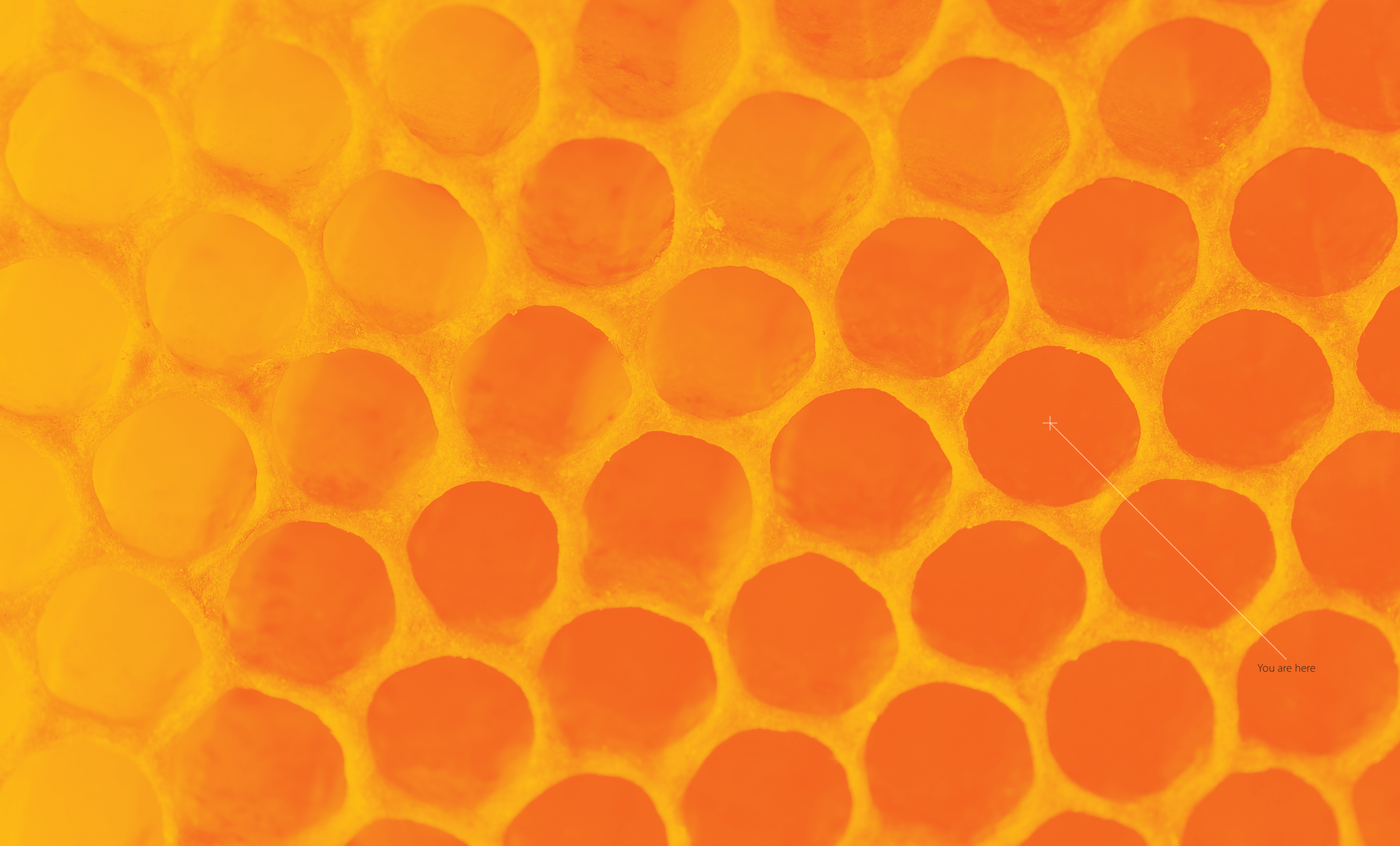TehnoBible

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
Core Elements

Our name

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

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 a 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

To increase the competitiveness of innovative companies via offering them high-quality value-adding services and infrastructure.

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

Our values

Tehnopol is a science and business environment for knowledge-based companies. Today, this includes 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conservative, rigid, **dull,** outdated, antique, **arrogant,** **snobbish**, indifferent, reserved, difficult, formal, **traditional,** **average,** common, conventional, **slow**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.

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.

