



Styleguide

tts partner network

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01.

Logo

# 01.1. Basics

The logo may only be used in the representation shown here and in the following. It always stands on a white square. This ensures consistent usability.

Download logo files (.jpg/.png/.pdf) 

## Example



white background



dark background



colored background

# 01.2. Logo size & protection zone

The size of the logo is based on the size of the final format used. Its width is 1/5 of the short side of the final format. Example:

**1920 x 1080 px (Full HD); short side = 1080 px;**

**1080 px : 5 = 216 px = logo width**

The protection zone of the logo is 1/4 of the logo width. Example:

**Logo width = 216 px; 216 px : 4 = 54 px = protection zone**

## Example



Full HD:  
1920 x 1080 px;  
Logo size:  
216 px



Logo size: 216 px;  
Protection zone: 54 px on each side



- Minimum width = **128 px**

## 01.3. Dont's

The logo may not be changed by omitting elements or by foreign typography.  
The logo may also not be distorted, compressed, recoloured, cut, distorted, overturned or rotated. It's also not allowed to use other colors.

### Example



omitting elements



other colors



distorted



without white square



rotated

02.

# Typography

## 02. Typography

The Museo Sans is used as the primary font and the Museo as the secondary font. The four typefaces „100“, „300“, „500“ and „700“ are used. The fallback font is Segou UI and Segoe UI Semibold.

For licensing reasons the fonts cannot be made available for download.

### Example

**Secondary Headline – font-family: museo 500; fontsize 30px; line-height: 36px**

Primary Headline – font-family: museo sans 100;  
fontsize 60px; line-height: 60px

Copy – font-family: museo sans 100; fontsize 20px; line-height: 28px // Ximusdaerum ipis simil intur simo cus, con-  
seque nis est et, que volupta tuscil ipsam ariat aperero vendani ipsam quibeat eturerist ulluptur moluptaque comniam  
excepro offic tem is maio magnime parum sa con cus sam fugit quam remped magniat inusdae essitibus mil et es  
autem ressimp oruptis sa natem volecti bernam veliqui ditatem il molessi ut pa dipsae voluptature min nus essitata di  
ut lantio mo beratat ureror aliquis volorio temquia volores tionsequas et audigni mporesequi beaque nullam quo mo-  
lorrum quassi cullam accumendit, optae parciis ad mod modici



- The secondary headline is always half the size of the primary headline.
- For the primary headline, the font size and line height are always identical.
- The distance between headline and copy is 1/4 of the tts partner network logo width.



03.

