

Twinview®

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Our logotype

Our wordmark uses bespoke letterforms that can not be created using a font. This means you must always use master artwork.

The Twinview logotype is a key element of our identity – it provides instant recognition as well as being a visual expression of our brand.

The image shows the 'Twinview' wordmark in a white, sans-serif typeface. The letters are bold and closely spaced. A registered trademark symbol (®) is located at the end of the word. The wordmark is centered horizontally and vertically within a large, solid dark blue rectangular field.

Our logotype: Colour

Ensure that you use the correct master artwork for each version and in a suitable format.

Black-and-white versions of the logo are also available for specific uses

The logo can be used in Twinview Blue or in white on a coloured or image background

The word "Twinview" in a blue, sans-serif font, followed by a registered trademark symbol (®).The word "Twinview" in a white, sans-serif font, followed by a registered trademark symbol (®), set against a solid blue rectangular background.

Our logotype: Minimum clearance, optimum size and placement

The minimum
clearance zone is
equal to the cap
height of the logotype.

To maintain legibility,
ensure that it is
used no less than
the minimum size
of 28mm/79 pixels.

The optimum
positioning of the logo
is on the right, using
the principles of the
minimum clearance
zone to ensure a
minimum distance
from page edge.

Our logo should always be sized
and positioned consistently to
maintain clarity, legibility and
brand recognition.



Twinview®

> 28mm / 79px

Twinview®

Typography

Akkurat Bold
and Light can be
purchased from
www.lineto.com

When it is not
possible or practical
to use Akkurat,
Helvetica or Arial
should be used.

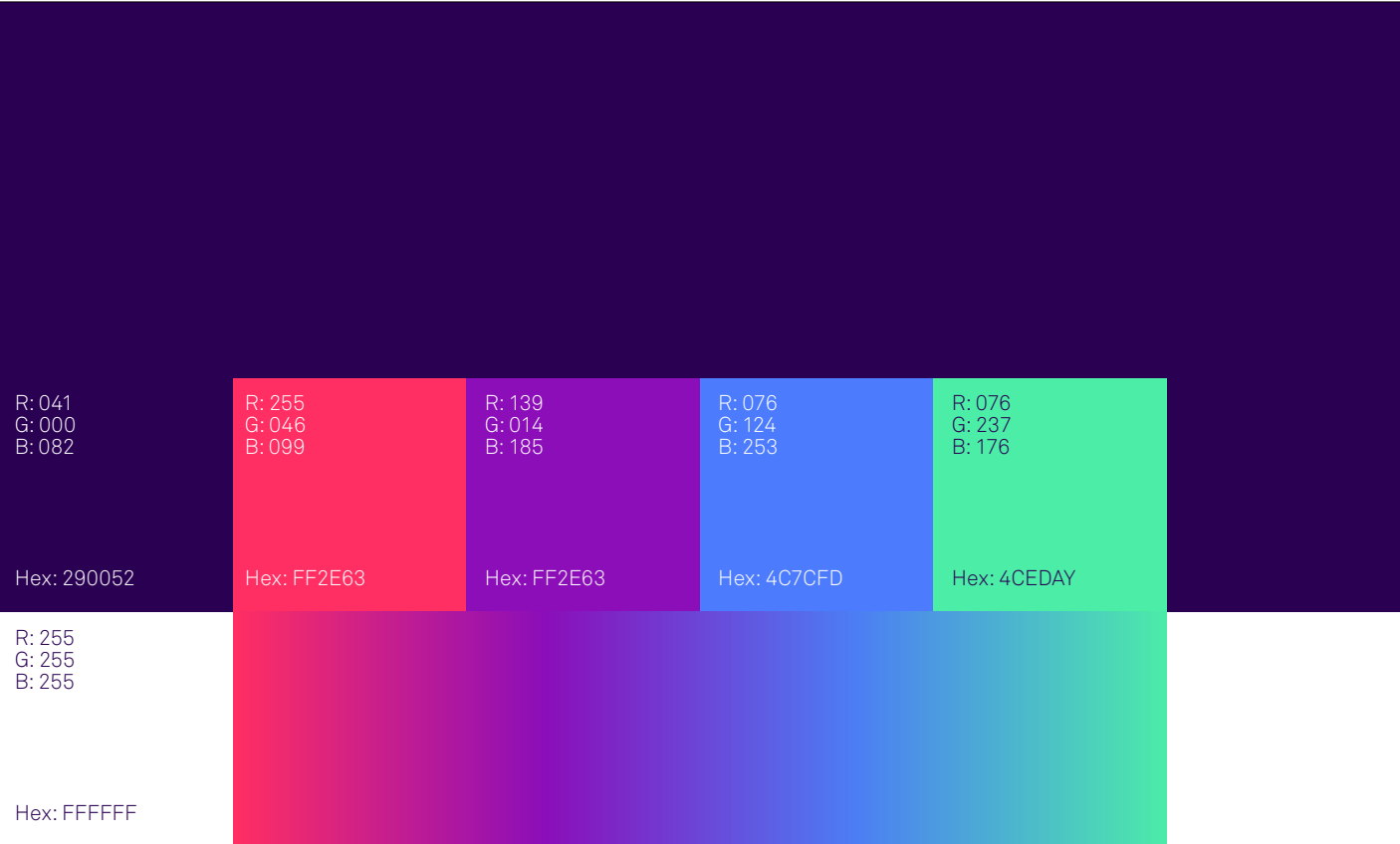
Our corporate typefaces are Akkurat Bold and Light, chosen for clarity and neutral functionality. As a rule, use Bold for titles and headlines and Light for body copy.

