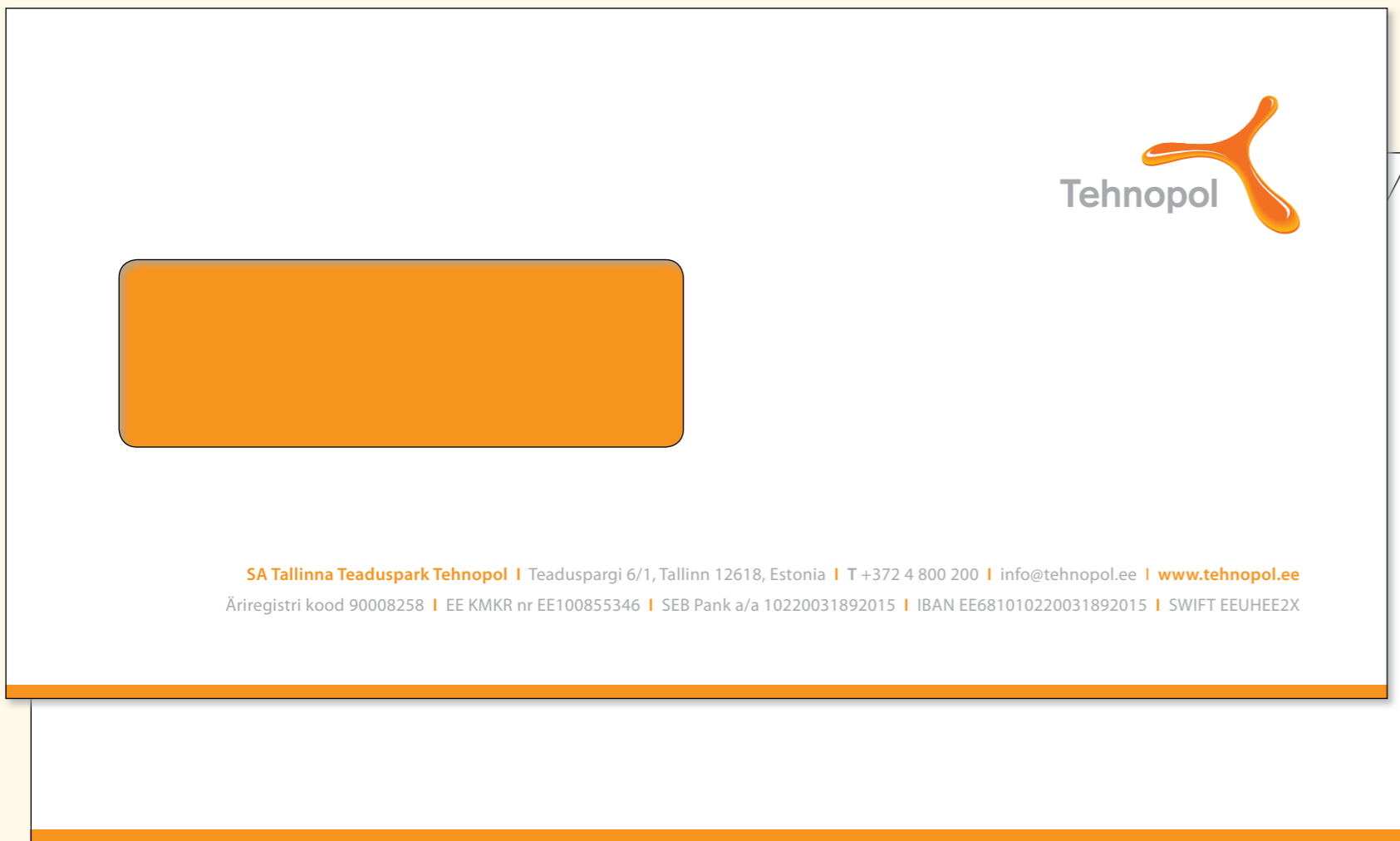
Tehnopol letterhead M 1:1



Tehnopol letterhead M 75%

# Envelopes

Tehnopol envelopes use DIN standard sizes C65 and C5. The inside of C65 window envelope is printed Tehnopol Orange.



