



TESS
Logo & Graphic Elements



The purpose of this simple design manual is not to establish corporate rules but to illustrate the concept of the TESS logo and its related graphic elements.

Logo Grid:

The TESS logo is based on a grid of squares and half-squares. The basic letterforms can be overlaid with a number of additional decorative elements based on the same grid.

TESS Logo & Variations:

The number and density of decorative elements allows for a variety of logos ranging from detailed and dense to fragile and light.

Logo Construction:

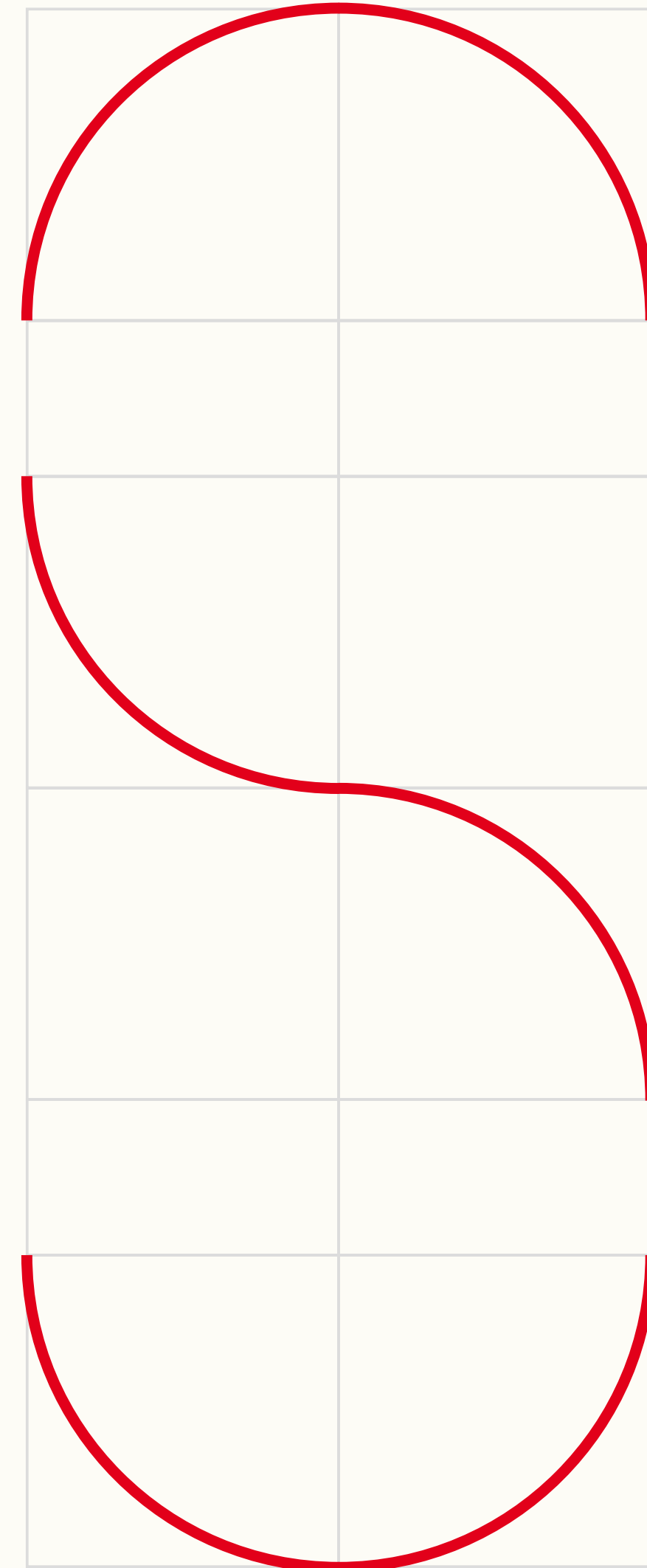
The various logofoms are constructed by using the following three sets: Basic Letterforms, Additional Elements A, Additional Elements B.