Tehnopol

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!**

The slogan grew from within our company. Once at dinner, we discussed what might be the thing that connects us all. Surprisingly it turned out that this was childhood. *Videlicet* – a vast interest in and admiration for science fiction.

It shaped us into the human beings that we are today. Grown men and women that have a childlike curiosity in the future - who are madly intrigued by what will happen after 20, 30 and 100 years.

Achieving the Future

Our slogan in Estonian

Meie kirg on näha tulevikku ja püüdlus seda oma unistuse järgi kujundada. See on see, mis sunnib meid tegutsema ja looma. Sellest on sündinud Tehnopol.

Slogan sündis meie ettevõtte seest. Kord ühisel õhtusöögil tuli jutuks, et mis võiks olla see, mis ühendab Tehnopoli töötajaid. Selgus üllatav tõsiasi – meid seob lapsepõlv. Täpsemalt, huvi ja vaimustus ulmekirjanduse vastu. See on kujundanud meid inimesteks, kes me täna oleme. Täiskasvanud mehed ja naised, kes on lapselikult innustunud tulevikust – keda huvitab pööraselt, mis saab 20, 30 ja 100 aasta pärast.
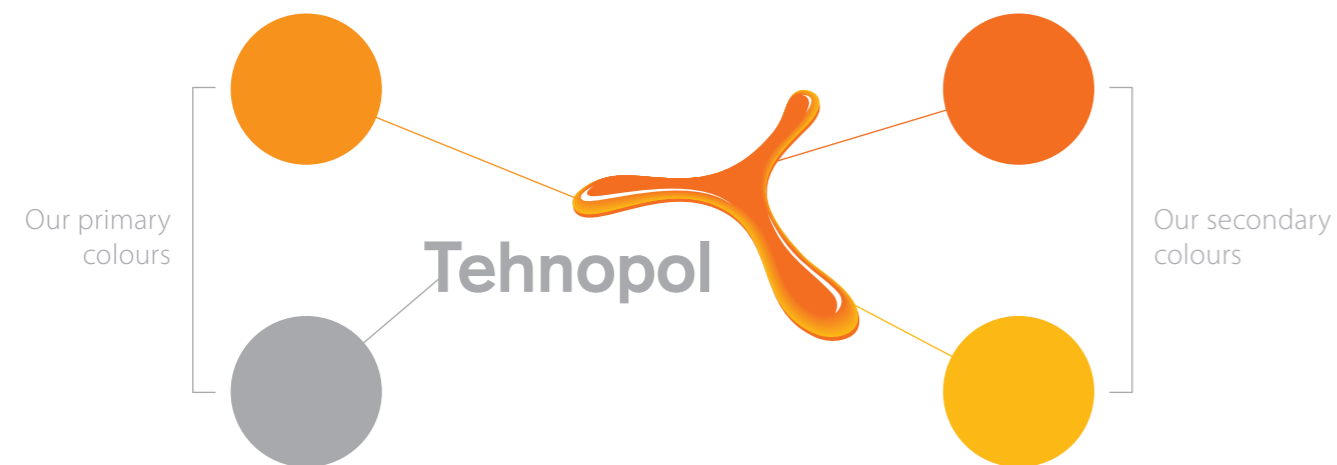
Teostame tulevikku

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.

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

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

Our primary colours

Our secondary colours

Tehnopol

Tehnopol Dark Orange

Pantone 1665 C
CMYK 0/70/100/0

RGB 255/102/0
HEX #FF6600
LAB 60/50/60

Tehnopol Orange

Pantone 144 C
CMYK 0/50/100/0

RGB 255/153/0
HEX #FF9900
LAB 70/30/70

Tehnopol Yellow

Pantone 130 C
CMYK 0/30/100/0

RGB 255/204/0
HEX #FFCC00
LAB 80/15/80

Tehnopol Gray

Pantone Cool Gray 6 C
CMYK 0/0/0/40

RGB 153/153/153
HEX #999999
LAB 70/0/0

Black

Pantone Black C
CMYK 0/0/0/100

RGB 0/0/0
HEX #000000
LAB 0/0/0

Pale Yellow

20% Pantone 130 C
CMYK 0/6/20/0

RGB 255/240/204
HEX #FFF0CC
LAB 95/0/20

White Space

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.

The Myriad Pro font family has an 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 or transform the fonts.