Aa Aa

Colour:
screen usage

Always use the colours
values specified here.
Do not use software
defaults when
converting from one
colourspace to another.

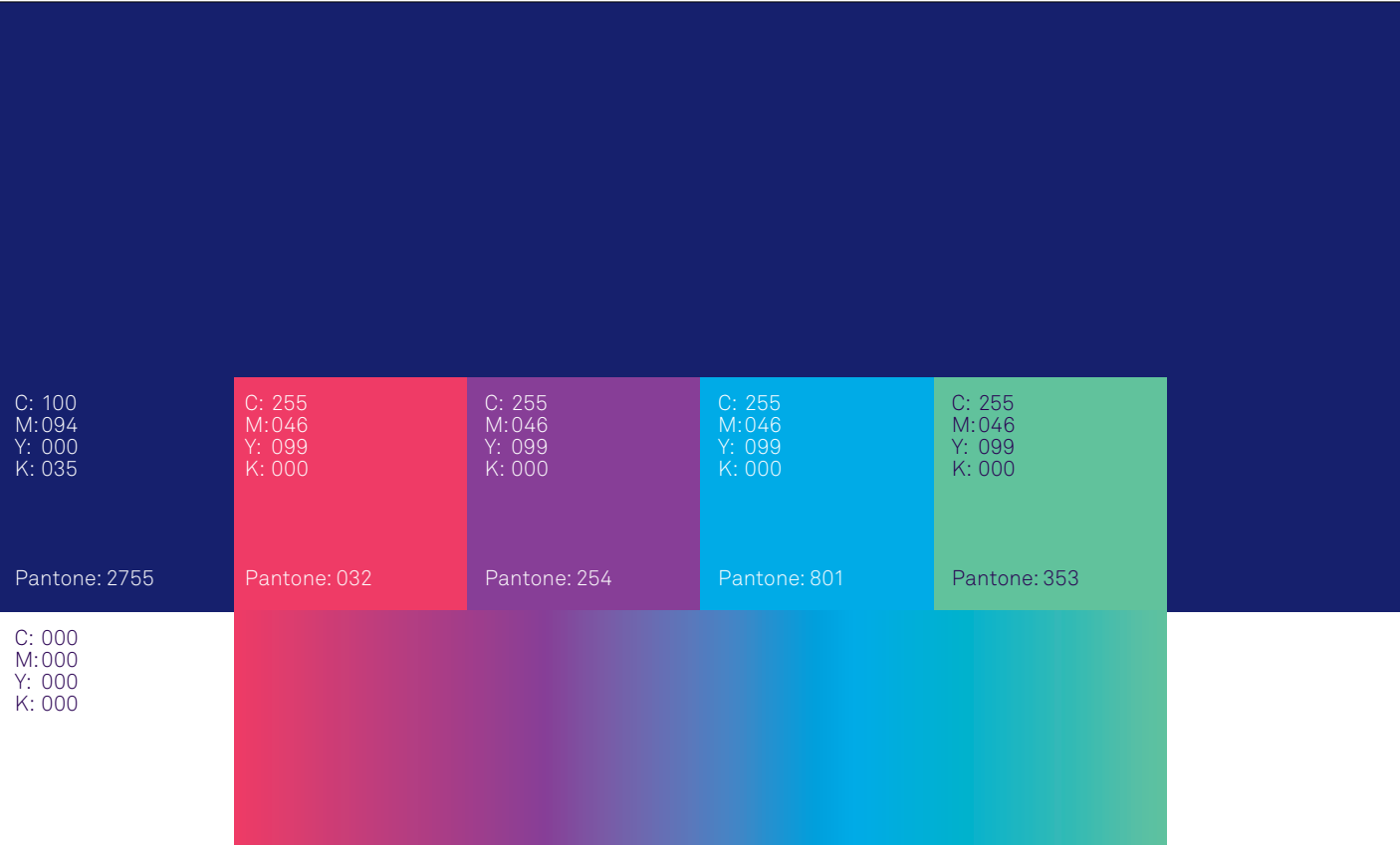
The Twinview colour palette is
optimised for screen use, utilising
vivid RGB colours to evoke the spirit
of the brand.