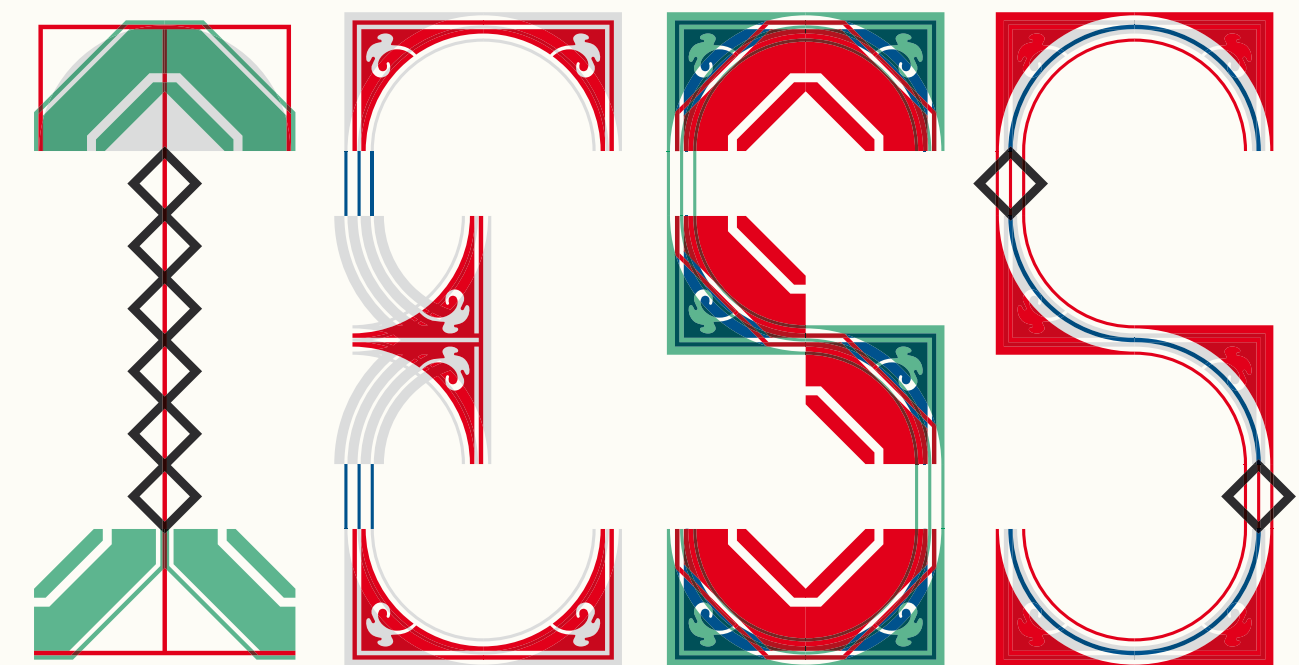
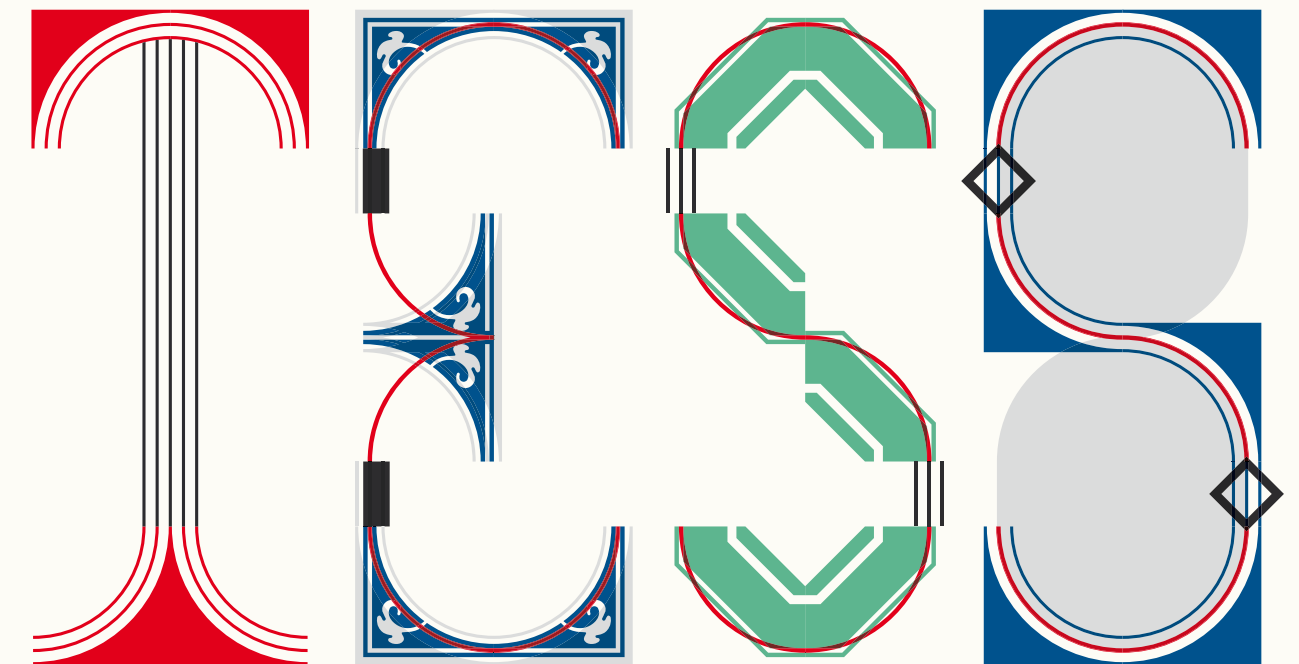
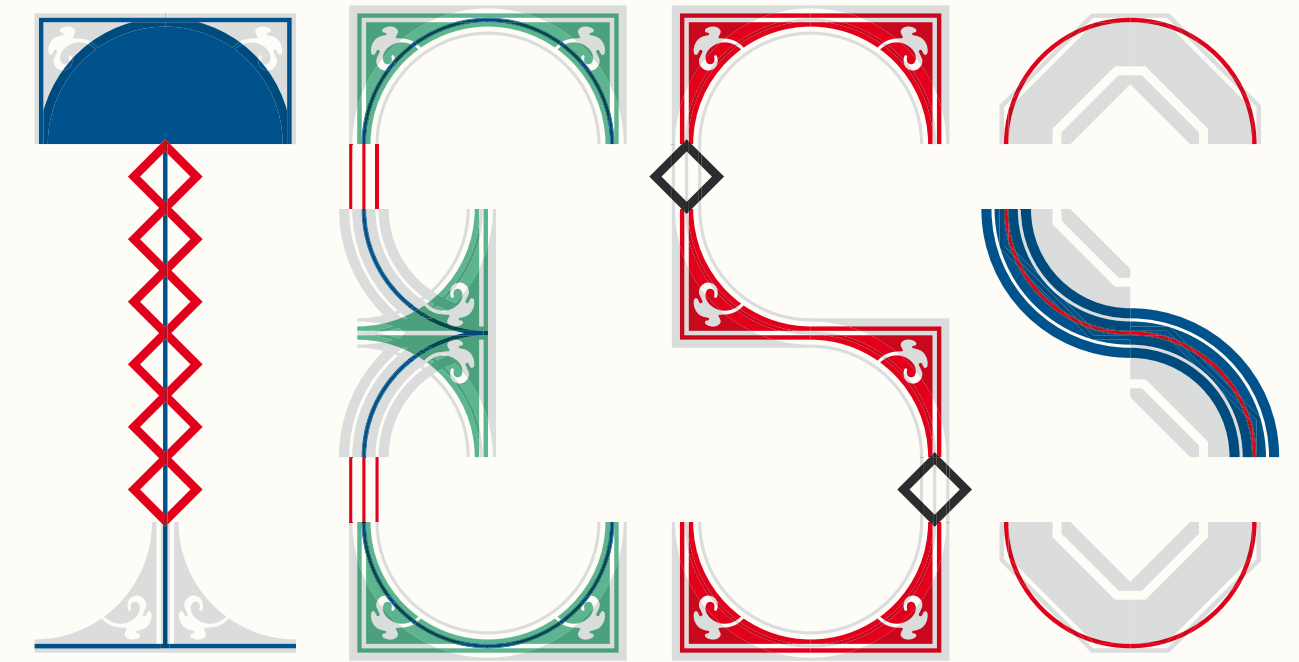
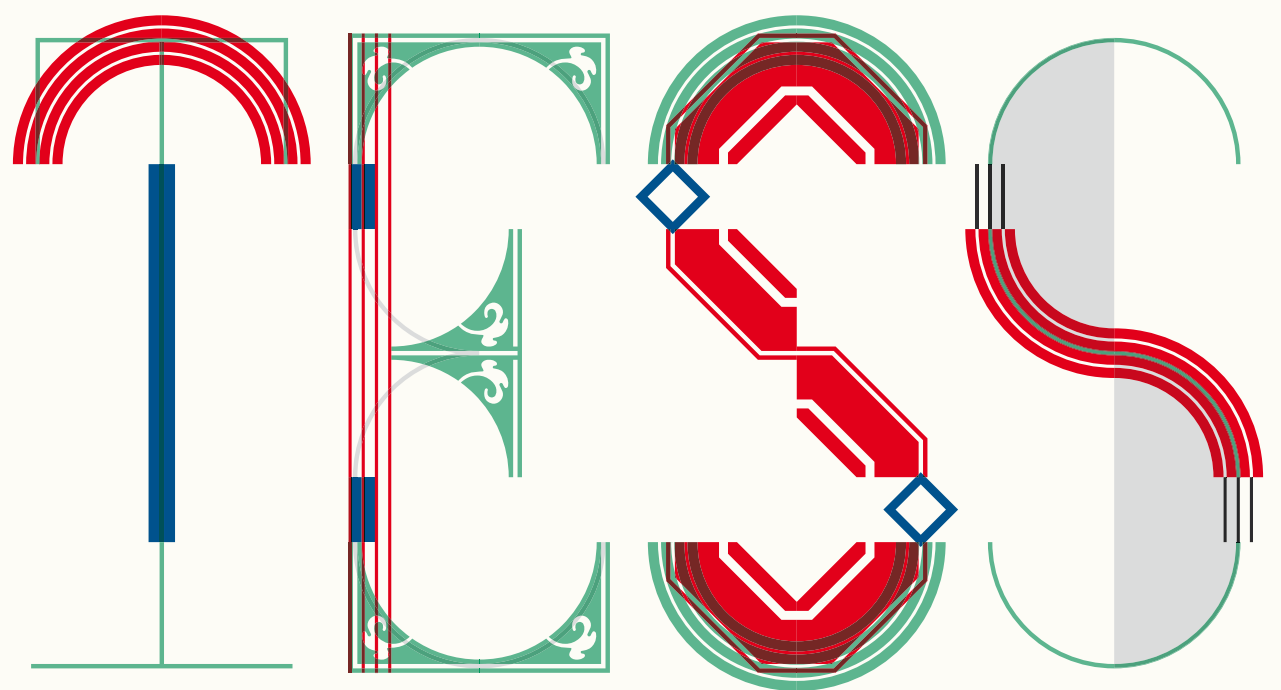
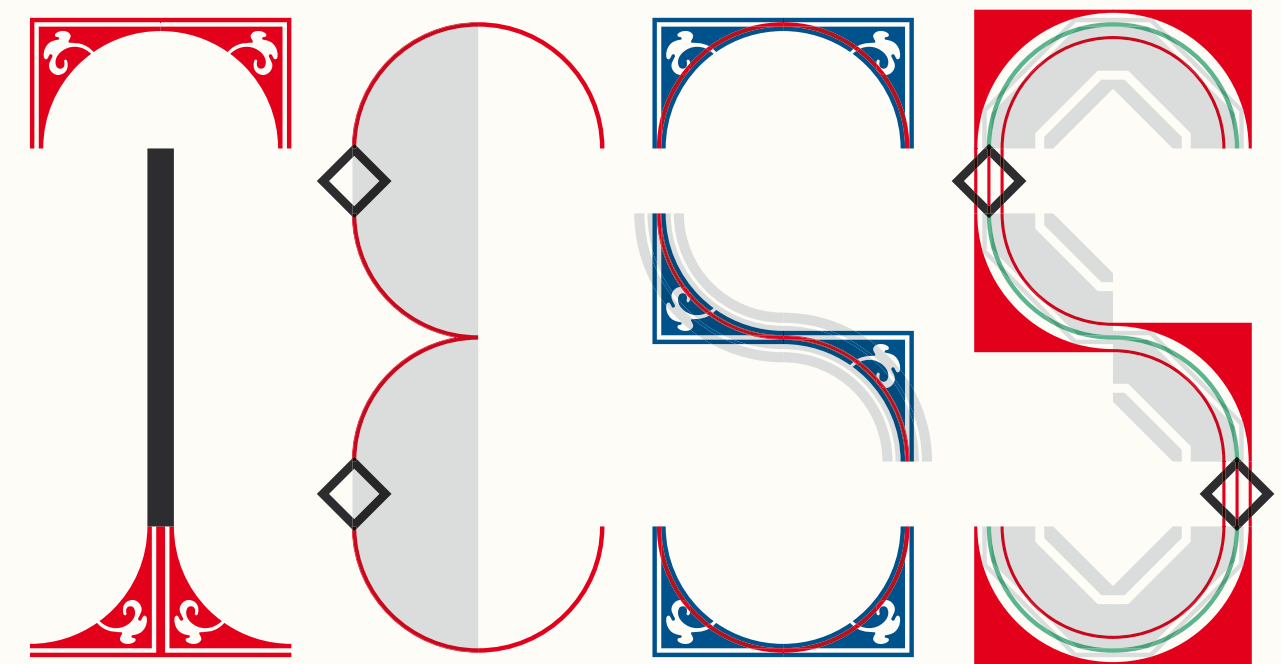
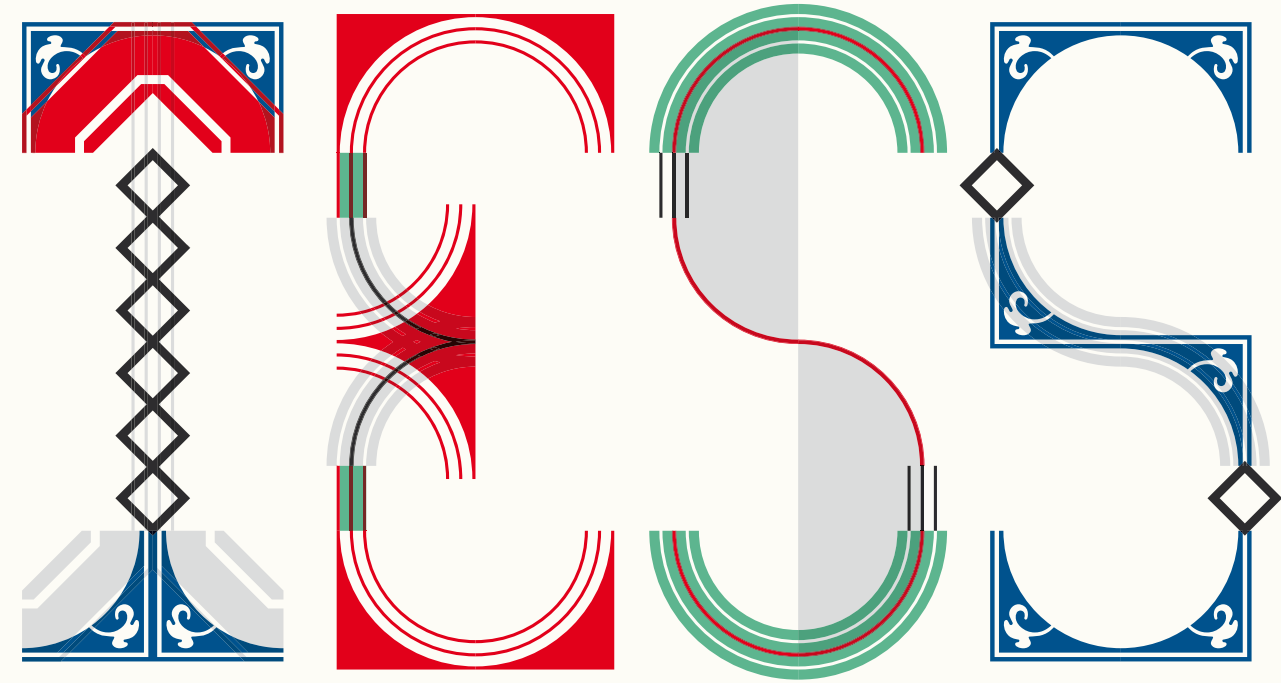
Colours:

