1. Logo

1.0

4.1

Our Signature Logo

Our symbol encapsulates the essence of our brand name 'tenet.' Crafted from a foundational unit formed by aligning angular arrows, it creates a unique space – the very embodiment of our base element, aptly named 'tenet.' This serves as the bedrock on which our brand stands.

Incorporating key details, our logo is meticulously designed to amplify our brand's personality. It reflects a harmonious blend of strategic design and innovation, embodying a distinct and balanced identity.

The tenet, our core concept, forms the foundation for our primary symbol."

tenet

Formerly Kodeglobe

Transitional Byline

Symbol   Wordmark

tenet

Symbol

4.2

The Symbol

Preserving the visual impact and legibility of our Tenet logo is paramount across diverse applications. This guideline ensures that, regardless of the medium, our logo remains clear and easily recognizable.

For digital communications, it is advised not to reproduce the Tenet primary logo smaller than _____px.

In print communications, the primary logo and secondary logo should not dip below a minimum size of ___mm and ___mm, respectively. This ensures the logos maintain their legibility and impactful presence."
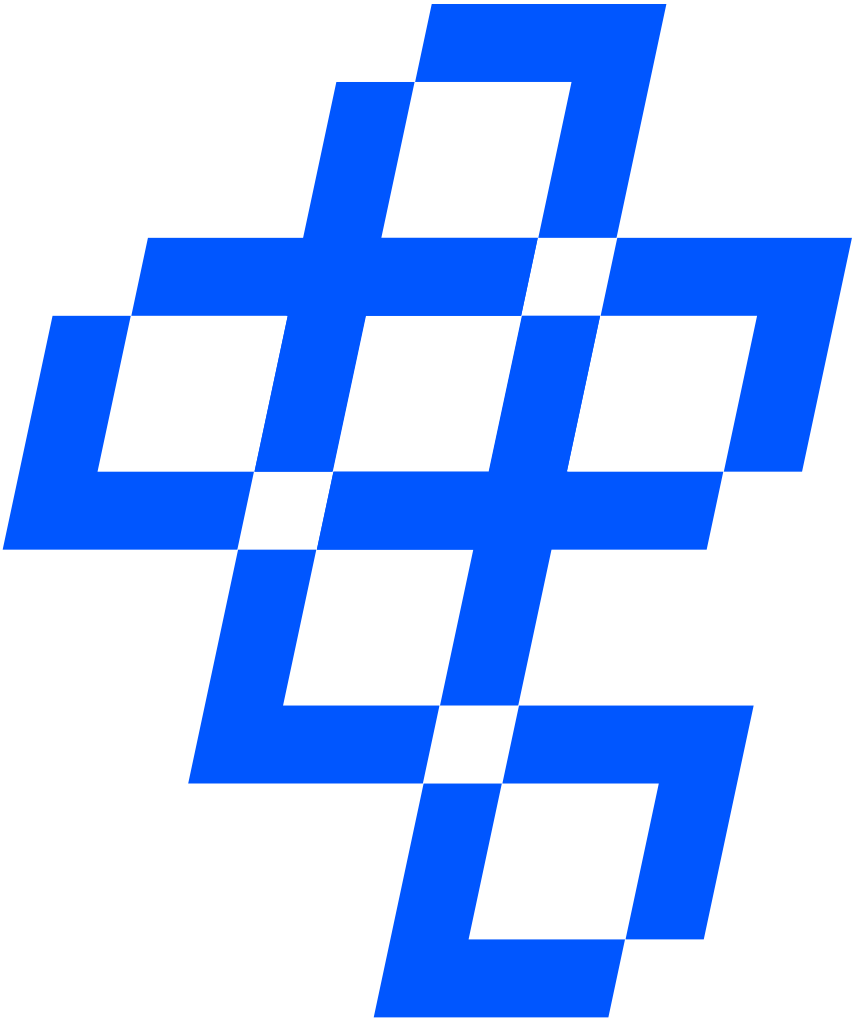
4.3

Logo Clear Space

At Tenet, we like to keep things clear and simple, and that includes how our logo is presented. Here's a quick rundown of our clear space guidelines:

- **Give It Room to Breathe**: Our logo needs space to stand out. Make sure it's not crowded by text or other graphics.