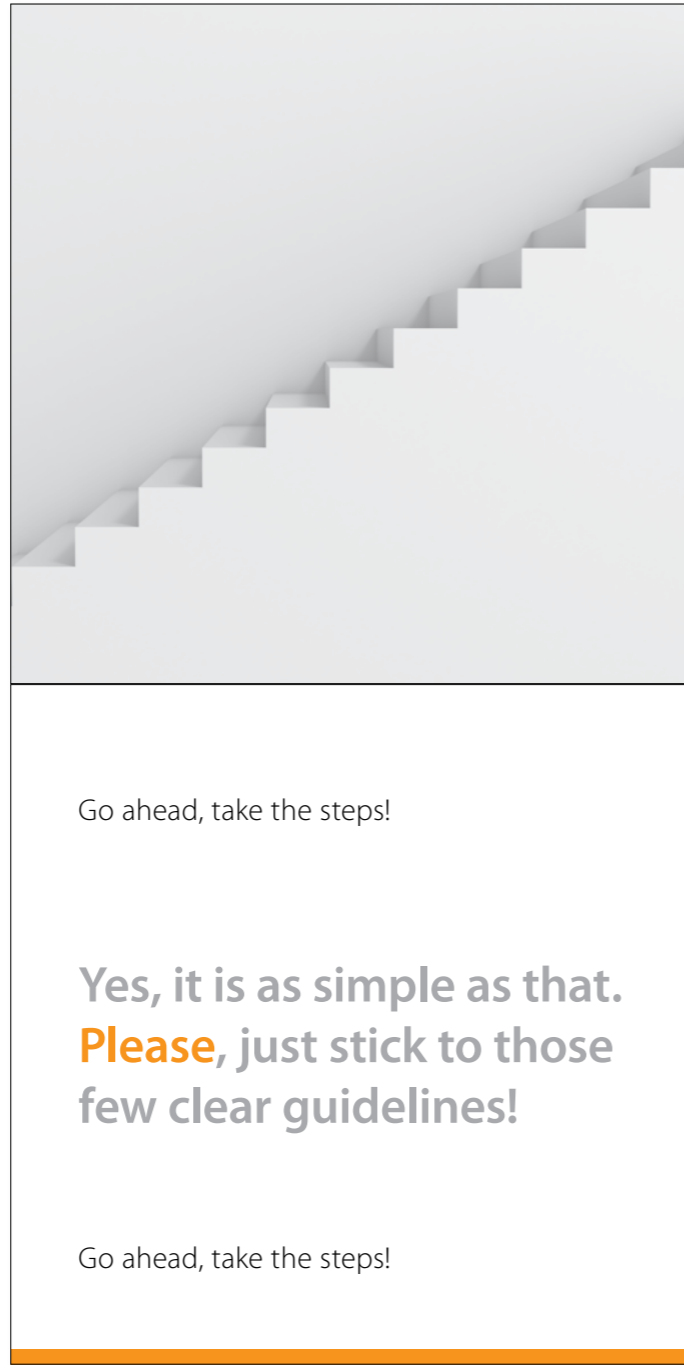
Envelope C65 front and back side  
M 1:1