Use Myriad Pro Light for copy text and Myriad Pro Semibold and Bold for 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

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

Aa Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

Aa **Myriad Pro Semibold**

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

Aa **Myriad Pro Bold**

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

Our typeface > Online

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

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

Aa Arial Regular

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

Aa **Arial Bold**

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

Aa Helvetica Regular

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

Aa **Helvetica Bold**

ABCDEFGHIJKLMNOPQRSŠTUVWÕÄÖÜXYZŽ
abcdefghijklmnopqrsštuvwõäöüxyzž
(.,:;?!&@*) 0123456789

You are here

Yes, it is as simple as that. Please, just stick to the 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.

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 a 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.

Tehnopol

Tehnopol

Logo alternative use

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

The Tehnopol symbol can be used as an illustration with gradients on white and on the Tehnopol Orange background, as well as in the form of a small size bullet without gradients on the white, black and Tehnopol Orange backgrounds.

Sample Headline or Link

Sample Headline or Link

Sample Headline or Link
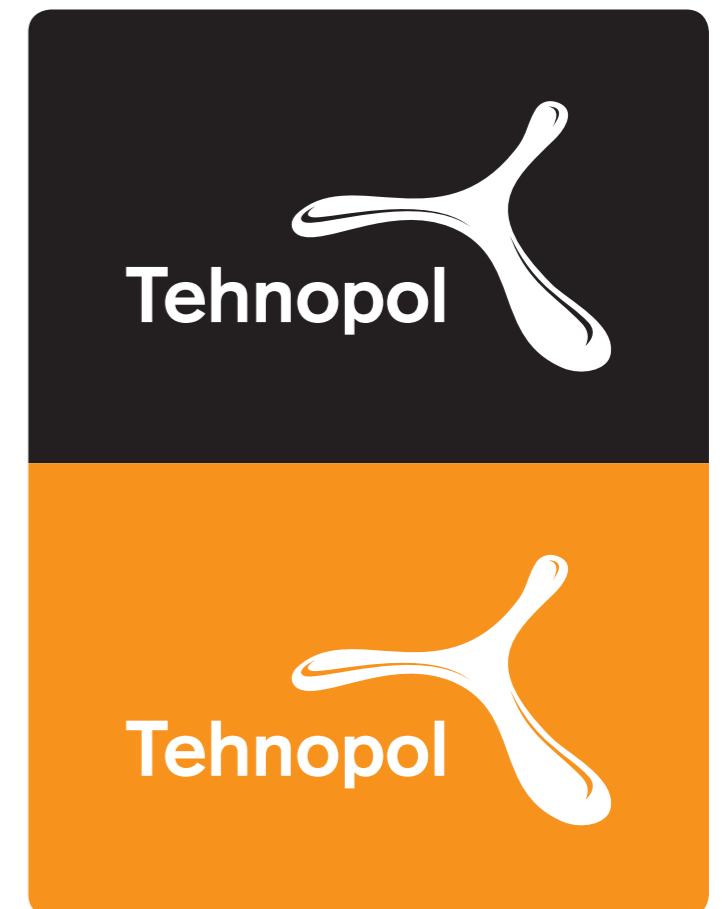
Logo simplified version

In cases, where the main version of the Tehnopol logo is hard or impossible to produce due to technical reasons, the use of our simplified logo is allowed. Shown here are all correct versions of our simplified logo.