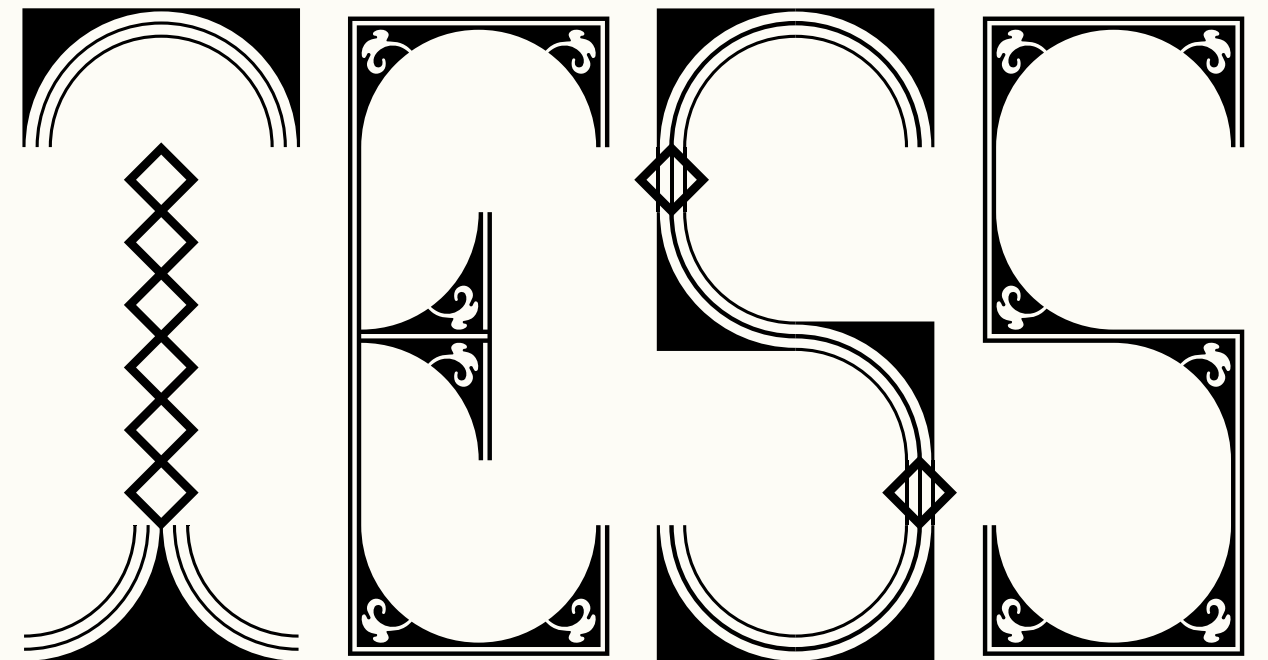
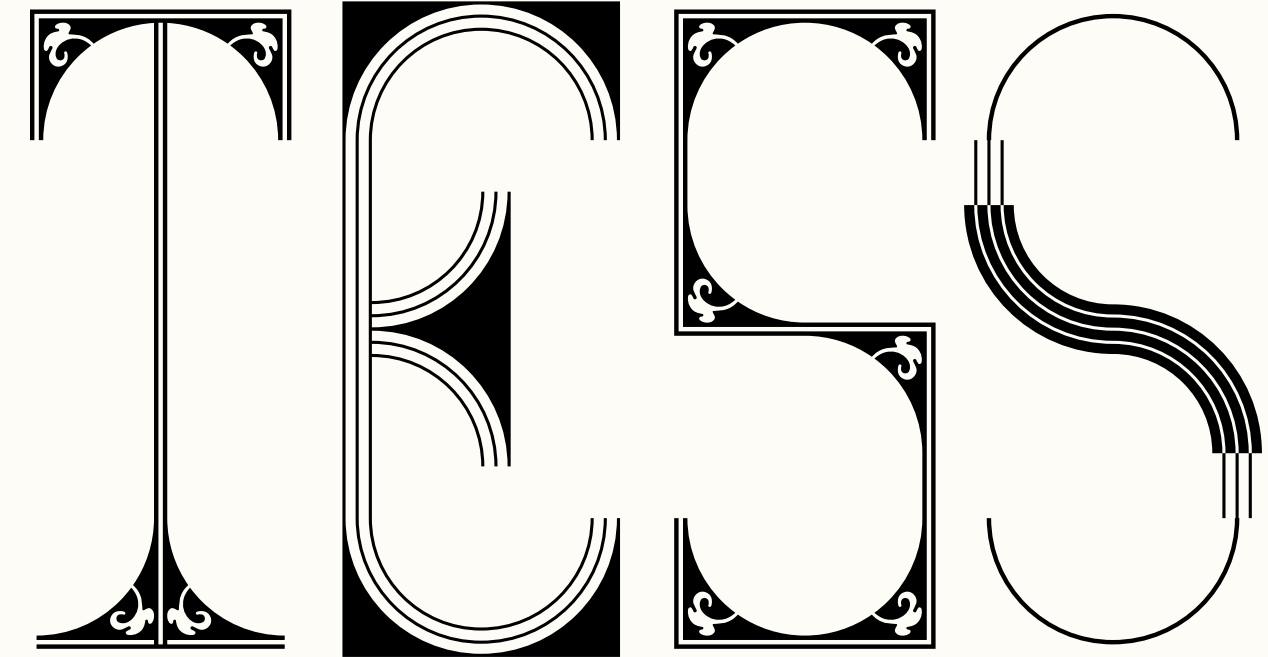
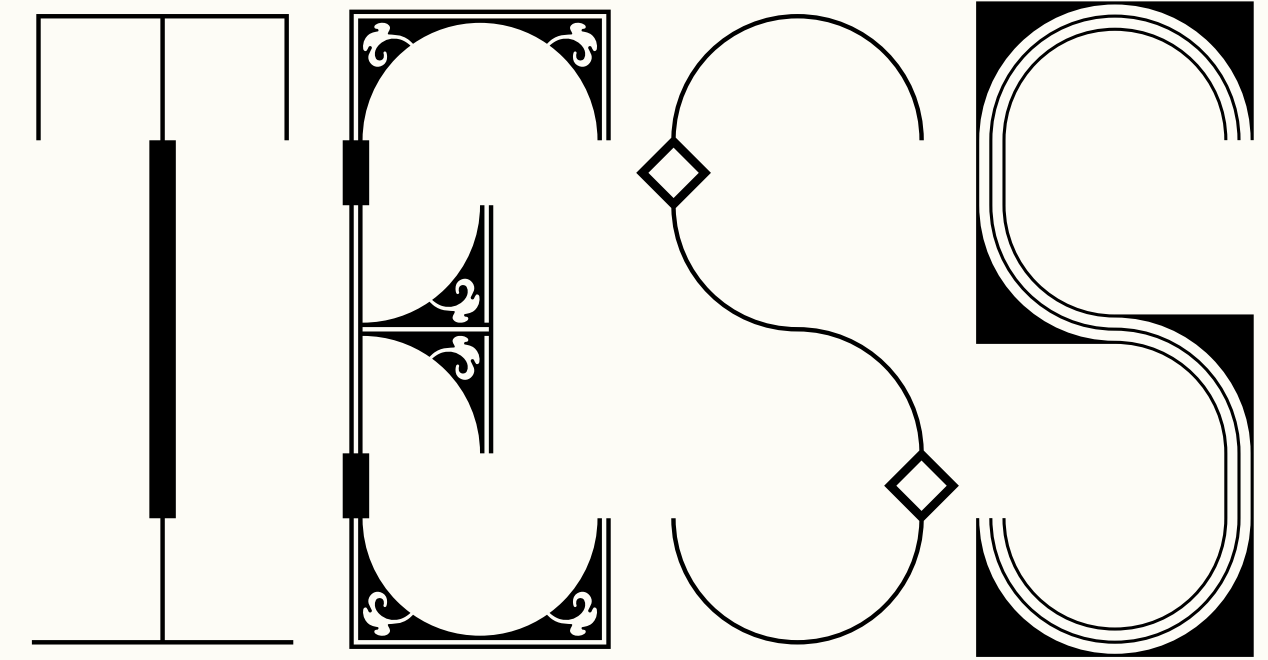
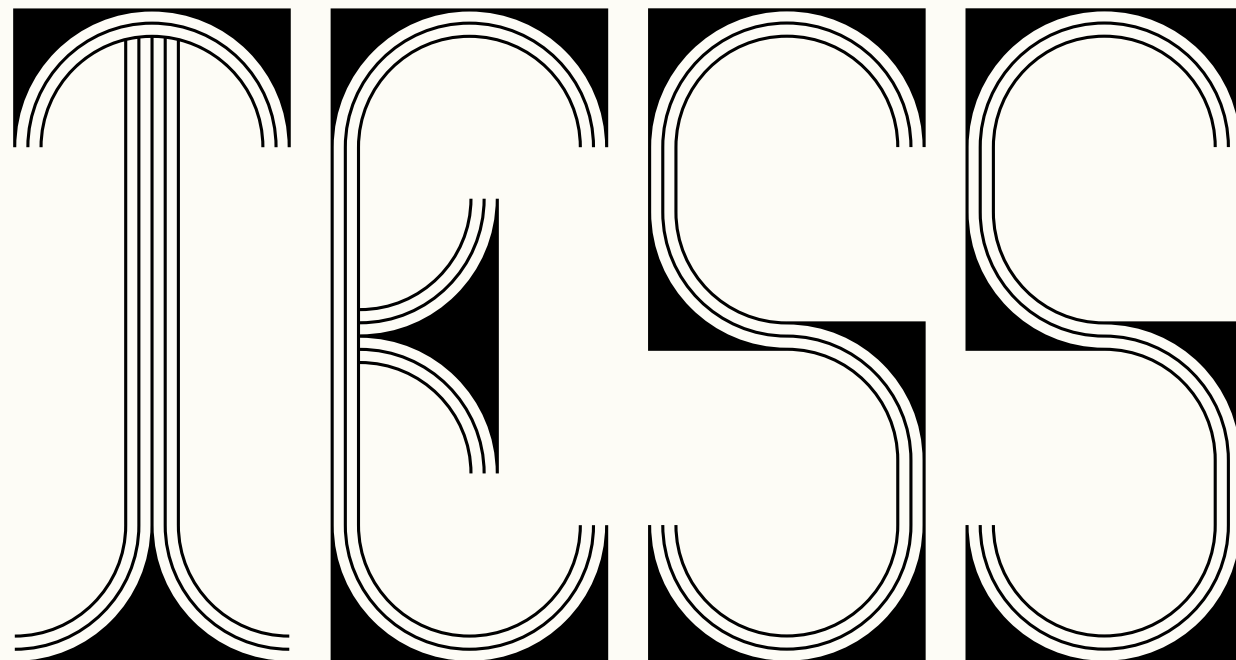
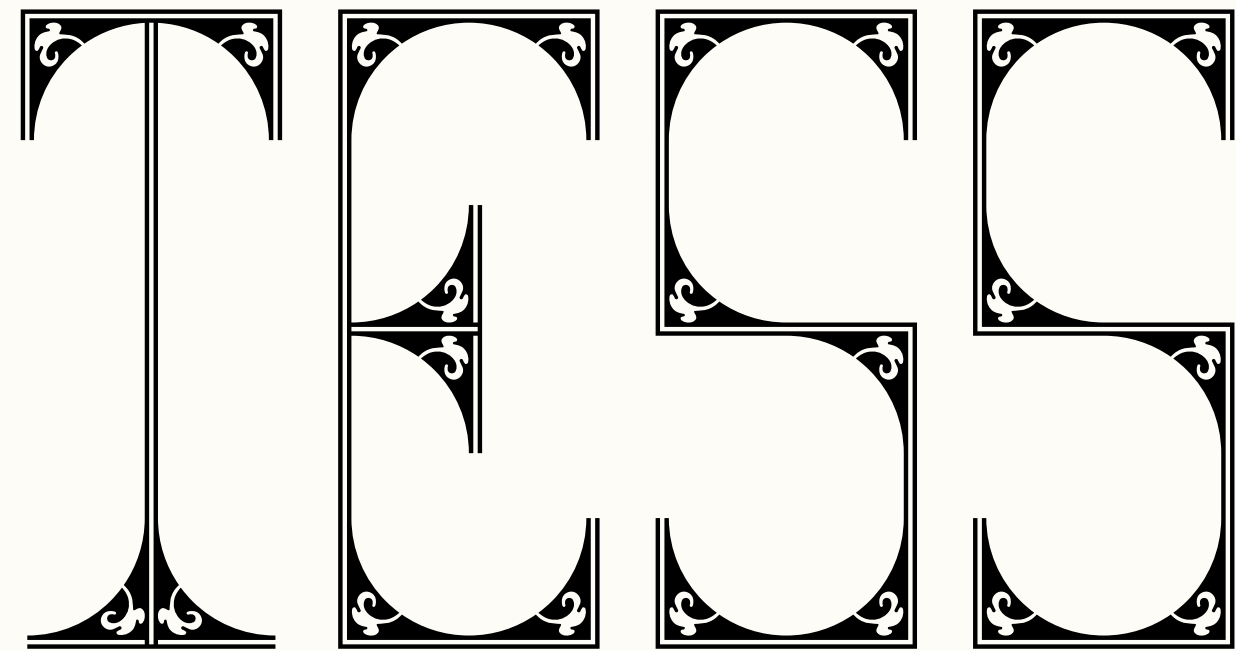
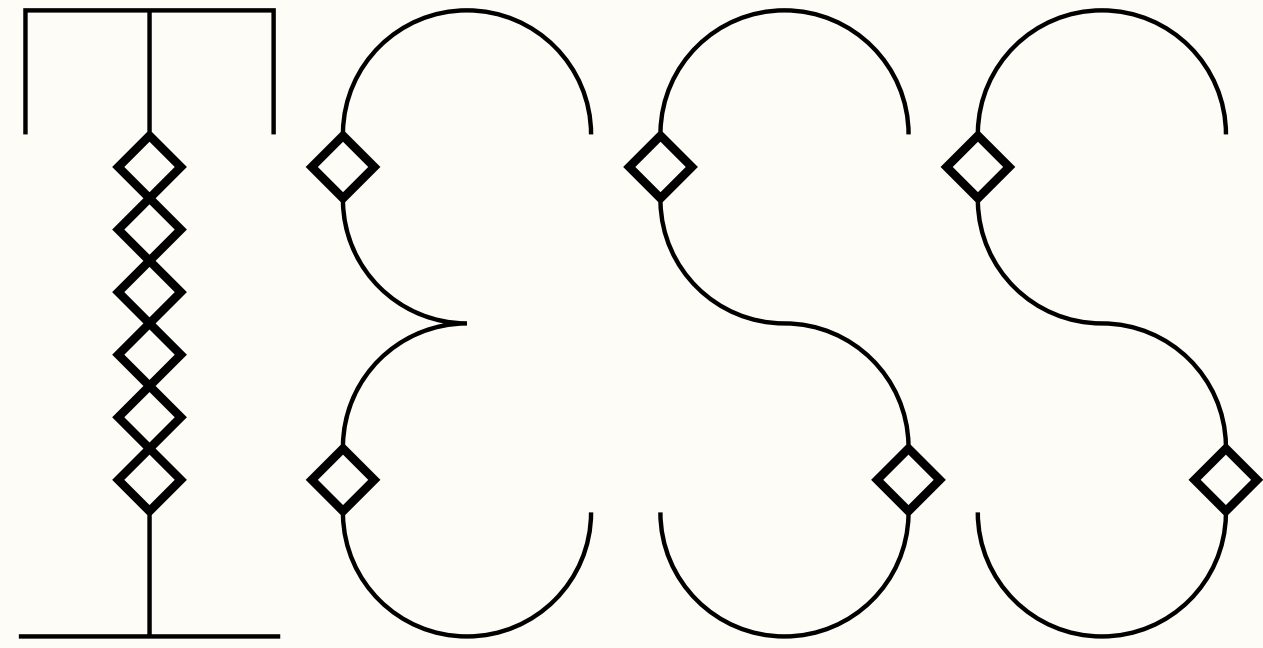
Navy Blue, Red, Turquoise Green, Black, Grey and Cream. In print, Black and Grey can be replaced with special finishing techniques such as embossing or die-cutting.