Envelopes C5 and C65  
M 75%

# Card & invitation

46



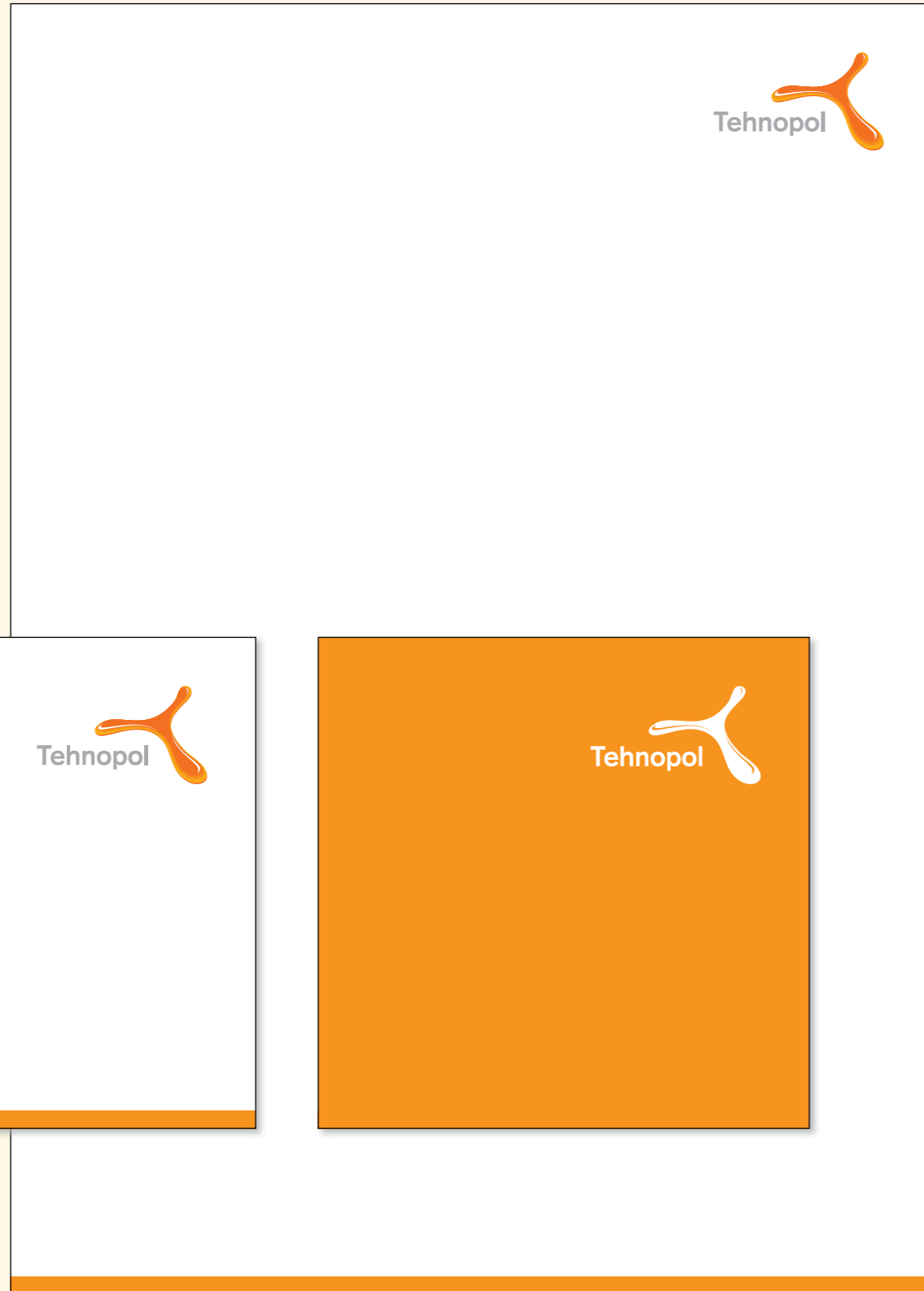
Envelope C65 front and back side  
M 1:1

47



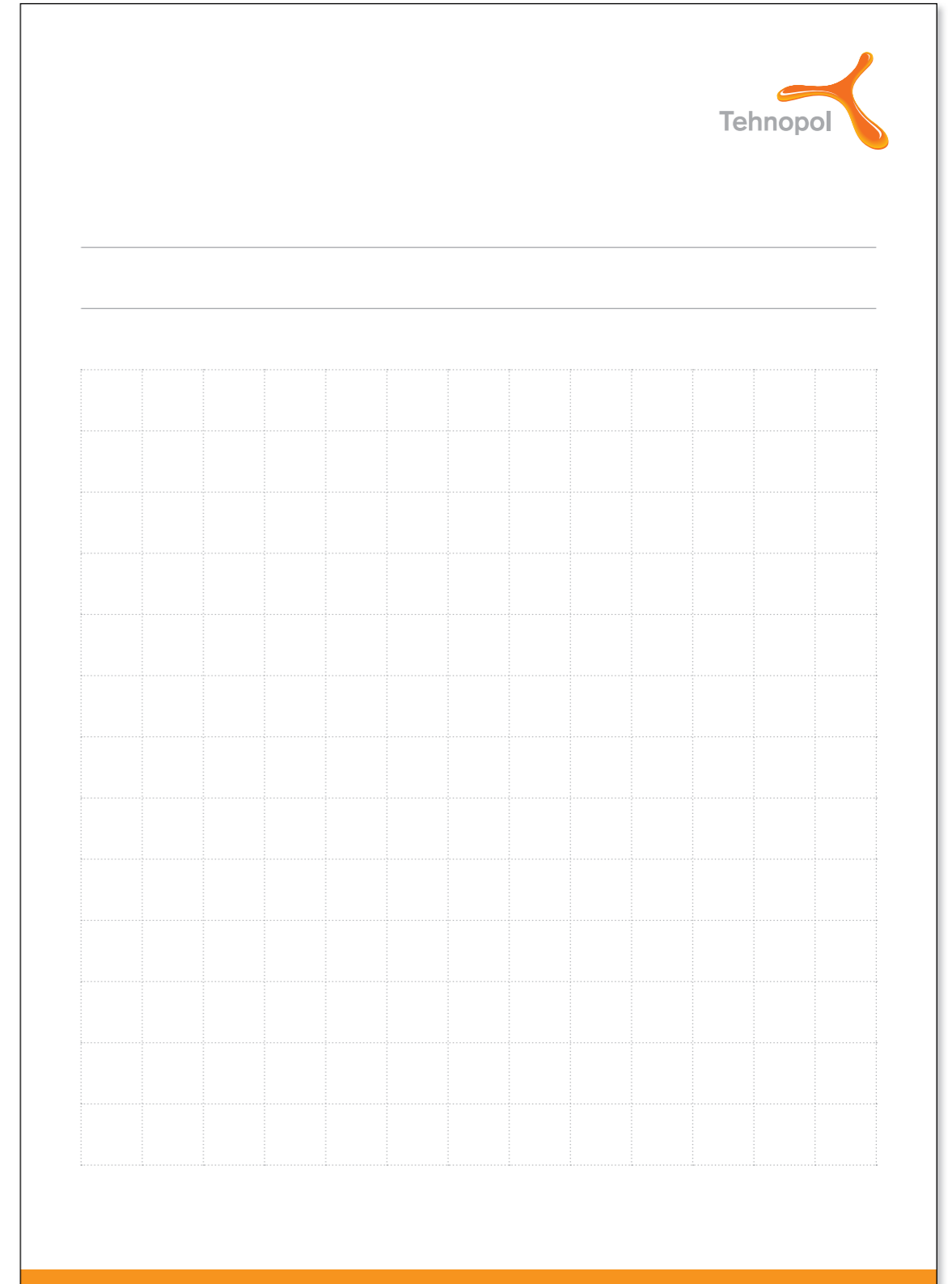
Envelope C65 front and back side  
M 1:1