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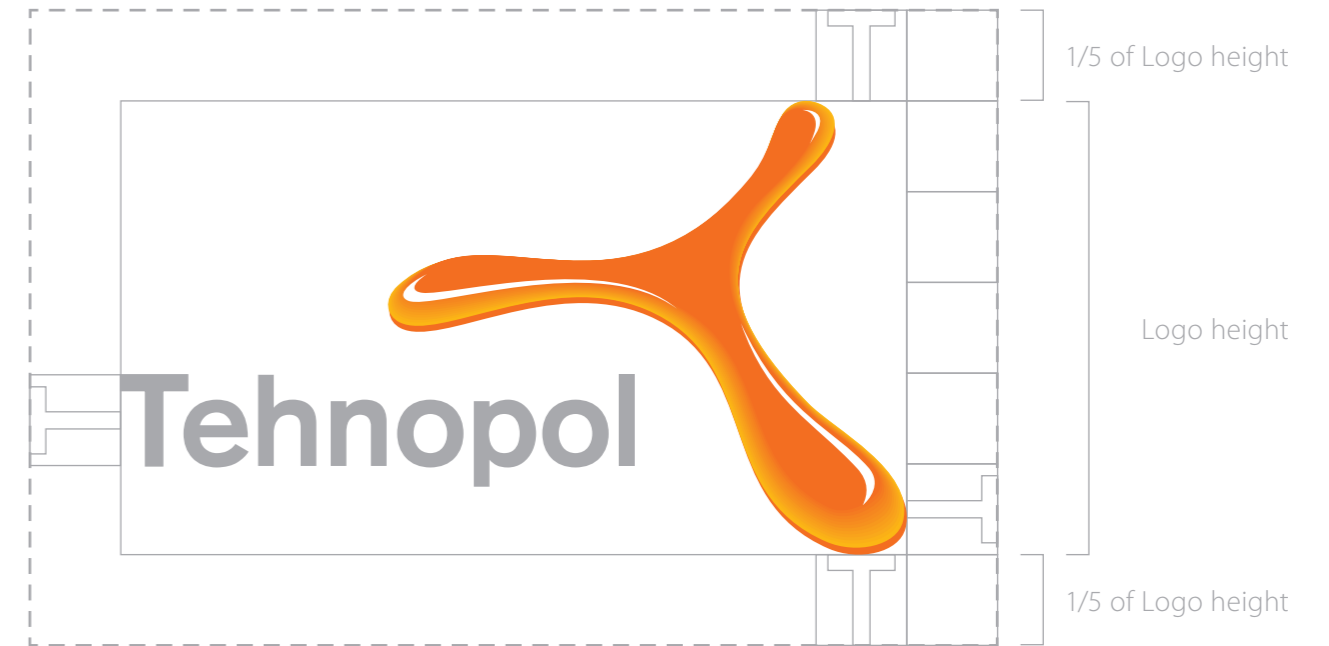

1-colour logo on white, black and Tehnopol Orange background. Suitable for silk screen print, folio print, dye cut.
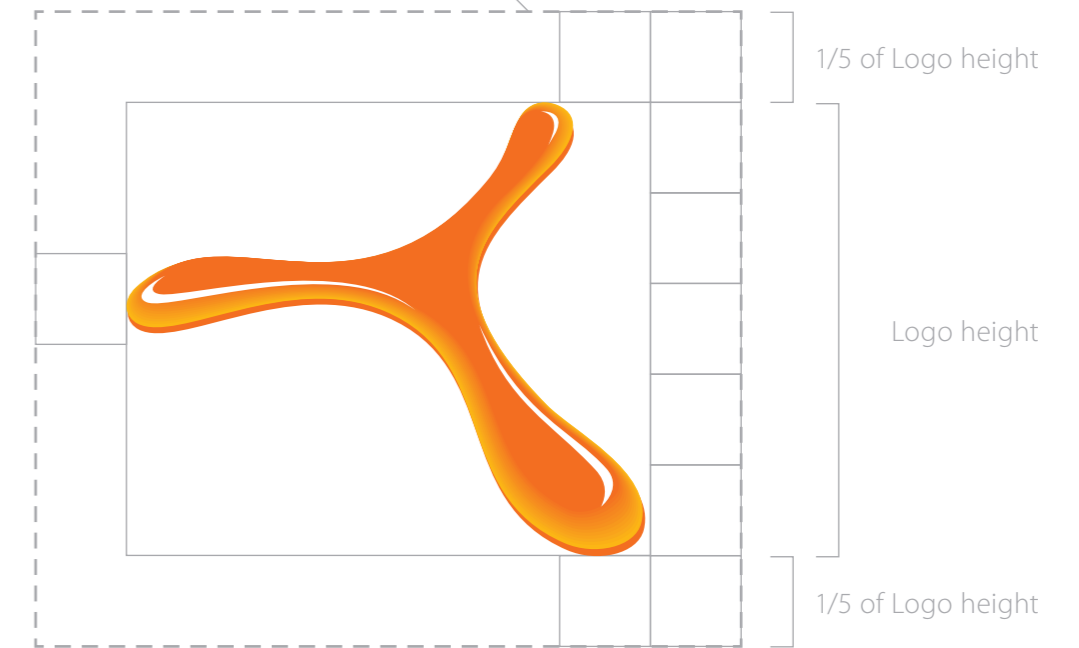
Logo protection area

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 violate this protection area.

