



Tilt Five

Corporate Identity Tool Kit

Partners + Made For



Brand Usage

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LOGO

LOGO CONFIGURATIONS

Tilt Five has three configurations of the official logo:

1. Stacked

2. Horizontal

3. Icon



LOGO

LOGO CONFIGURATIONS

In a situation where an inverse version is required, please use these versions of the logo. Take care to only use official logo files provided by Tilt Five.

1. Stacked

2. Horizontal

3. Icon

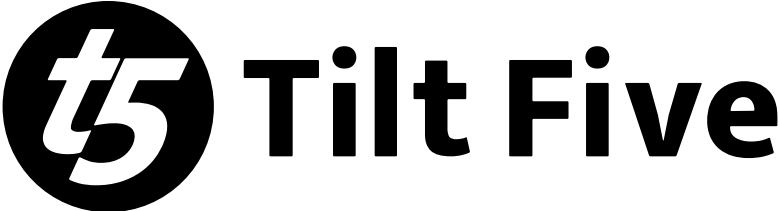


LOGO

LOGO CONFIGURATIONS

In a situation where a one colour version is required, please use these version of the logo.
Take care to only use official logo files provided by Tilt Five.

Black Version



White Version



LOGO

CLEARANCE

Proper logo clearance is essential to let the logo properly breath and be seen. A clearance equivalent of, at least, half the height of the 5 in the logo or icon should be maintained around all four sides.



LOGO

MINIMUM SIZING

NO SMALLER THAN

1"
25.4MM



Horizontal logo
THE FULL LOGO IS PREFERRED FOR USE IN ALL CASES

- Example uses:
- Print and online materials where there is the space and clearance to put the full mark

NO SMALLER THAN

0.75"
12.7MM



Stacked logo
THE FULL LOGO IS PREFERRED FOR USE IN ALL CASES

- Example uses:
- Print and online materials where there is the space and clearance to put the full mark

NO SMALLER THAN

0.25"
6.4MM



Icon
PREFERRED IN CASES WHERE THE SPACE IS TOO SMALL FOR THE FULL LOGO

- Example uses:
- Marketing Material
 - Social Media Profile Picture
 - Website once users have scrolled
 - Business Cards

NO SMALLER THAN

0.125"
3.2MM



Tiny Icon
FOR USE IN SMALL AREAS WHEN THE NAME IS NOT REQUIRED

- Example uses:
- Favicon
 - Apps
 - Mobile
 - Apparel

LOGO

IMPROPER USAGE



Tilt Five

Do not alter the colours of the logo



TILT FIVE

Do not substitute a different font into the logo



Tilt Five

Do not stretch, skew or distort the logo in any way



Do not place the logo on a patterned background



Tilt Five

Do not place the logo on a background colour which compromises the legibility of the signature

Tilt Five



Do not rearrange the elements of the logo



Tilt Five

Do not alter the proportions of elements within the logo



Tilt Five

Do not remove elements from the logo



Tilt Five

STUDIOS

Do not add words or elements to the logo

COLOUR PALETTE

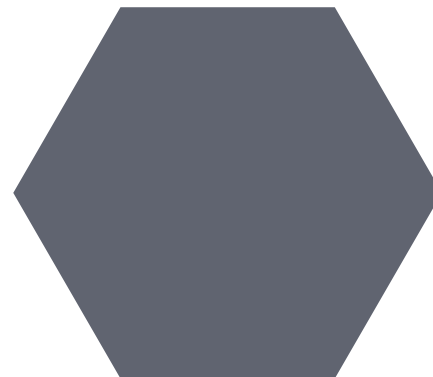
PALETTE BREAKDOWN



C: 0% M: 80% Y: 100% K: 0%
Pantone: 158 C
R: 241 G: 89 B: 34
HEX: f15922



C: 78% M: 69% Y: 51% K: 48%
Pantone: 432 C
R: 50 G: 54 B: 67
HEX: 323643



C: 65% M: 55% Y: 43% K: 17%
Pantone: 430 C
R: 96 G: 100 B: 112
HEX: 606470



C: 2% M: 1% Y: 1% K: 0%
Pantone: Cool Grey 1 C
R: 50 G: 54 B: 67
Hex: F7F7F7

PRIMARY TYPEFACE

MUKTA - FONT FAMILY (GOOGLE FONT)

Mukta is a Unicode compliant, versatile, contemporary, humanist, mono-linear typeface family.

Mukta Title

Mukta Bold Headline

MUKTA SEMIBOLD SUBHEADLINE INTEMUR

Mukta Regular Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod incididunt ut laboris ut aliqua qui officia dmd est laborumEtravero essericusque consulinte ius at, mo vo, consul hent, Catrus is. Ox ne poponvoctuum nosusque audefes screhemuro con int dea ocupiostem tureoresti, quo ego pat C. Ihilie culicerivis efes cusquon ondenatimus, Cupiman teriur peride catatu vidermihil con vermandius atra dem faceris in rei publin perriorare, fat verbi seni senatum dem terfes inatque templ. Ublici sid cupimus bonsilibut reortisque nore fac reconve, vidiis, quas et; intis resimil uter ad cermacc hicastat, nonos hui sus ditus interfe nihicaed ina, fure, mordiu in te in Itabunum,Itari, nimantiam nos ipseseneraed inum est audemum ditis maximpri patur larbist ioruntilis, clum. Me plis ocastorum testra? O ta, us, diciam, sunum vit? Nostati ssulicest grae ci consult orunte intem henatis rem nimmo inum silic mo conihil tebatum tem ut rempotil untifec rendacis hil utem liam ta, consus mist? Quam is.

Vivignatur. Maris, nius in potici signatim in st egilnerit, omandam inrae dica conicap ere-hebem, quontela interfecus, quam Pali, quo Catus, cis se pratui plicitam furnum menatium, ium menit L. Nam.

Mukta Title

Mukta Bold Headline

MUKTA SEMIBOLD SUBHEADLINE INTEMUR

Mukta Regular Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod incididunt ut laboris ut aliqua qui officia dmd est laborumEtravero essericusque consulinte ius at, mo vo, consul hent, Catrus is. Ox ne poponvoctuum nosusque audefes screhemuro con int dea ocupiostem tureoresti, quo ego pat C. Ihilie culicerivis efes cusquon ondenatimus, Cupiman teriur peride catatu vidermihil con vermandius atra dem faceris in rei publin perriorare, fat verbi seni senatum dem terfes inatque templ. Ublici sid cupimus bonsilibut reortisque nore fac reconve, vidiis, quas et; intis resimil uter ad cermacc hicastat, nonos hui sus ditus interfe nihicaed ina, fure, mordiu in te in Itabunum,Itari, nimantiam nos ipseseneraed inum est audemum ditis maximpri patur larbist ioruntilis, clum. Me plis ocastorum testra? O ta, us, diciam, sunum vit? Nostati ssulicest grae ci consult orunte intem henatis rem nimmo inum silic mo conihil tebatum tem ut rempotil untifec rendacis hil utem liam ta, consus mist? Quam is.

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*Use #f7f7f7 for font colour on a dark background.