- **The Rule of Thumb**: The minimum clear space around our logo is determined by the width of the 't' in our wordmark.

- **More Space, More Impact**: Whenever possible, give our logo even more space than the minimum. It helps our logo pop and get the attention it deserves.
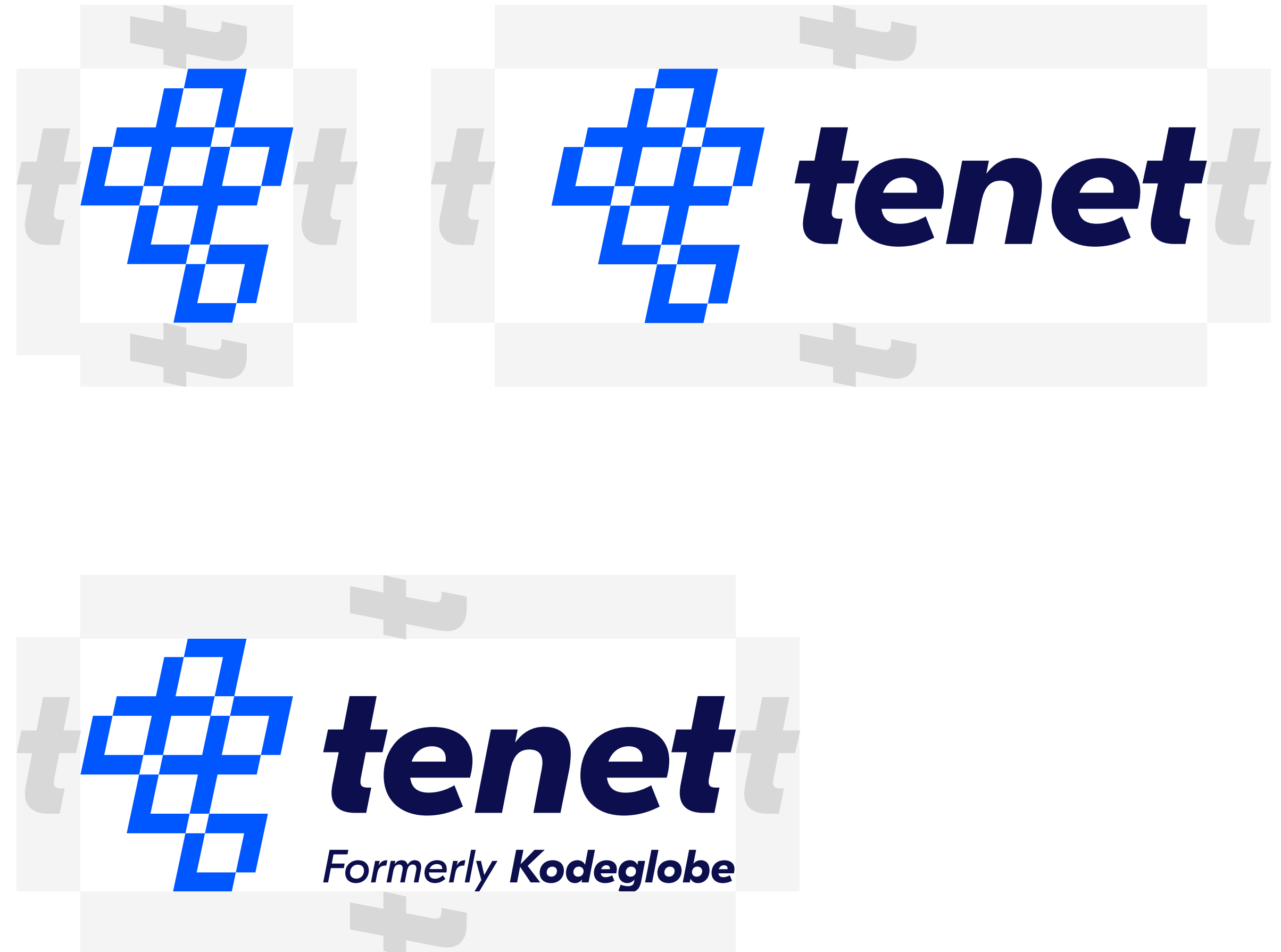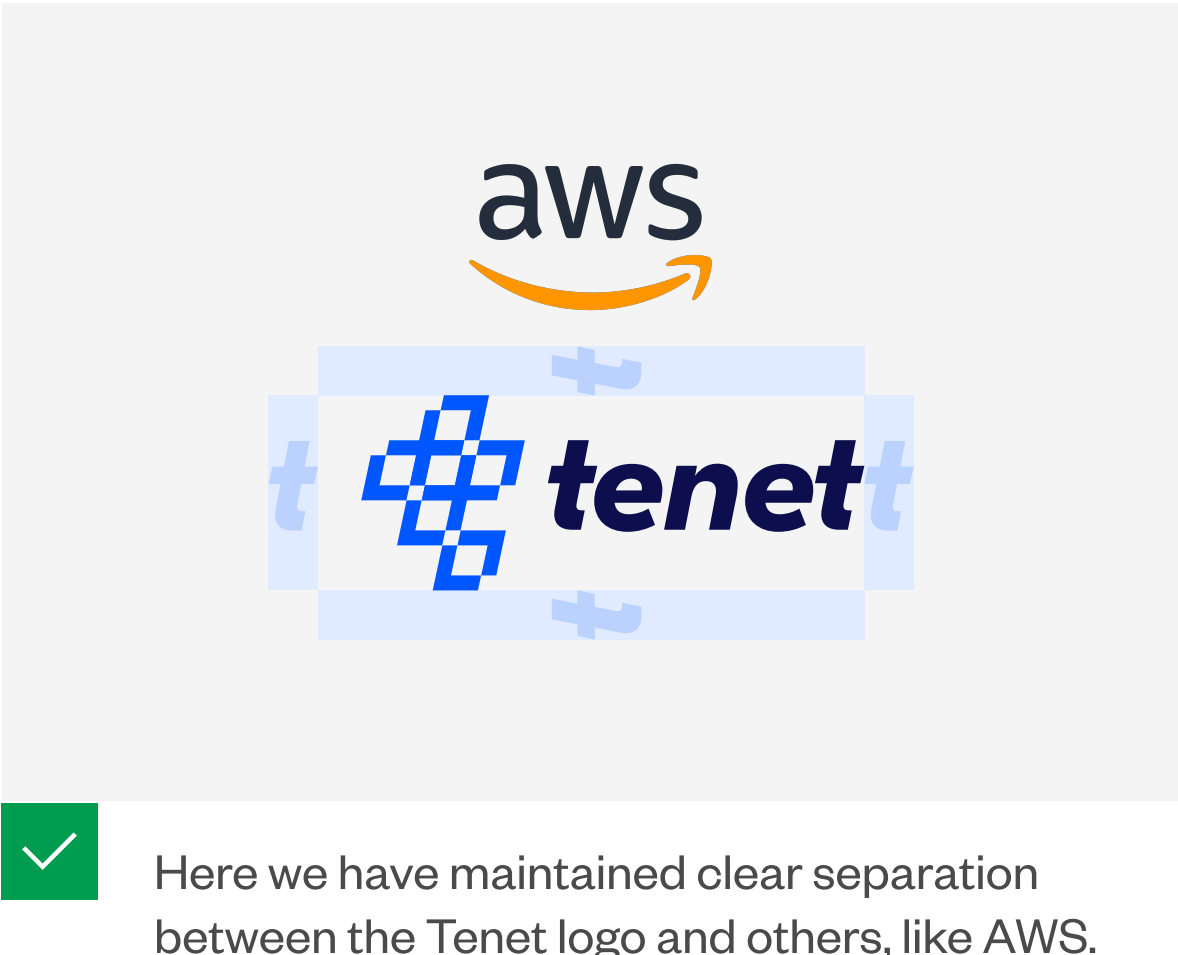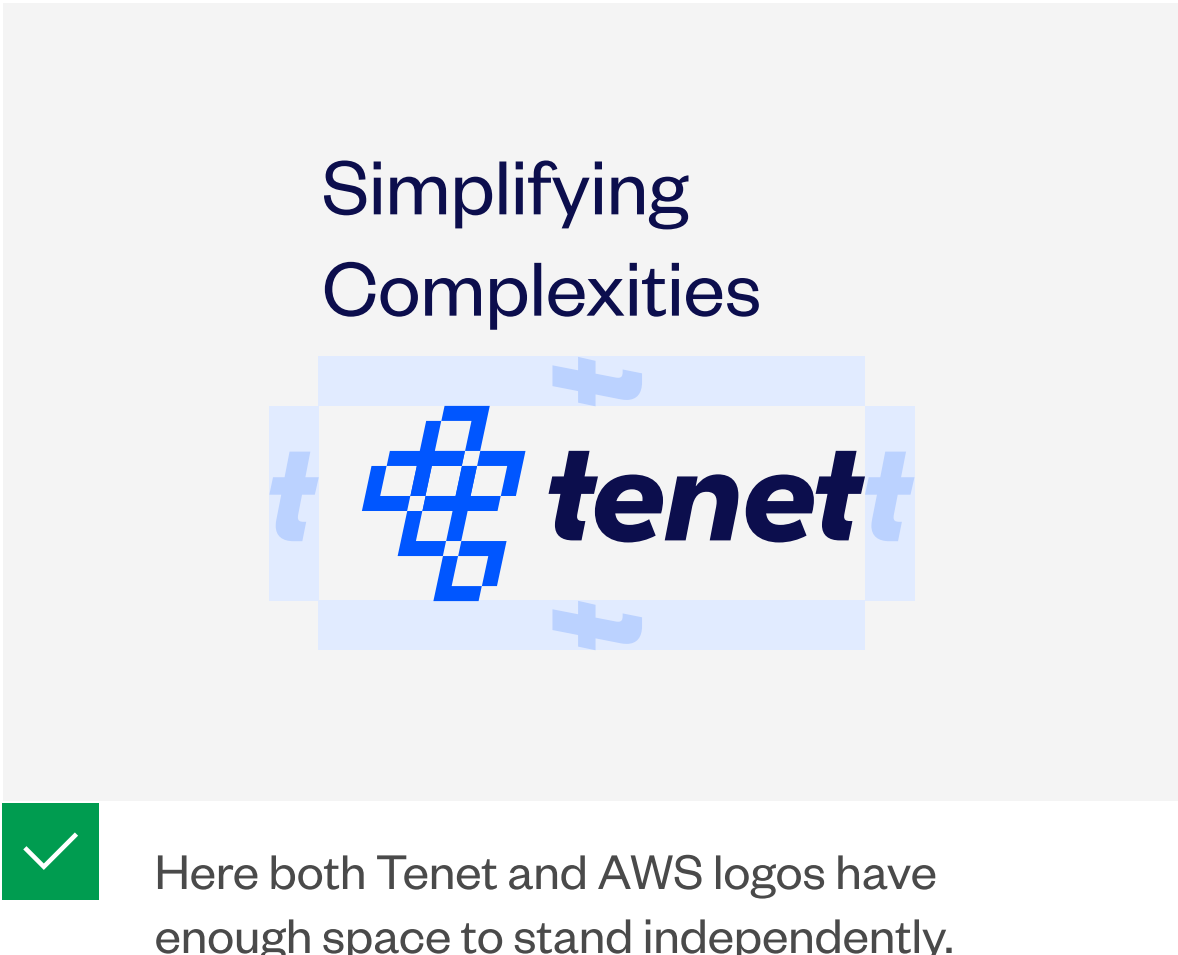
4.4