Frames & Borders:

Frames are constructed using the same elements as the letterforms. The size of the frame elements should be the same size as in the logo. The shape of a frame can be re-sized vertically as well as horizontally by expanding its connecting lines.

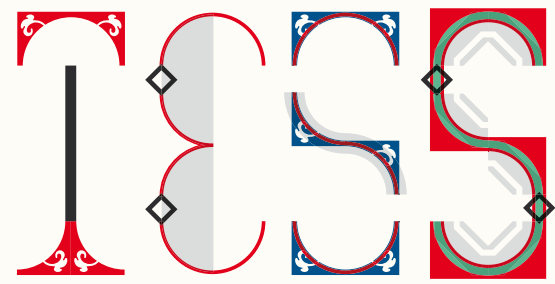
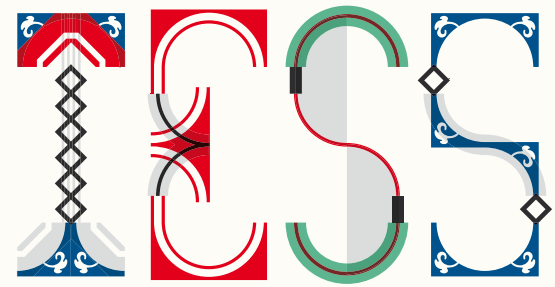






LOGO MEDIUM

(if smaller than 70 mm width, use these logos)