# Social Media Template

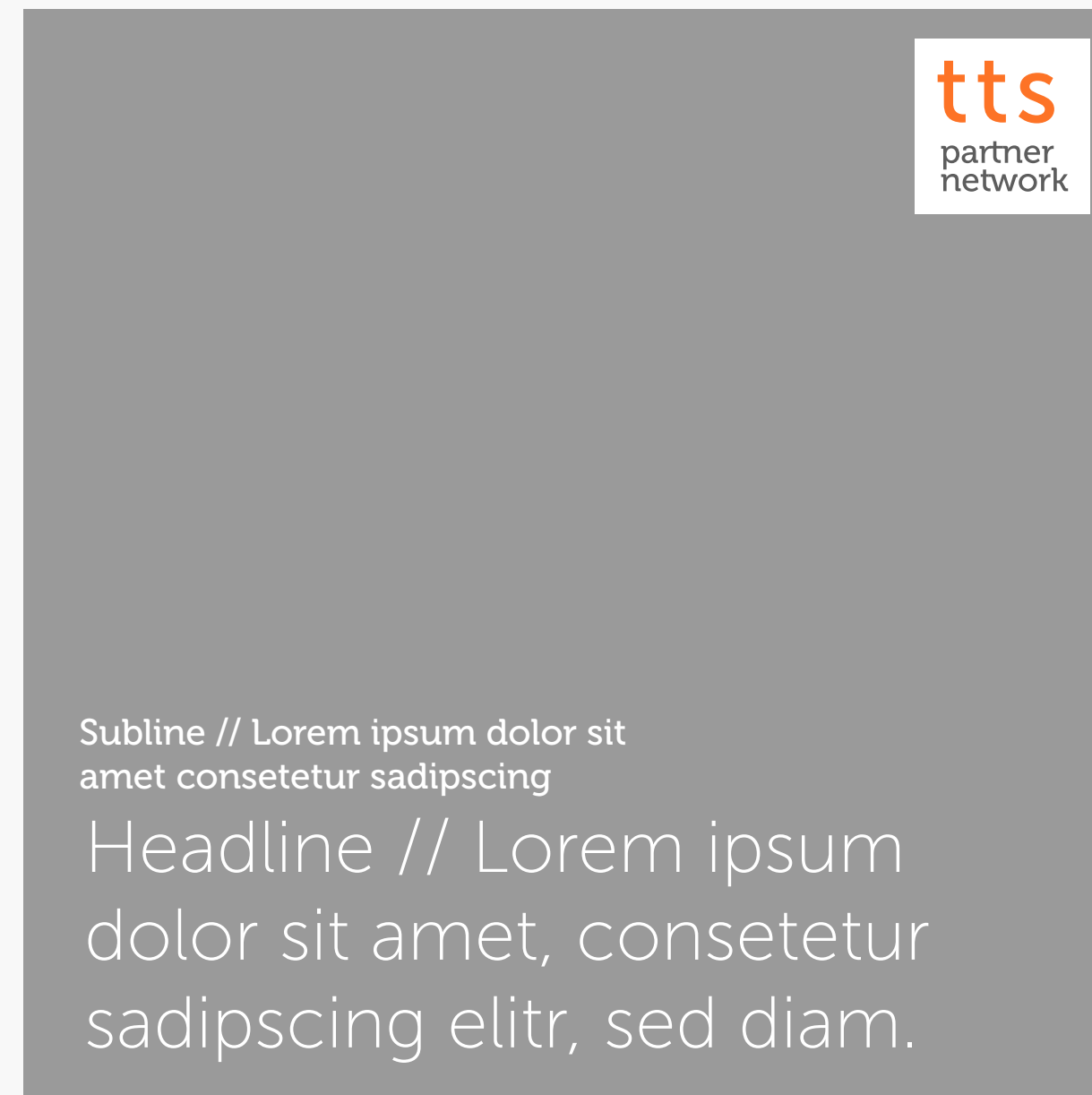
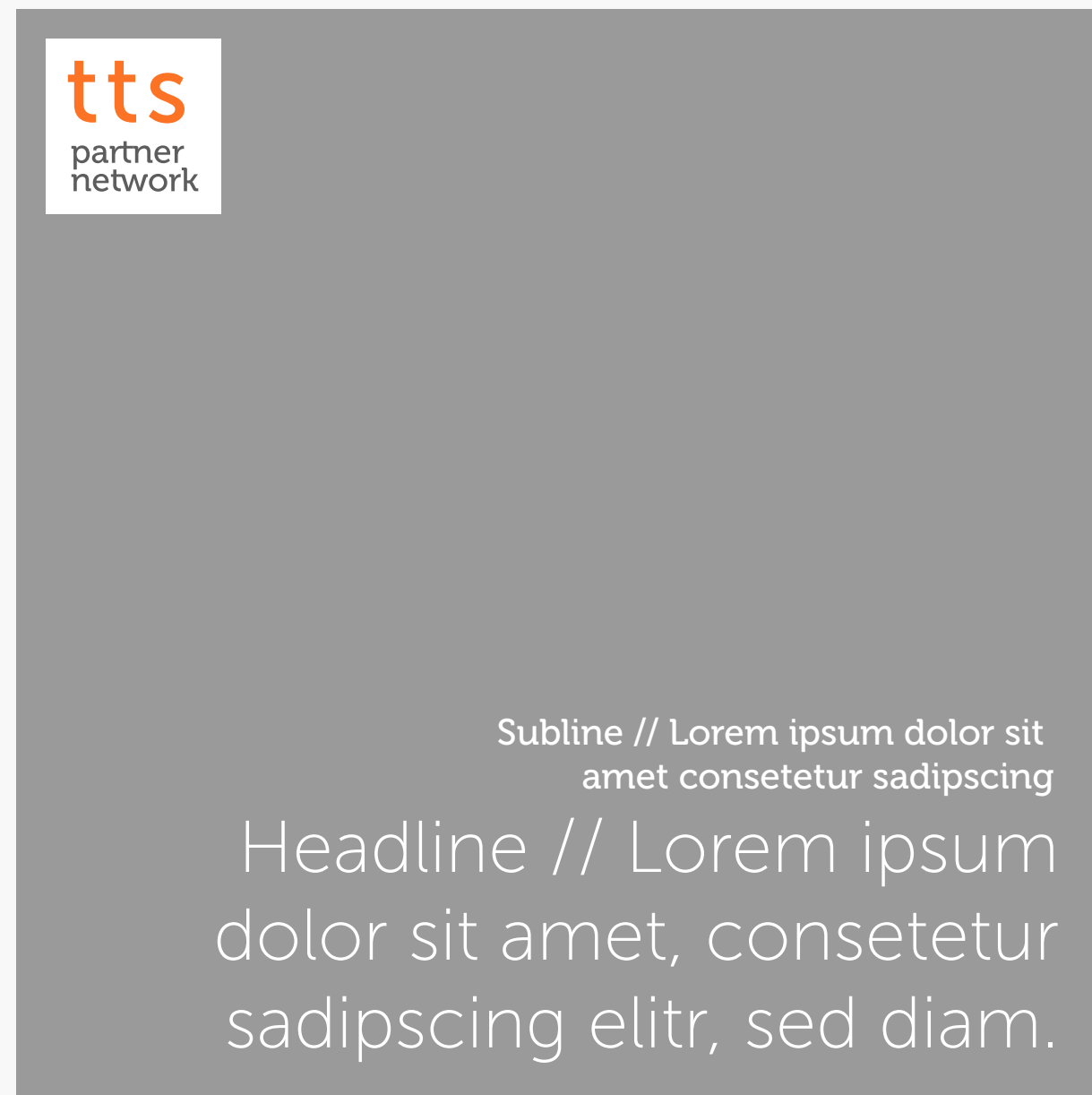
# 03. Social Media Template