Clear Space Do's & Don'ts

In our communications, clarity is key, how we present our logo really matters. Here's a quick guide to keeping our logo's space clear:

- **No Crowding**: Just like a quiet chat is impossible in a noisy room, our logo can't stand out if it's surrounded by clutter. Keep other elements like text and graphics from getting too close to our logo.

- **Stay Distinct**: If our logo gets lost in the hustle, it's like a lighthouse in the fog – not very helpful. We need to keep it distinct and visible.

- **Respect the Space**: Think of the area around our logo as its personal stage. This 'exclusion zone' keeps it free from any distractions, ensuring our logo always takes the spotlight.

✕ Don't place text like "Simplifying Complexities too close to the Tenet logo.

✕ Avoid letting the AWS logo crowd our logo.

✓ Here both Tenet and AWS logos have enough space to stand independently.

✓ Here we have maintained clear separation between the Tenet logo and others, like AWS.

4.5

Minimum Sizes

Keeping our logo visible and clear is crucial, no matter the
medium. Here's the quick lowdown on how big our logo
should be:

For Digital:
- Our primary logo needs to stay above ___px to ensure it's
  easy to spot and recognize on any digital platform.
- The secondary logo and combination logo also has a
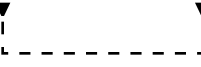 minimum digital size of ___px, so it's always clear and
  distinct.

For Print:
- In print materials, the primary logo should be no smaller
  than ___mm, making sure it's always readable and stands
  out.
- Our secondary logo and combination should also
  maintain a minimum size of ___mm in print to keep it
  prominent and clear.

Minimum size for Digital Purpose

25px

75px

100px

Minimum size for Print Purpose

5mm
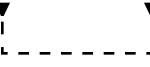
56 mm

18mm

4.6

Logo Color Variants

Primary Logo Color Usage:
- Our primary logo color is the go-to for making a strong first impression. It's designed for use in all our primary communications, ensuring a consistent and professional look.

Secondary Logo Color Usage:
- The secondary color variant of our logo is reserved for specific cases where it enhances the visual appeal. However, it's not intended for primary brand communications.

Usage on Brand Colors:
- When our logo appears on top of our primary and secondary brand colors, the white logo variant should be used. This ensures maximum visibility and impact.

*

Secondary Asset Creation:
In cases where the logo is used to complement the artwork and not as the main focus, the lilac-colored symbol can be used against a dark maroon background. This choice is all about adding visual interest. But when in doubt, opt for the white logo for a clean and clear appearance.

Primary Logo Colors   ■ 0057FF   ■ 0D0E4D

Secondary Logo Color   ■ 9B4CFF   ■ 0D0E4D
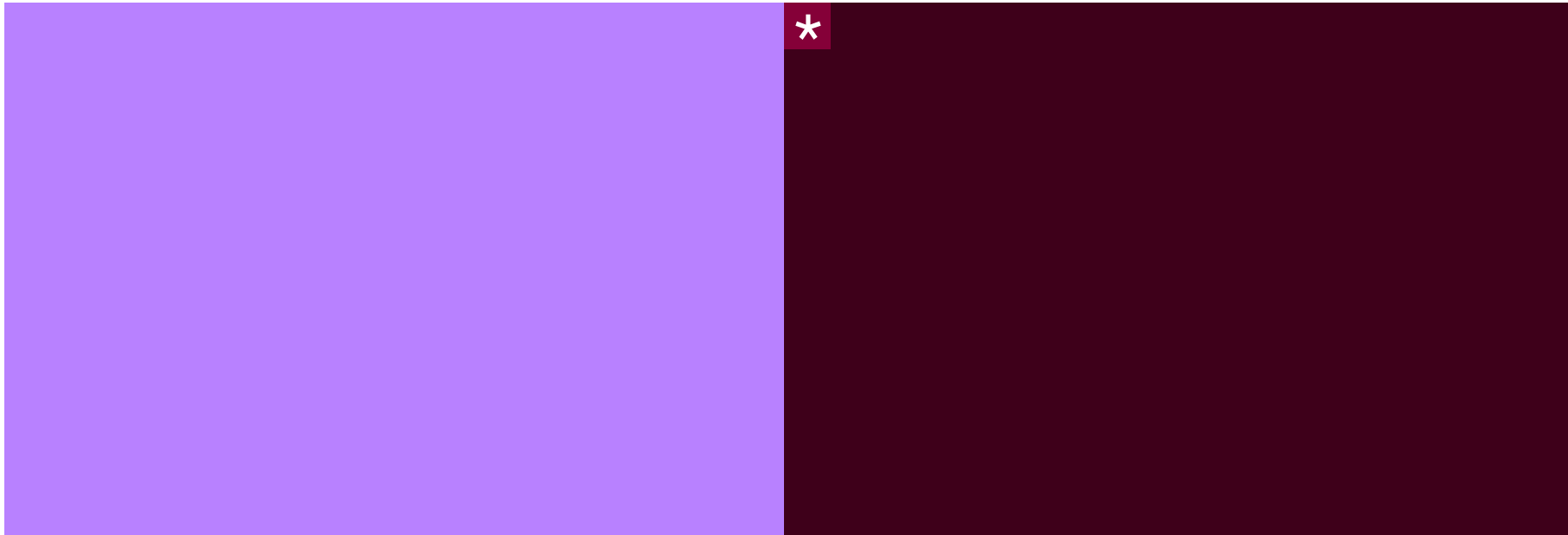
4.7 Symbol Color Variants