# Memo & note paper



48

M 1:1

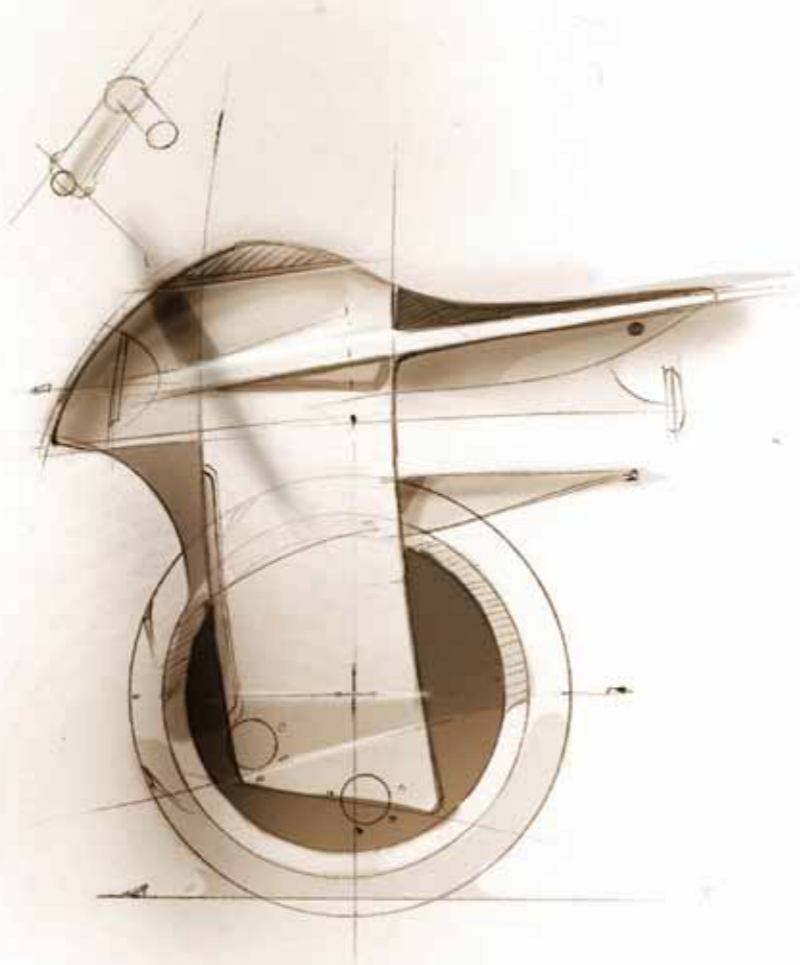


49

# Cover pages


All Tehnopol brochure and presentation cover pages are constructed on the same simple grid and kept clear, informative and legible.

50




**The Myriad Pro font family**

It honest and straightforward tone that is neutral without being clinical




M 75%



**Everything that rises must converse!**

The Myriad Pro font family has honest and straightforward tone that is neutral without being clinical



M 75%

51

# PPT presentation

Tehnopol Powerpoint presentation uses a number of page templates for title pages, intermediate titles, text pages and illustrated text pages.