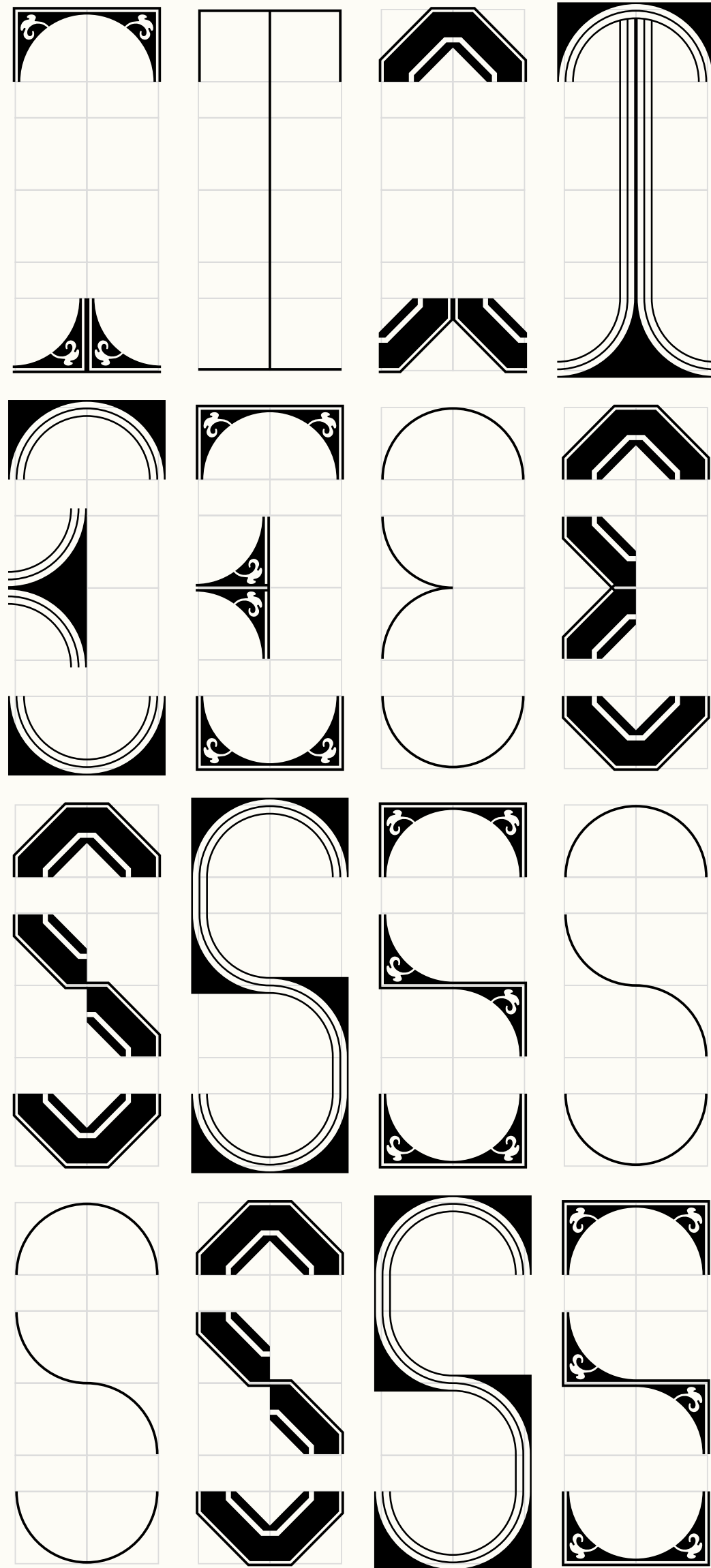


LOGO SMALL

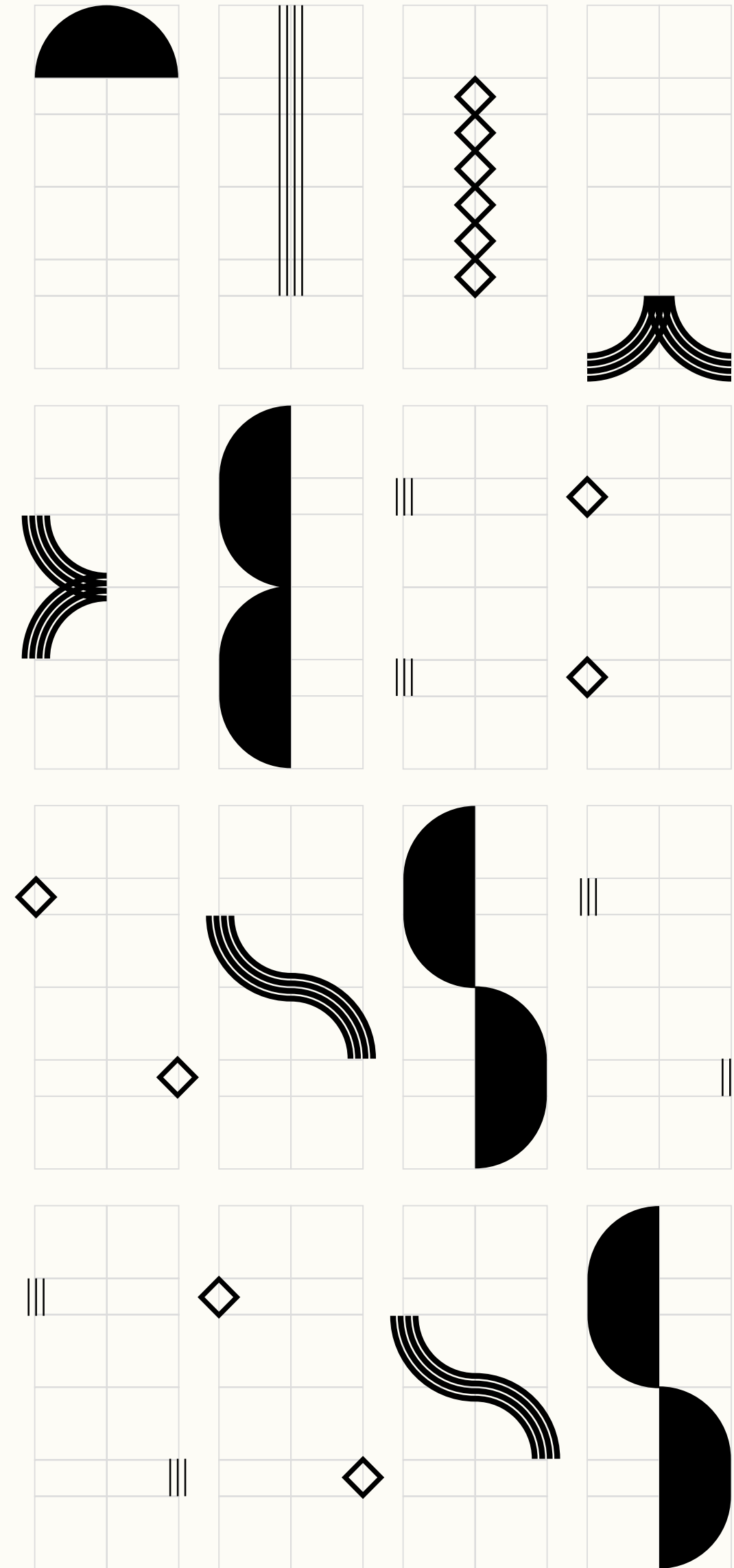
(if smaller than 30 mm width, use these logos)

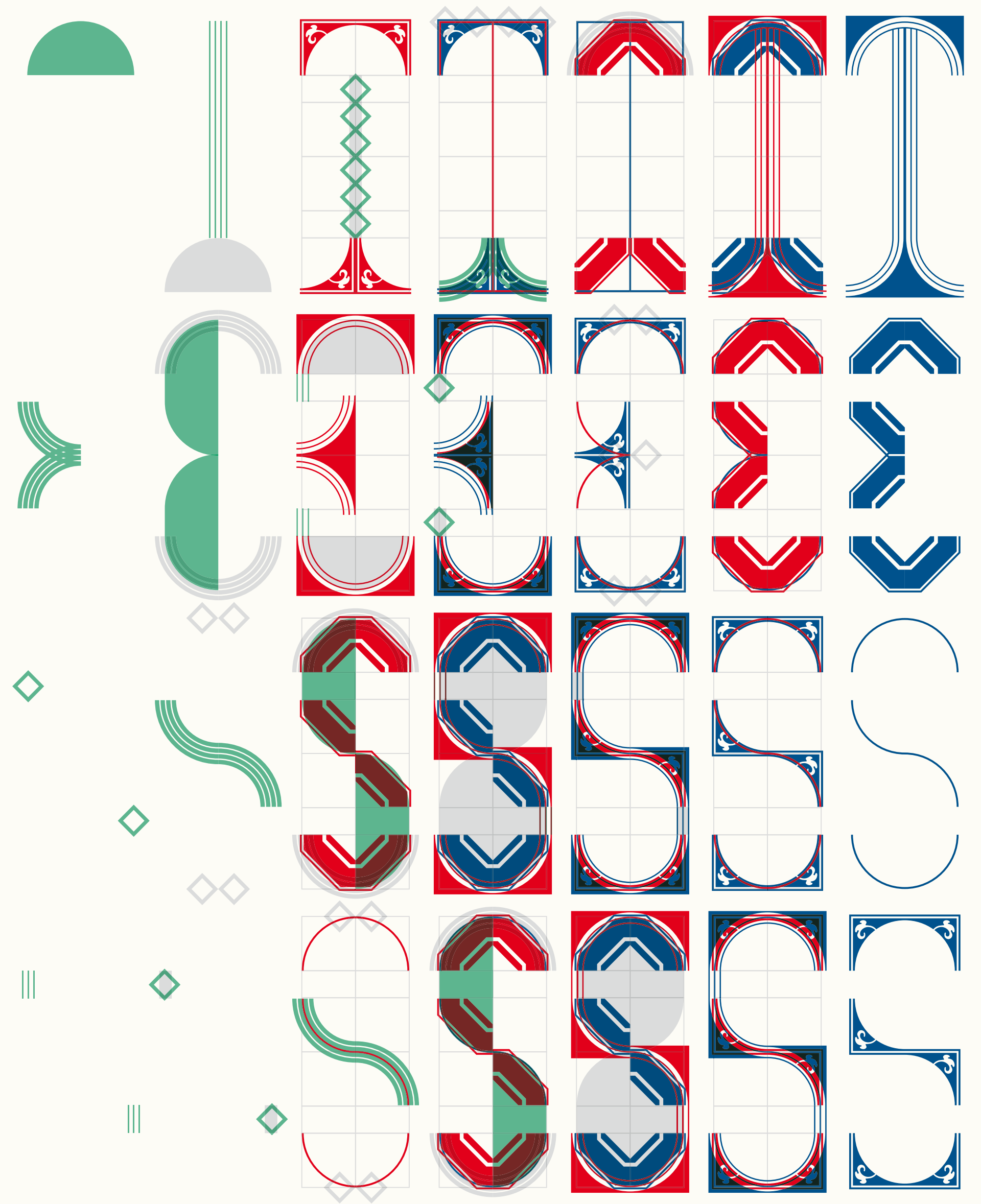
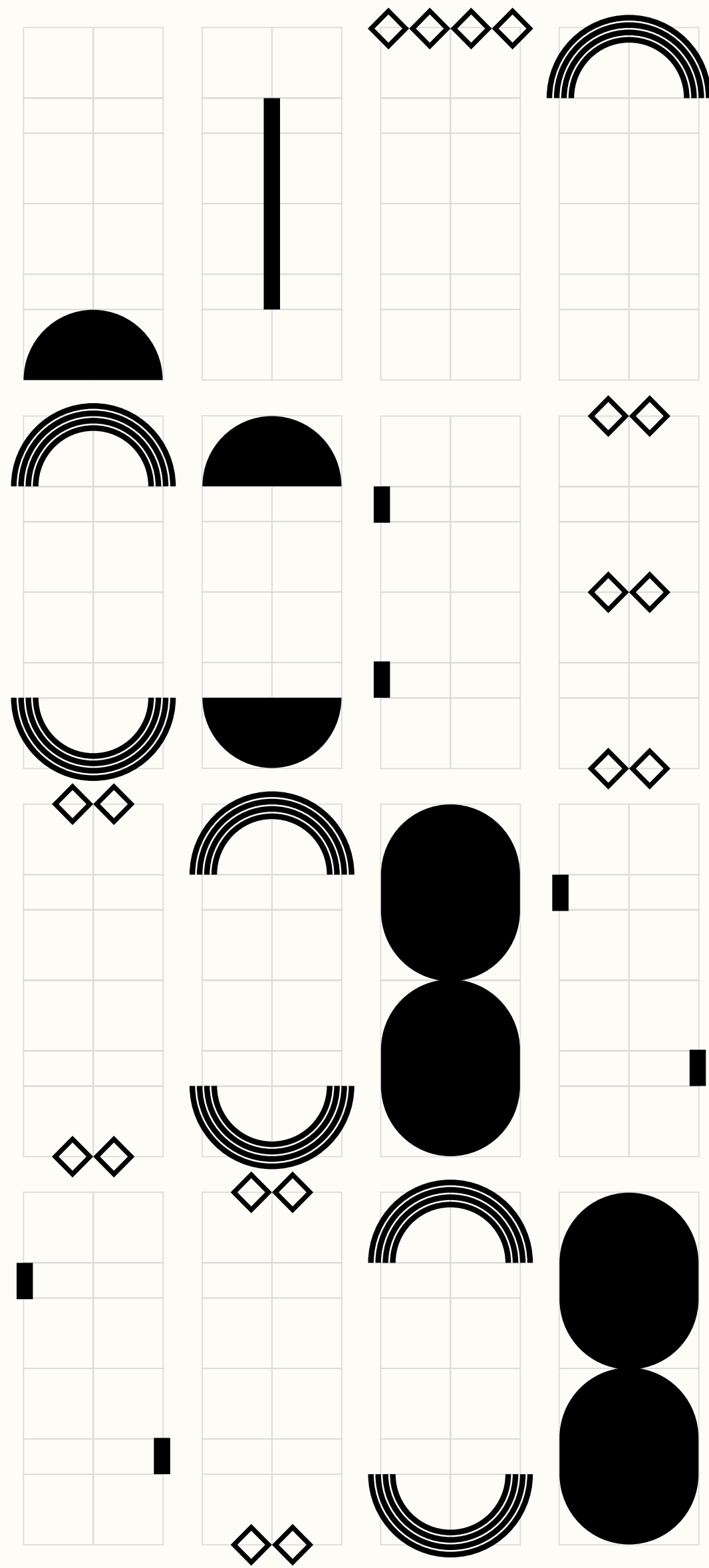