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

1/5 of Logo height

Logo height

1/5 of Logo height

Tehnopol logo protection area

1/5 of Logo height

Logo height

1/5 of Logo height

Logo with slogan

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

Tehnopol
Achieving the Future

Tehnopol
Achieving the Future

Startup Incubator logo

The Tehnopol Startup Incubator brings new and technology-based business ideas to life. It connects business experts, international coaches and mentors, cooperation- and office facilities, a wide network of investors and business-boosting events.

Tehnopol Startup Incubator has its own logo and colour scheme. The emphasis is on the letter "i", which stands for information, international and incubator. The logo can be scanned as QR code. The content of the code is at: www.tehnopol.ee/startup-incubator

Tehnopol Startup Incubator logo has Estonian and English versions.

X marks the spot

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

Let's see how it works in practice!

Tehnopol
Graphical Guidelines
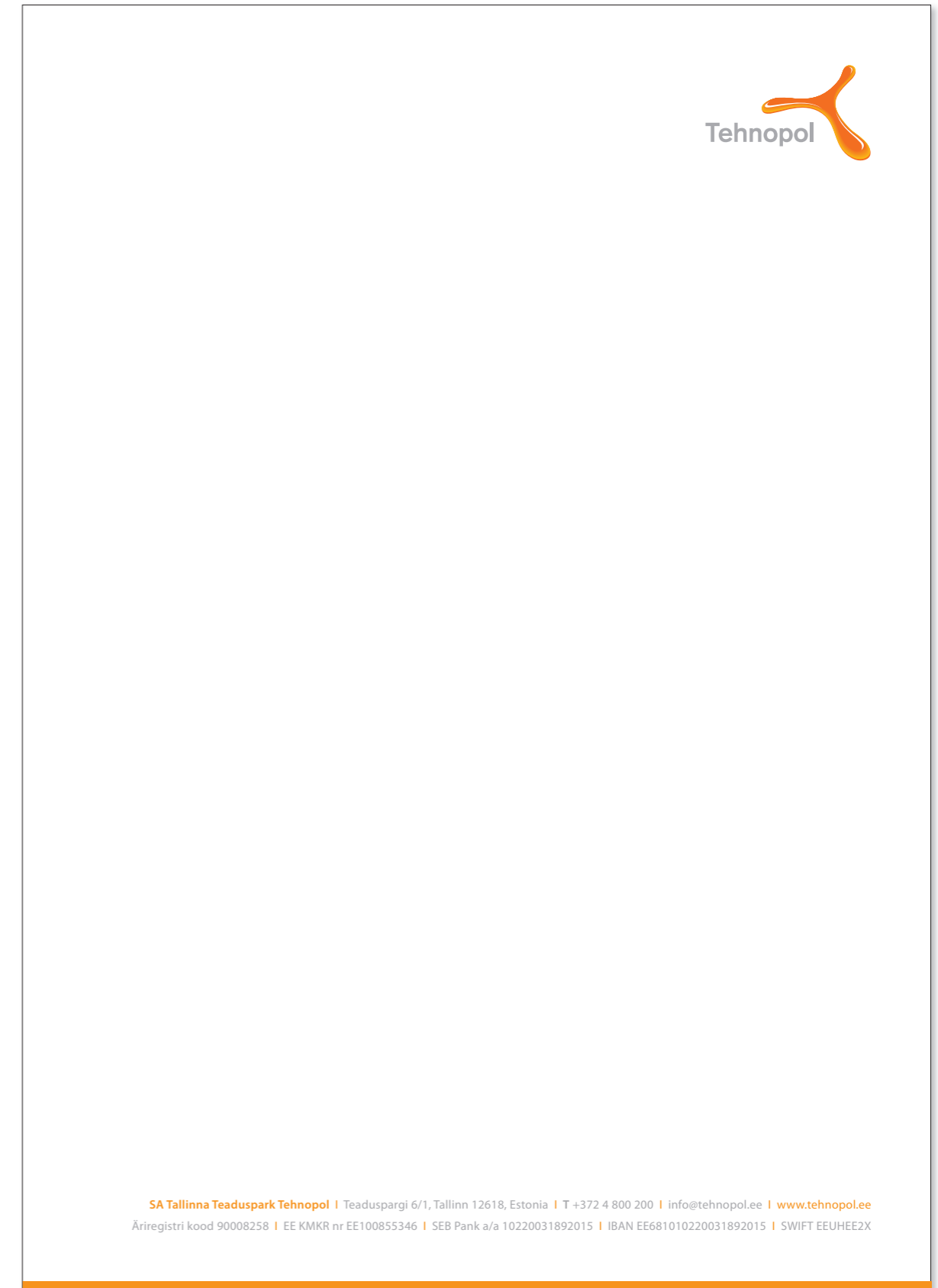**Stationary**