52



All templates follow the same simple grid system. No nonsense is the visual message. Only Tehnopol corporate colours, typefaces are used.

53





Colour makes a brand instantly recognisable. We're orange

www.tehnopol.ee 10.01.2012

### A short **first level** headline

Go ahead, take the steps!

At volo quat inullor re el inci officitatur? Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni volor sa nesti officio cum erum abo.

Don't look back **in anger!**

Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni. Inullor re el inci officitatur?

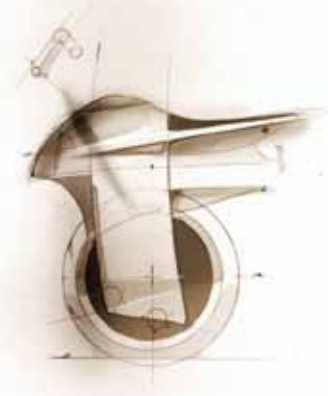
www.tehnopol.ee 10.01.2012

# Everything that rises must converse!

www.tehnopol.ee 10.01.2012

Yes, it is as simple as that. Please, just stick to those **few clear guidelines** explained in the following pages!

www.tehnopol.ee 10.01.2012



Typefaces do more than **spell words.**

Us, nonsed quos ipsunti assente preicae conseri onsero dolutuuum mo et fugiam, et autatur maio to culparit, ister iumquae aut adi ipsum fuga.

Fic te prempernate none coribus. Tia sam, officiaerios aut quae et harcia dianihiciet que in cusdam fugit, sam sention sequaes eris et aspercis ut officium usandiam.

Tantra tantrum est lupus!

www.tehnopol.ee 10.01.2012

## Incorporating the identity across mediums conveys a consistent message about the dynamic intellectual environment at Tehnopol.

Don't look back **in anger!**

www.tehnopol.ee 10.01.2012



Typefaces do more than **spell words.**

Us, nonsed quos ipsunti assente preicae conseri onsero dolutuuum mo et fugiam, et autatur maio to culparit, ister iumquae aut adi ipsum fuga. Fic te prempernate none coribus. Tia sam, officiaerios aut quae et harcia.

www.tehnopol.ee 10.01.2012



Us, nonsed quos ipsunti assente preicae conseri onsero dolutuuum mo et fugiam, et autatur maio to culparit, ister iumquae aut adi ipsum fuga. Fic te prempernate none coribus. Tia sam, officiaerios aut quae et harcia.

www.tehnopol.ee 10.01.2012

## The **first level** headline is big, bold and beautiful!

Go ahead, take the steps!

At volo quat inullor re el inci officitatur? Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni volor sa nesti officio cum erum abo.

Don't look back **in anger!**

Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni. Inullor re el inci officitatur?

www.tehnopol.ee 10.01.2012



Go ahead, take the steps!

At volo quat inullor re el inci officitatur? Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni volor sa nesti officio cum erum abo.

Don't look back **in anger!**

Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni. Inullor re el inci officitatur?

www.tehnopol.ee 10.01.2012

Tehnopol is a **science** and business environment

At volo quat inullor re el inci officitatur? Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni volor sa nesti officio cum erum abo.

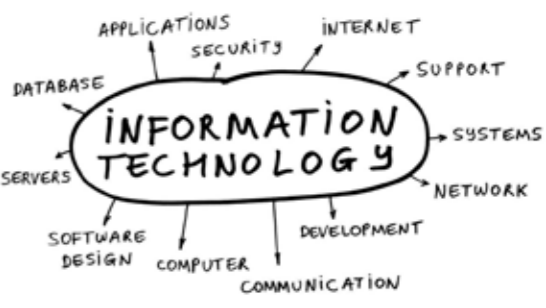
Don't look back **in anger!**

Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum aut que poreni. Inullor re el inci officitatur?

Go ahead, take the steps!

At volo quat inullor re el inci officitatur? Qui conseraecus, tet aut lamusaeressi officii ulparis que quati omnia conserum.

www.tehnopol.ee 10.01.2012



Information Technology is **everything!**

Us, nonsed quos ipsunti assente preicae conseri onsero dolutuuum mo et fugiam, et autatur maio to culparit, ister iumquae aut adi ipsum fuga. Fic te prempernate none coribus. Tia sam, officiaerios aut quae et harcia.

www.tehnopol.ee 10.01.2012



You are here

If you're **on top**, isn't that just another place to be? Never stop!

Follow the sign!