BASIC LETTERFORMS



ADDITIONAL ELEMENTS A



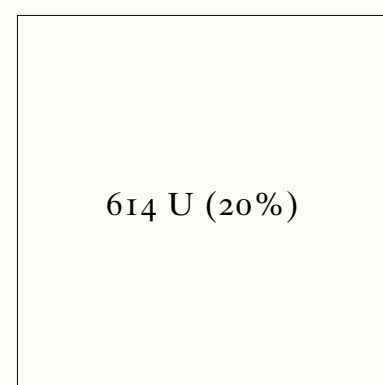
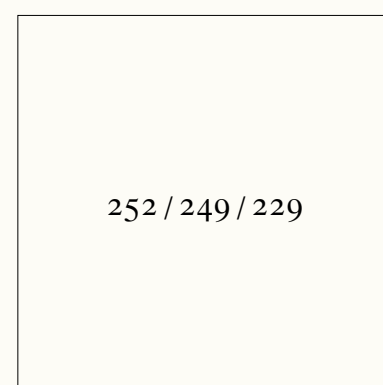
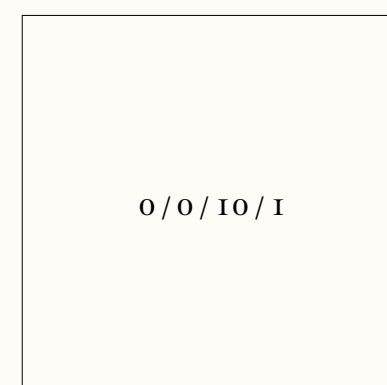
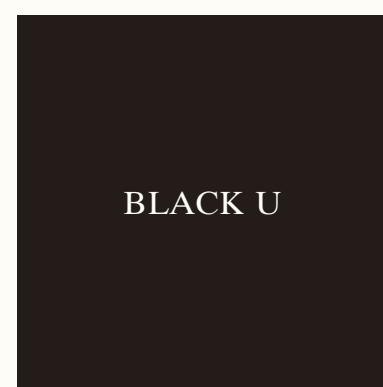
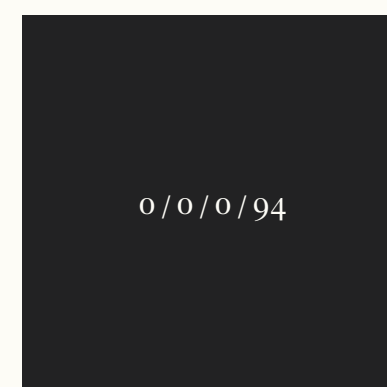
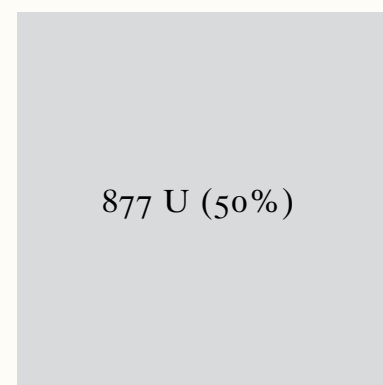
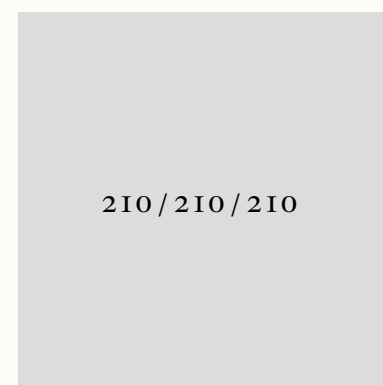
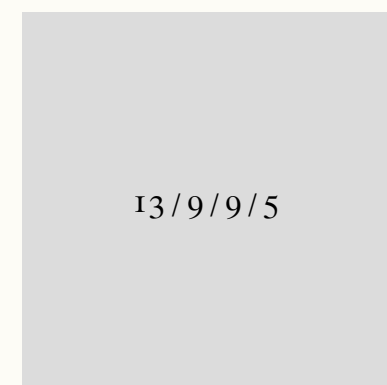
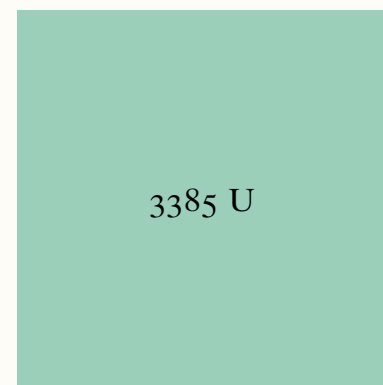
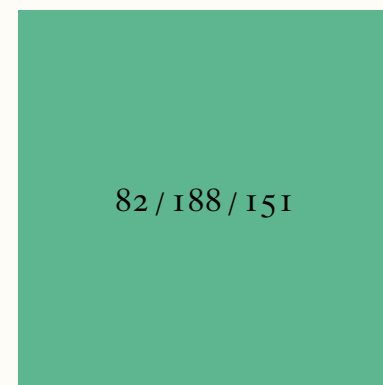
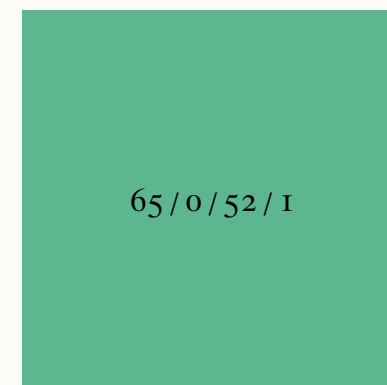
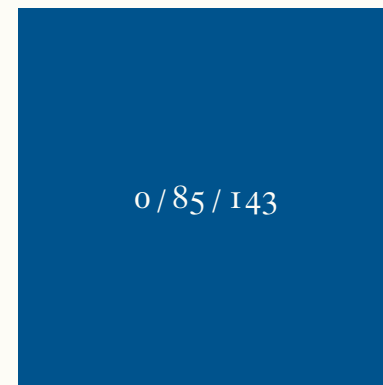
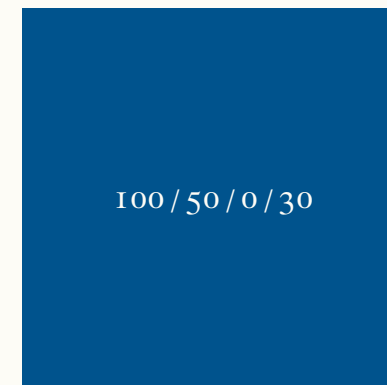
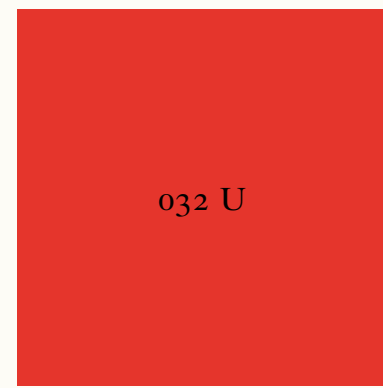
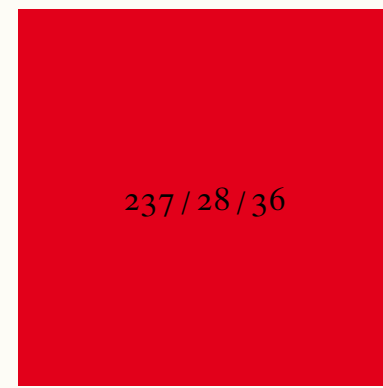
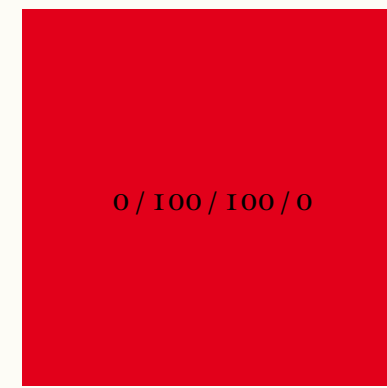