Colour:
print usage,

Always use the colours
values specified here.
Do not use software
defaults when
converting from one
colourspace to another.

These colours have been carefully
selected for use in print to replicate
as closely as possible the RGB
colours. Where the need or possibility
arises, the Pantone colours offer an
even closer match.

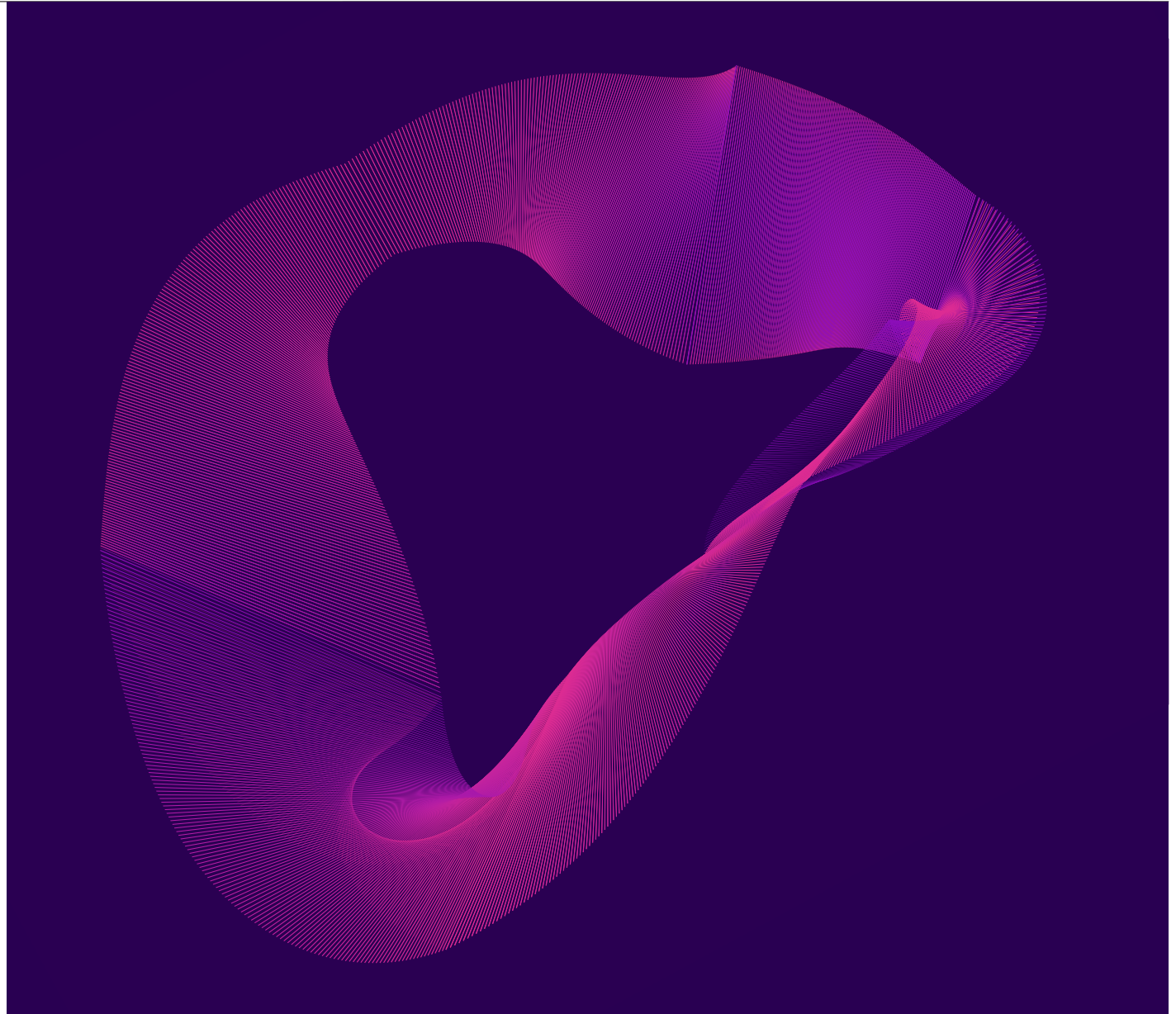


Graphic elements: principles

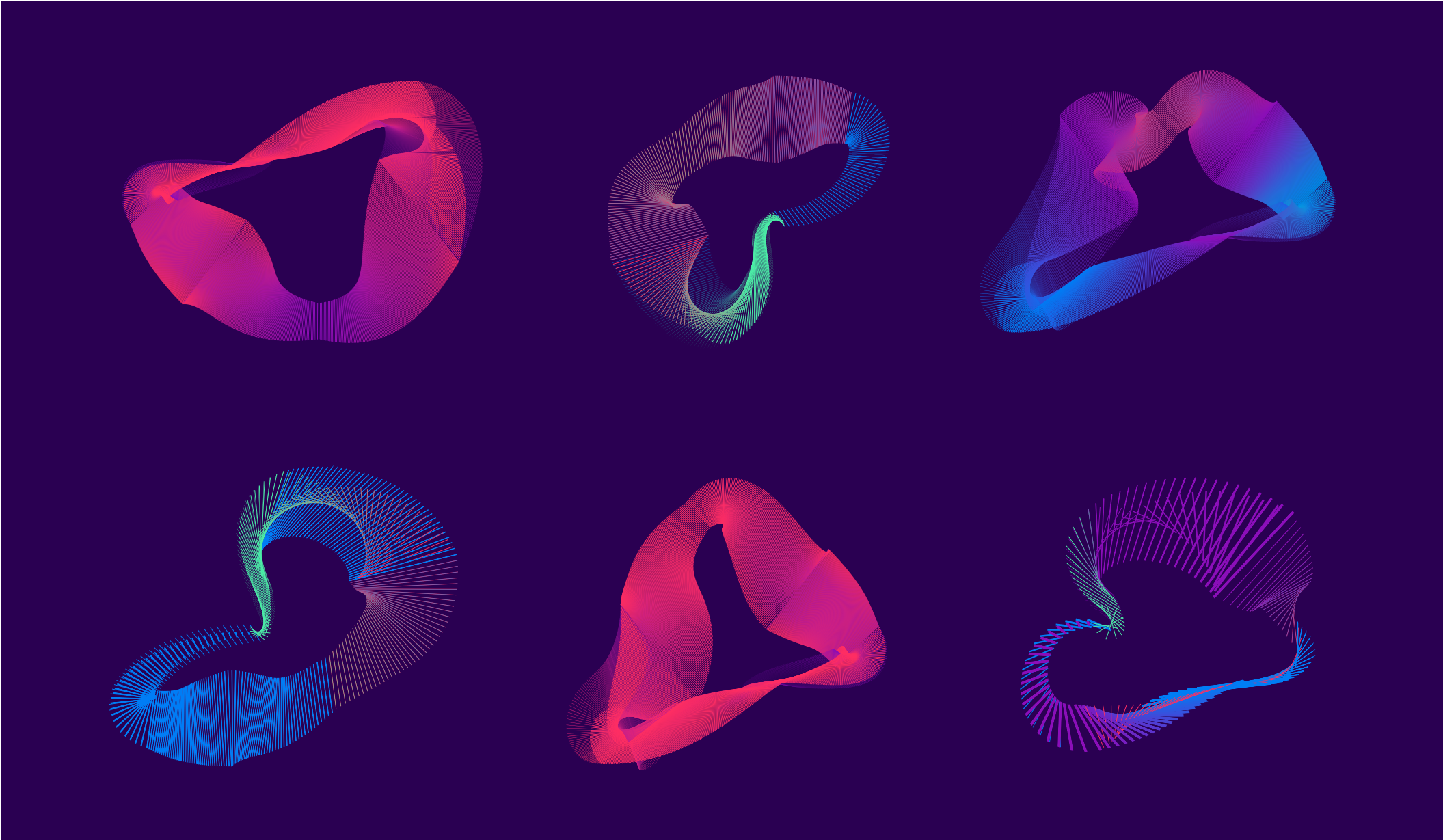
Master artwork is available for the graphics in vector EPS and PNG formats and can be scaled, flipped, rotated or adapted to suit their intended purpose.

