

tck airlines

Identity Design Guidelines

The mission of tck airlines is a dedication to the customers' restful journey through the highest quality service and emotional support, upon our strapline, "This is your way home".

We support and connect third culture kids (TCKs) and all the people who don't feel they're belonged to somewhere.



This is a guide to the basic elements that make up Tck Airlines.

Basic System

- BS-01 **Wordmark**
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Wordmark

BS-01

This wordmark is to be used for all printed collateral and screen work including all printed publications, advertising, billboards, posters, flyers, product packaging, websites, banners, and presentations.

Wordmark Basic Type



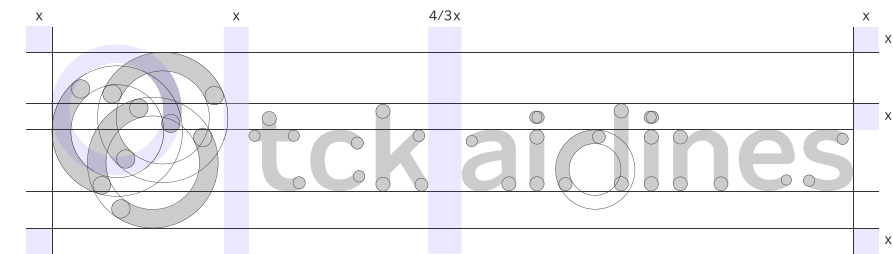
Wordmark special type is to be used when the width of the design is too narrow to be applied.

Wordmark Special Type



Wordmark Grid

BS-02



Minimum Usage

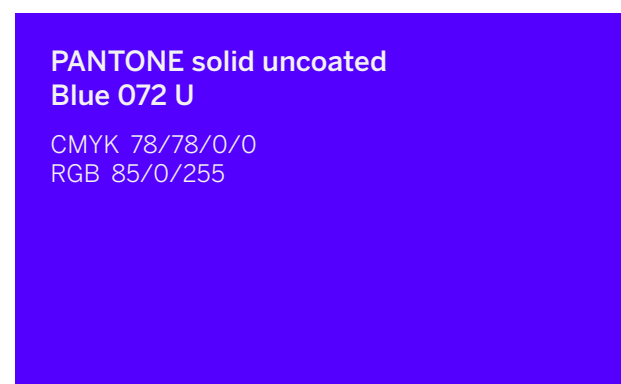


Color System

BS-06

Tck Airlines' primary colors are what give us our personality; we are clear, bright, and confident. These colors are used for graphics, text, and headers.

Main Color Palatte



**PANTONE solid uncoated
Blue 072 U**

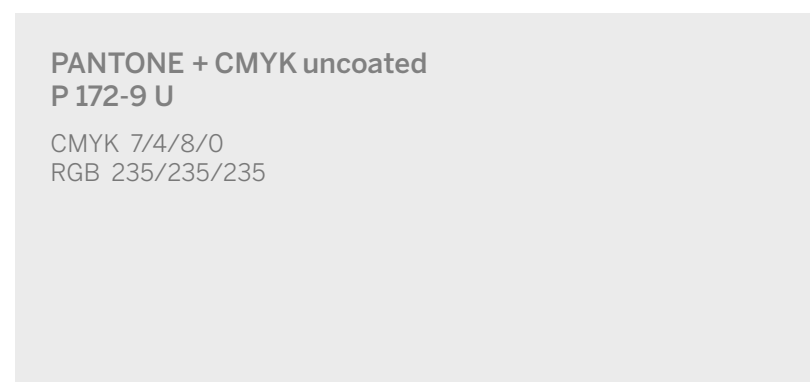
CMYK 78/78/0/0
RGB 85/0/255



**PANTONE + CMYK uncoated
P 45-8 U**

CMYK 0/99/100/0
RGB 255/0/0

Sub Color



**PANTONE + CMYK uncoated
P 172-9 U**

CMYK 7/4/8/0
RGB 235/235/235

Do's and Don'ts

BS-07

Here are some examples of what we think is cool and what should be restricted when you apply the Tck Airlines' logo.

01 ✓



02 ✓



03 ✓



04 ✗



05 ✗



06 ✗



07 ✗



08 ✗



01 Always leave the logo the space to breathe. Use white or neutral backgrounds.

02, 03 As long as the logo is light gray, it can sit on the solid main palatte colors.

04, 05 Wordmark and logo symbol can't be full red. Violet is our primary display color for logo.

06 Do not rotate the logo.

07 Do not use the logo on too cluttered background.

08 Do not sit the logo on high saturated colors.

Typeface

BS-08

The Benton Sans type family is our primary display typeface.

Benton Sans is a nice, simple font, good for anything from headlines to text. Use Benton Sans wherever possible, both on print and online. Always adjust its vertical scale to 98%.

98% Benton Sans

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Signature Block

BS-11

Signature blocks are informational blocks that are used systematically and effectively for printed applications including stationary design, address, etc.



Pattern

BS-17

Tck Airline's pattern is a variant of the graphic motif, which uses gray and purple with decorative effects and as a fingerprint role, and is used inside or on packaging, such as envelopes.