Business card & letterhead

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

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

Tehnopol

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Turundusjuht I Marketing Manager

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martin.gorosko@tehnopol.ee I Skype: martin_gorosko
Teaduspargi 6/1, Tallinn 12618, Estonia I www.tehnopol.ee

Tehnopol business card
front and back side M 1:1

Tehnopol letterhead M 1:1

Tehnopol

SA Tallinna Teaduspark Tehnopol I Teaduspargi 6/1, Tallinn 12618, Estonia I **T** +372 4 800 200 I info@tehnopol.ee I www.tehnopol.ee
Äriregistri kood 90008258 I EE KMKR nr EE100855346 I SEB Pank a/a 10220031892015 I IBAN EE681010220031892015 I SWIFT EEUHEE2X
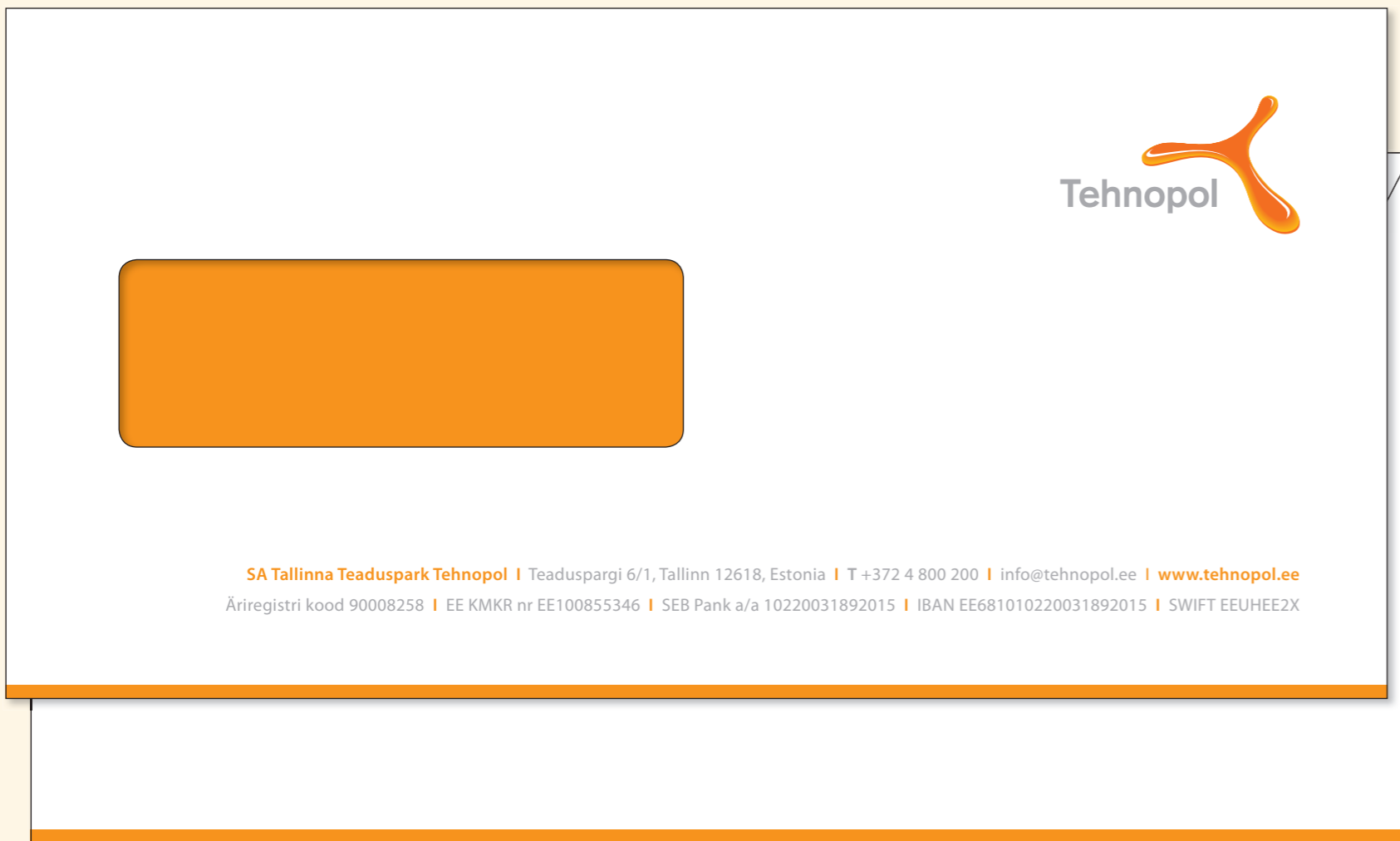
Tehnopol letterhead M 75%