COLOURS

CMYK

RGB

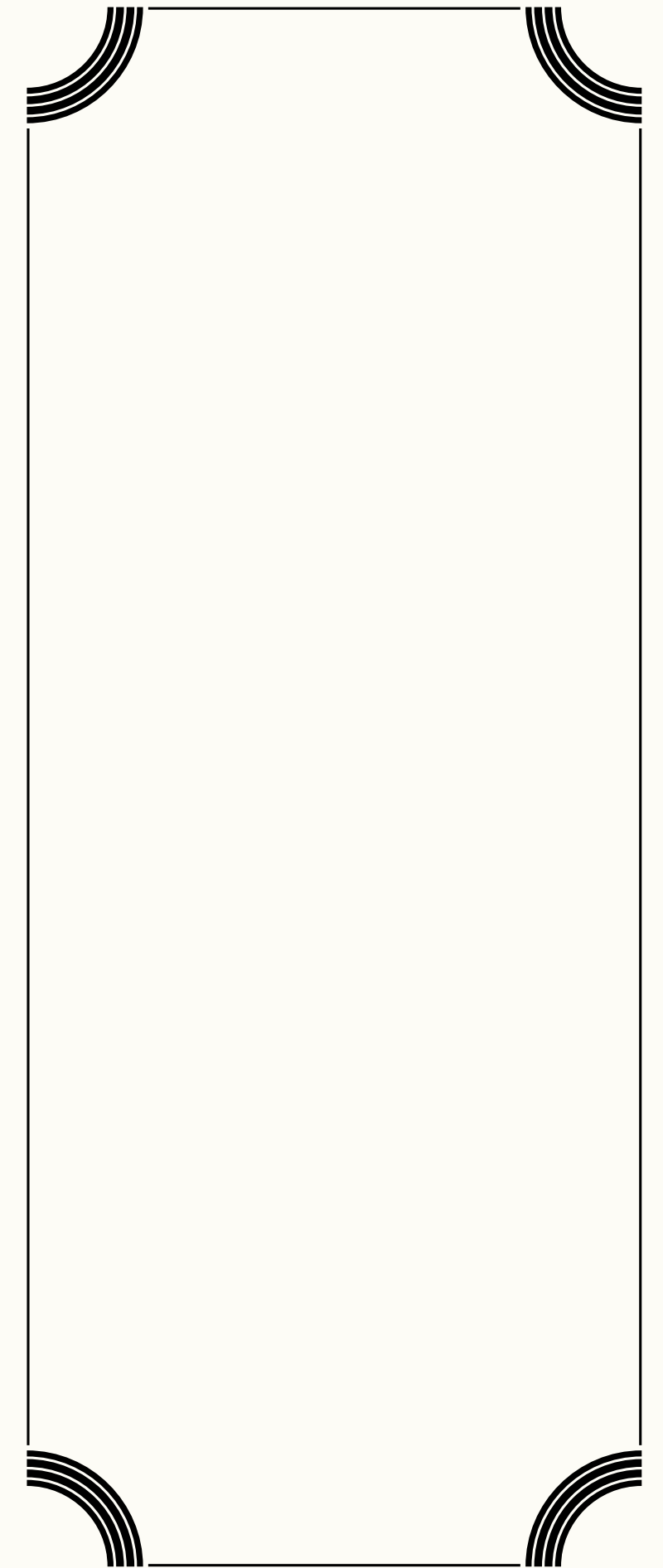
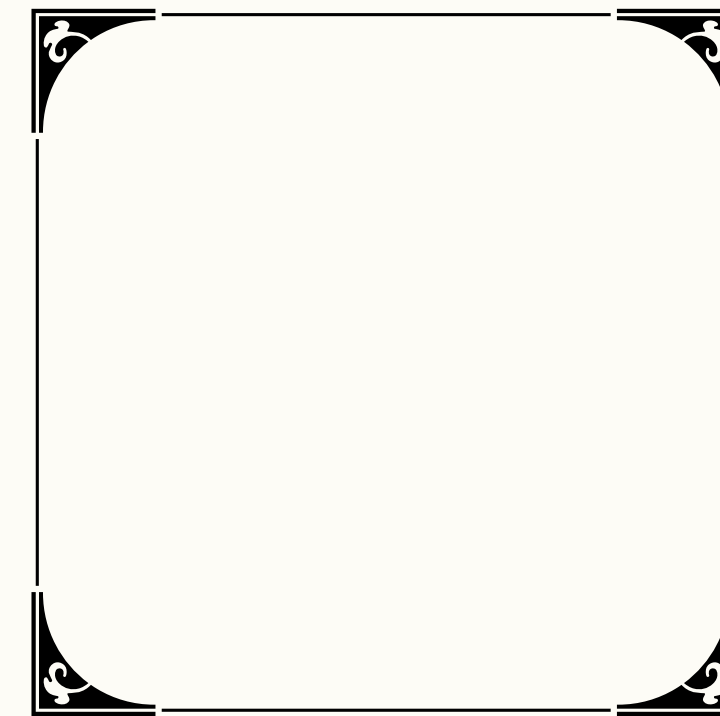
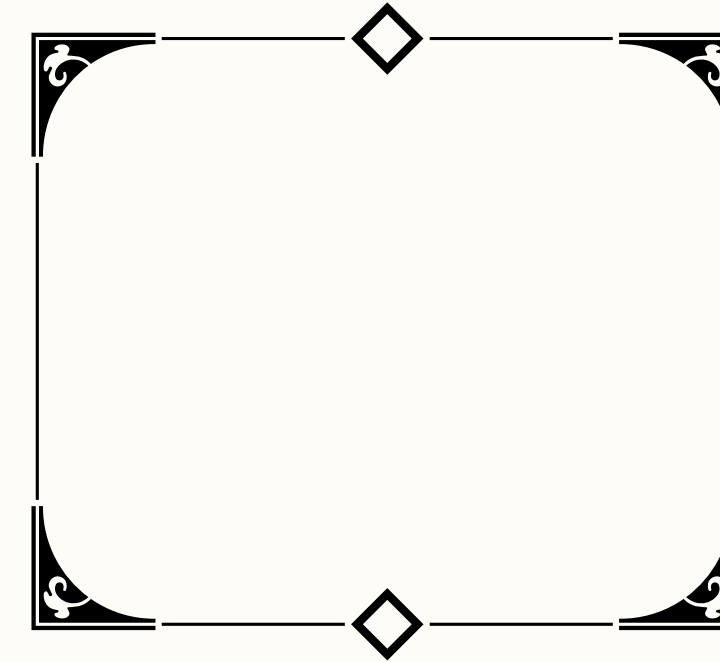
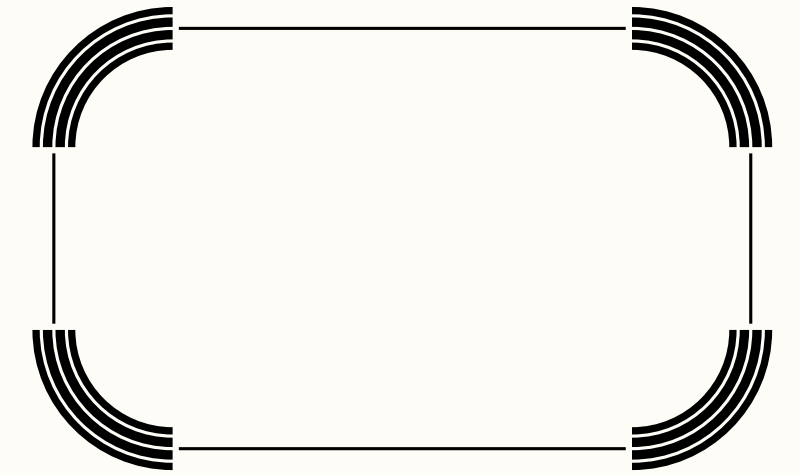
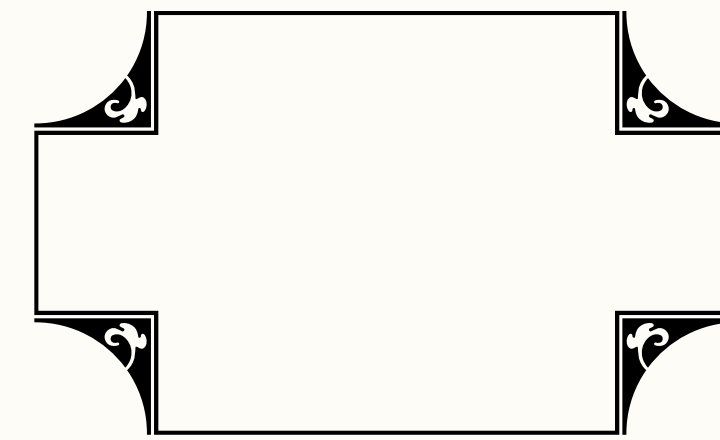
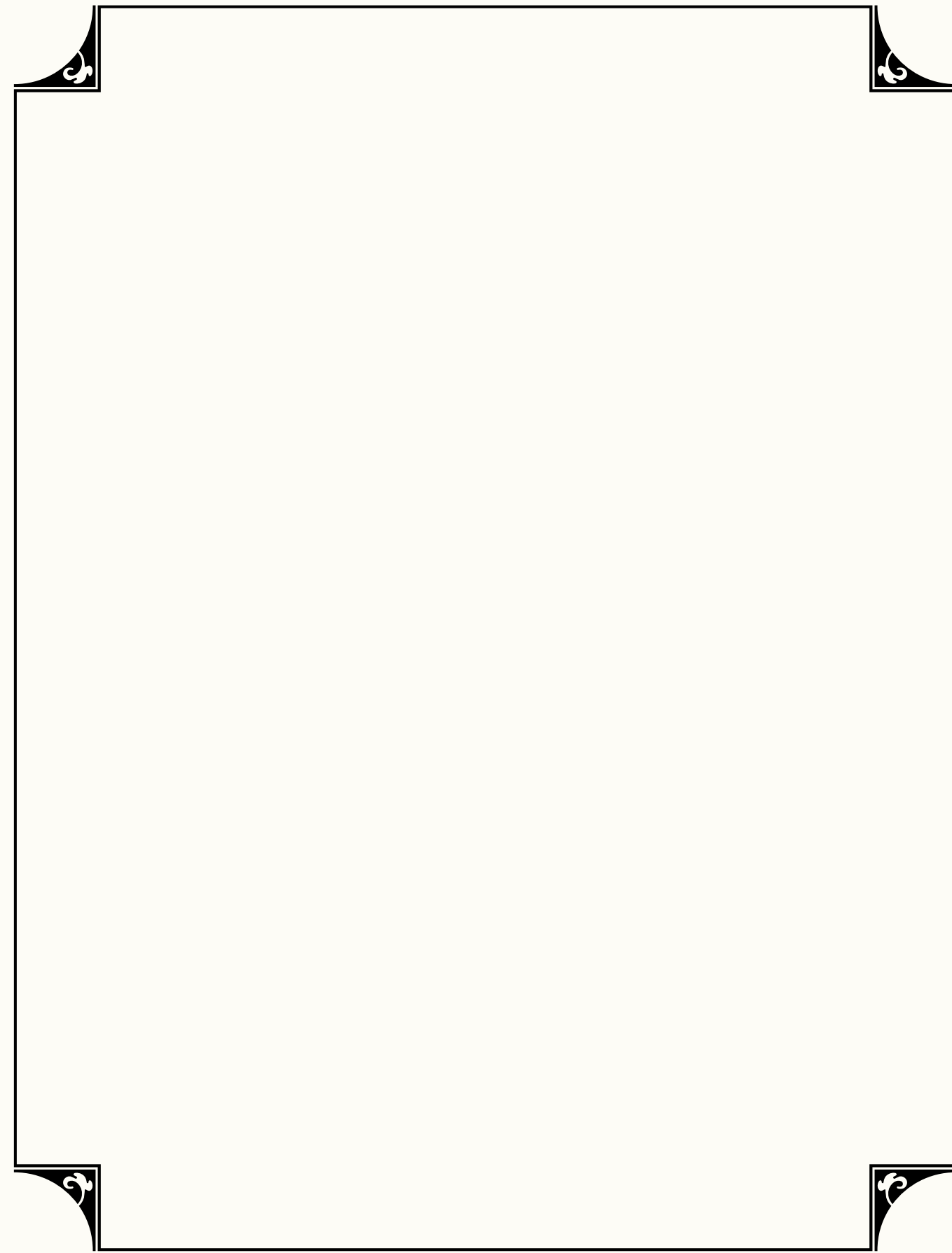
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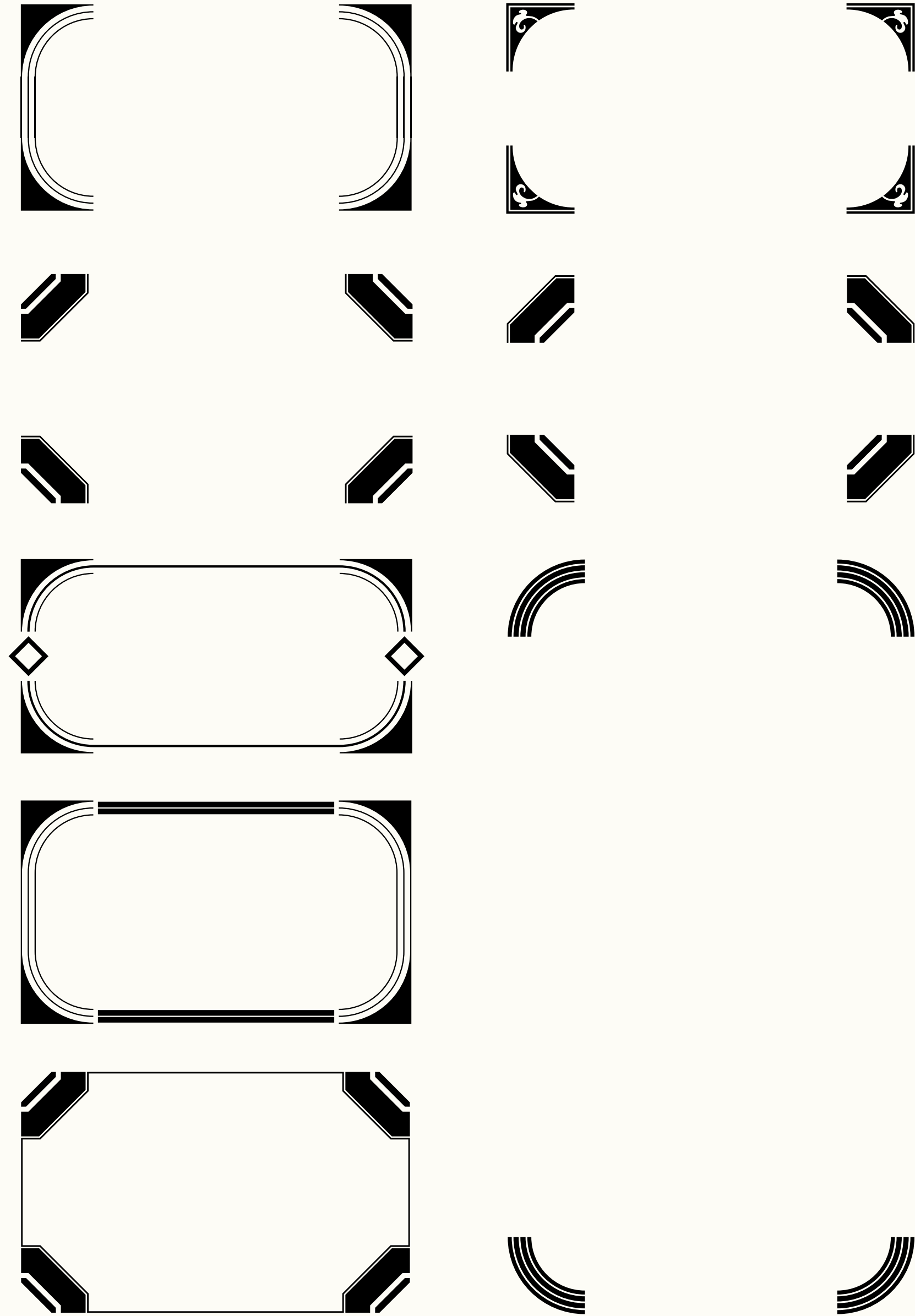
TYPEFACE