When reducing in scale, ensure that the stroke weight is sufficient to retain their visual impact.

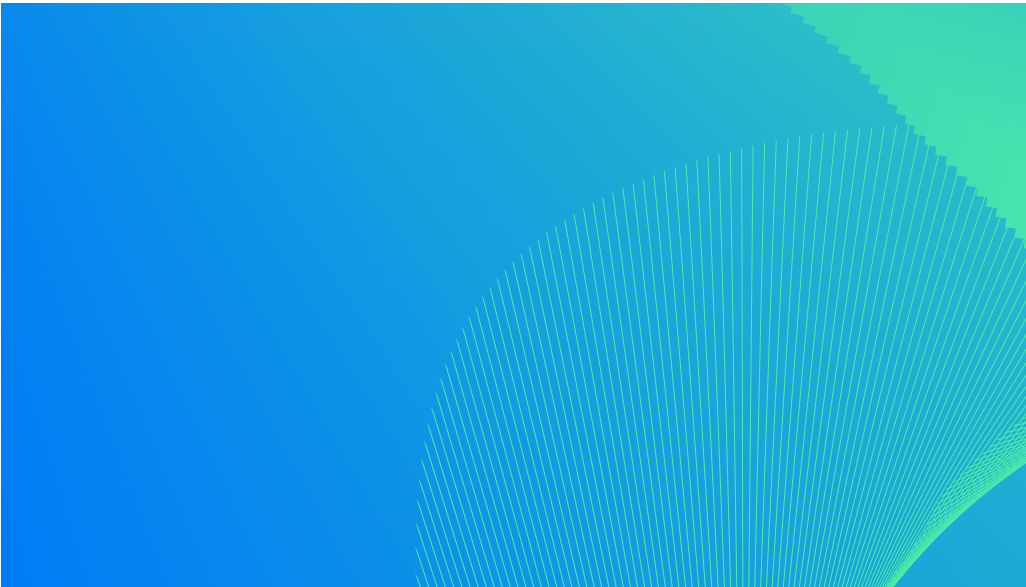
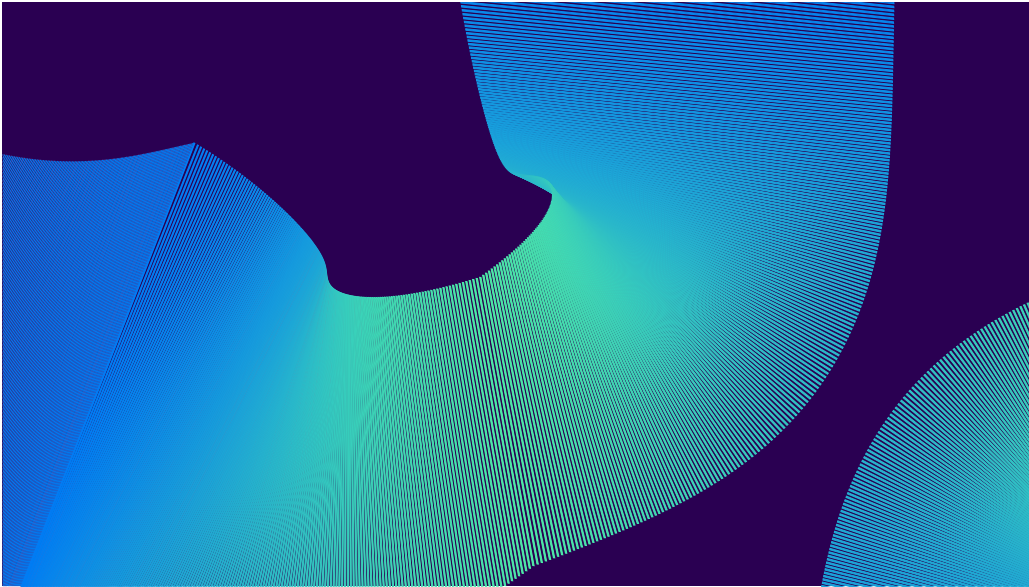
The DNA-inspired graphic element is created using real data from Twinview-enabled buildings, changing in colour, shape and density as a result. This means an infinite number of versions can be created. They can be used in their entirety, cropped or zoomed in for an extremely detailed perspective.