Envelopes

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

Tehnopol

SA Tallinna Teaduspark Tehnopol I Teaduspargi 6/1, Tallinn 12618, Estonia I **T** +372 4 800 200 I info@tehnopol.ee I **www.tehnopol.ee**
Äriregistri kood 90008258 I EE KMKR nr EE100855346 I SEB Pank a/a 10220031892015 I IBAN EE681010220031892015 I SWIFT EEUHEE2X

Envelope C65 front and back side
M 1:1

Tehnopol

SA Tallinna Teaduspark Tehnopol I Teaduspargi 6/1, Tallinn 12618, Estonia I **T** +372 4 800 200 I info@tehnopol.ee I **www.tehnopol.ee**
Äriregistri kood 90008258 I EE KMKR nr EE100855346 I SEB Pank a/a 10220031892015 I IBAN EE681010220031892015 I SWIFT EEUHEE2X

Tehnopol

SA Tallinna Teaduspark Tehnopol I Teaduspargi 6/1, Tallinn 12618, Estonia I **T** +372 4 800 200 I info@tehnopol.ee I **www.tehnopol.ee**
Äriregistri kood 90008258 I EE KMKR nr EE100855346 I SEB Pank a/a 10220031892015 I IBAN EE681010220031892015 I SWIFT EEUHEE2X

Envelopes C5 and C65
M 75%

Card & invitation

You are here

Go ahead, take the steps!

**Yes, it is as simple as that.
Please, just stick to these
few clear guidelines!**

Go ahead, take the steps!

NB!