Times Ten LT Std 90pt

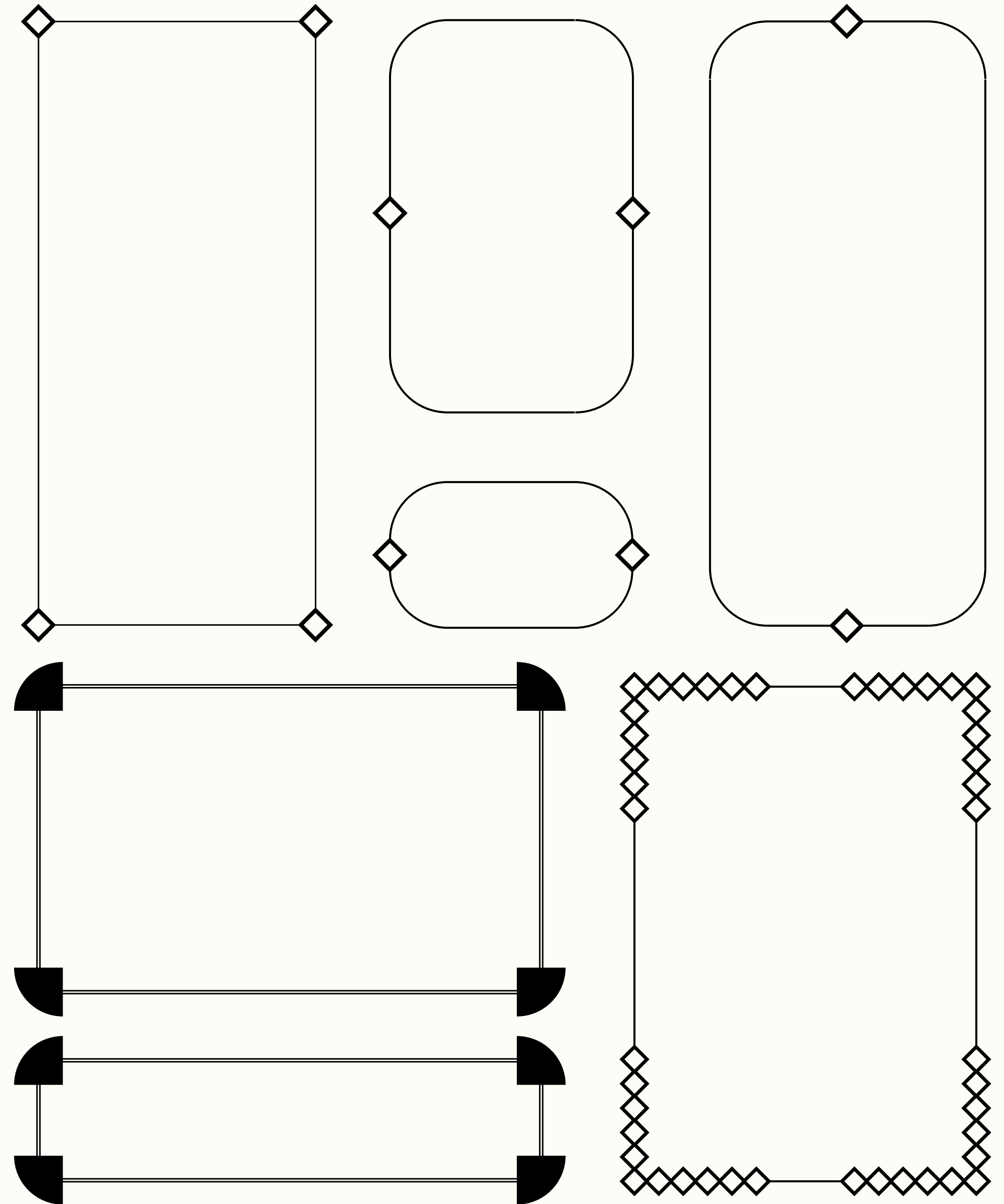
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FRAMES & BORDERS



FRAMES & BORDERS



TESS

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