Graphic elements:
examples

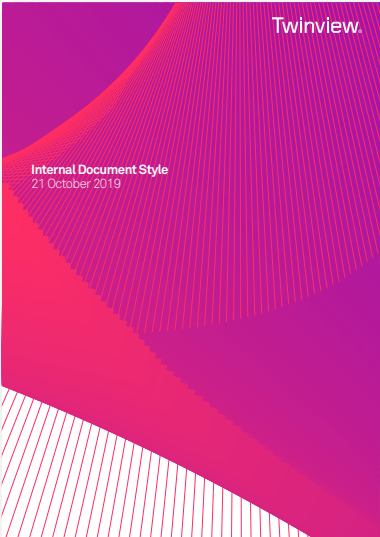
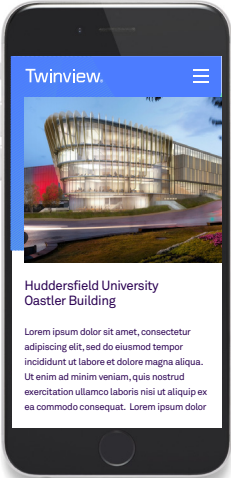
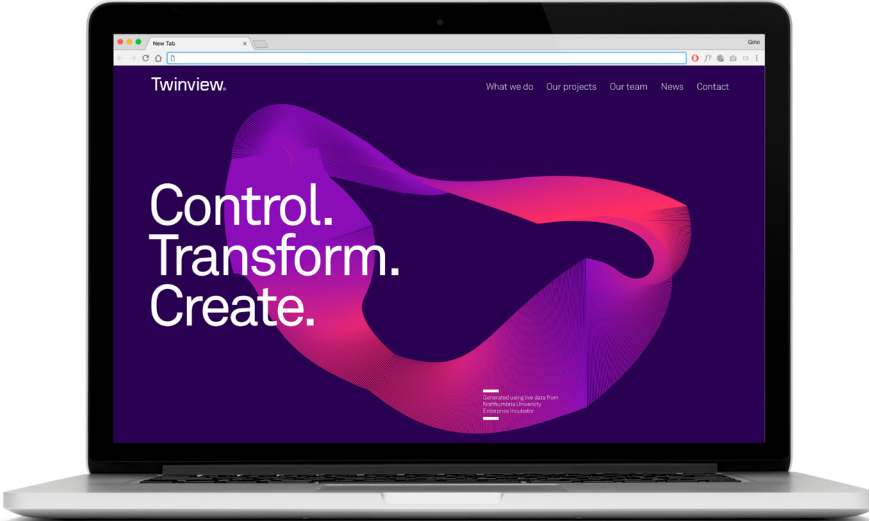


Graphic elements:
crops



Implementation examples

The applications shown here are indicative only and are subject to development and approval.



Contact

To request master artwork or for any
further information on our identity
please contact Ryan Young,
Tel 0844 800 6660
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