We have created templates for the two most used social media image formats (1200 x 627 px and 1200 x 1200 px).

[Download template \(Adobe Illustrator file\)](#)



## Example 1200 x 1200 px



- tts partner network logo is always at the top right or left.
- Distance to the edge corresponds to the protection zone
- The text is always in the corner opposite the logo
- The secondary headline is always half the size of the primary headline.
- For the primary headline, the font size and line height are always identical.

# 03. Social Media Template

We have created templates for the two most used social media image formats (1200 x 627 px and 1200 x 1200 px).

[Download template \(Adobe Illustartor file\)](#)



## Example 1200 x 627 px



Subline // Lorem ipsum dolor sit amet consetetur sadipscing

Headline // Lorem ipsum dolor sit amet,  
consetetur sadipscing elitr, sed diam.



- tts partner network logo is always at the top right or left.
- Distance to the edge corresponds to the protection zone
- The text is always in the corner opposite the logo
- The secondary headline is always half the size of the primary headline.
- For the primary headline, the font size and line height are always identical.

04.

# Images

## 04. Images

To ensure a uniform appearance of the tts partner network, all images are covered with a characteristic colour gradient (tts blue to tts orange). The images always show people in business context.

### Example



05.

tts partner badge

# 05.1. Basics

The tts partner badge may only be used in the representation shown here and in the following. It always stands on a white square. This ensures consistent usability.

[Download tts partner badge files \(.jpg/.png/.pdf\)](#)



## Example



white background



dark background



colored background

## 05.2. Size & protection zone

The size of the tts partner badge is based on the size of the final format used.

Its width is 1/5 of the short side of the final format. Example:

**1920 x 1080 px (Full HD); short side = 1080 px;**

**1080 px : 5 = 216 px = badge width**

The protection zone of the badge is 1/4 of the badge width. Example:

**Badge width = 216 px; 216 px : 4 = 54 px = protection zone**

### Example



Full HD:  
1920 x 1080 px;  
Logo size:  
216 px



Logo size: 216 px;  
Protection zone: 54 px on each side



- Minimum width = **128 px**



## 05.3. Dont's

The tts partner badge may not be changed by omitting elements or by foreign typography. The badge may also not be distorted, compressed, recoloured, cut, distorted, overturned or rotated. It's also not allowed to use other colors.

### Example



omitting elements;  
missing dot



other colors



distorted



without white square



rotated

# tts

knowledge  
matters.

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