Tehnopol

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

Envelope C65 front and back side
M 1:1

Envelope C65 front and back side
M 1:1

Memo & note paper
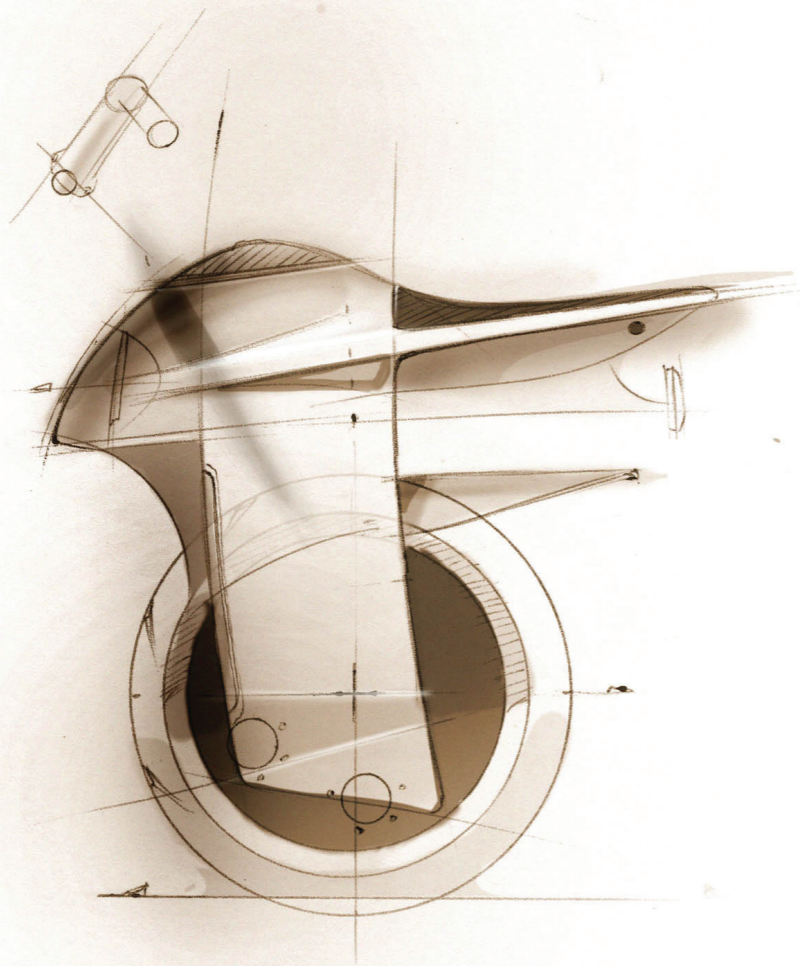
Tehnopol

Tehnopol

Tehnopol

Tehnopol

Cover pages

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

The **Myriad Pro** font family

It is an honest and straightforward tone that is neutral without being clinical

Tehnopol

Everything that rises must converse!

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

Tehnopol

PPT presentation

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

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

Everything that rises must converse!

7

www.tehnopol.ee

10.01.2012

10

Us, nonsed quos ipsunti assente preicae conseri onsero dolutuium 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

Colour makes a brand instantly recognisable. We're orange

www.tehnopol.ee — 1 — 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 offici ulparis que quati omnia conserum aut que poreni volor sa nesti officto cum erum abo.

≺ Don't look back **in anger**!

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

www.tehnopol.ee — 2 — 10.01.2012

≺ **Typefaces do more than spell words.**

Us, nonsed quos ipsunti assente preicae conseri onsero dolutuium 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 asperciis ut officim usandiam.

Tantra tantrum est lupus!

www.tehnopol.ee — 3 — 10.01.2012

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

≺ Don't look back in anger!

www.tehnopol.ee — 4 — 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 offici ulparis que quati omnia conserum aut que poreni volor sa nesti officto cum erum abo.

≺ Don't look back in **anger**!

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

www.tehnopol.ee — 5 — 10.01.2012

≺ **Go ahead,** take the steps!

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

≺ Don't look back **in anger**!

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

— 6 — 10.01.2012

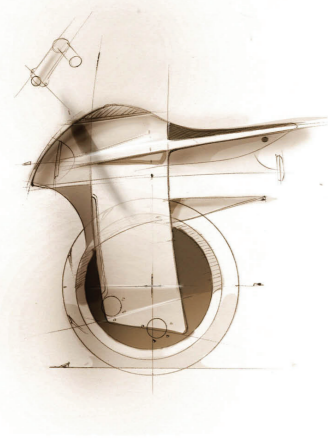**Everything that rises must converse!**

www.tehnopol.ee — 7 — 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 — 8 — 10.01.2012

≺ **Typefaces do more than spell words.**

Us, nonsed quos ipsunti assente preicae conseri onsero dolutuium 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 — 9 — 10.01.2012

≺ Us, nonsed quos ipsunti assente preicae conseri onsero dolutuium 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 — 10.01.2012

≺ **Tehnopol is a science and business environment**

At volo quat inullor re el inci officitatur? Qui conseraecus, tet aut lamusaeressi offici ulparis que quati omnia conserum aut que poreni volor sa nesti officto cum erum abo.
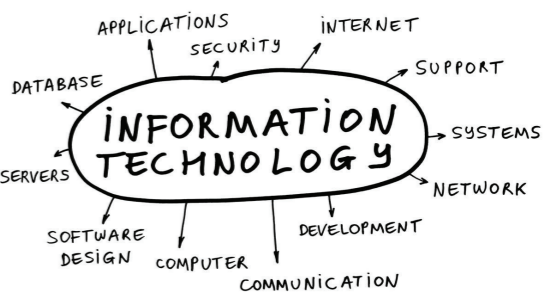
≺ Don't look back **in anger**!

Qui conseraecus, tet aut lamusaeressi offici 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 offici ulparis que quati omnia conserum.

www.tehnopol.ee — 11 — 10.01.2012

APPLICATIONS INTERNET SECURITY SUPPORT DATABASE

INFORMATION TECHNOLOGY SYSTEMS

SERVERS NETWORK SOFTWARE DESIGN COMPUTER DEVELOPMENT COMMUNICATION

≺ **Information Technology is everything!**

Us, nonsed quos ipsunti assente preicae conseri onsero dolutuium 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 — 12 — 10.01.2012

You are here

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

Follow the sign!