Primary Symbol Color Usage:
- Our primary symbol color is the cornerstone of our visual identity. It's meant to be the first thing people notice and should be used in all our main communications. This ensures a strong, consistent presence across all platforms.
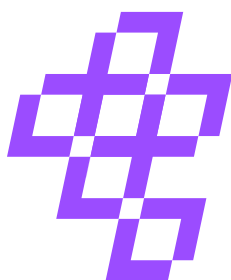
Secondary Symbol Color Usage:
- The secondary color of our symbol is like a special touch – used to add a bit of flair and enhance the visual appeal. However, it's not intended for use in our primary brand communications.

Flexibility in Color Choices:
- For other design needs, feel free to use different colors for the symbol as per the design's aesthetic requirements. This flexibility allows for creativity while maintaining the essence of the Tenet brand.
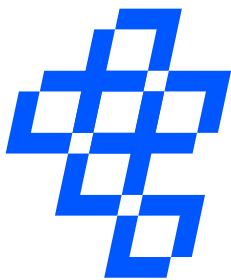
Primary Logo Colors ■ 0057FF

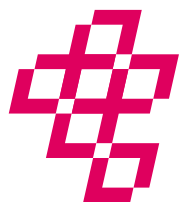Secondary Logo Colors ■ 9B4DFF
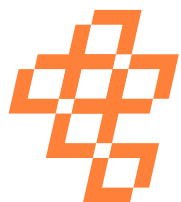
All Logo Symbol Colors
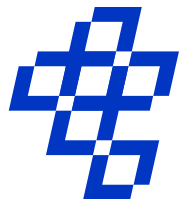
■ 0036C2
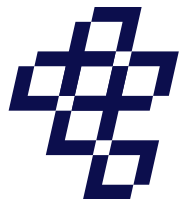
■ 0D0E4D
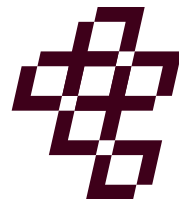
■ 3E001A
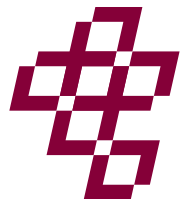
■ 860038

■ E0005E

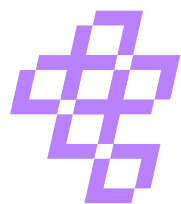■ FF813A
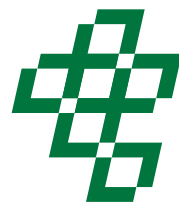
■ 00763D
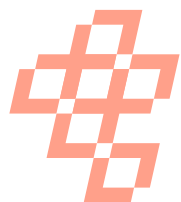
■ FFA08B
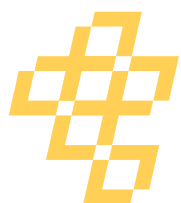
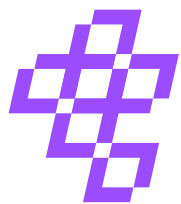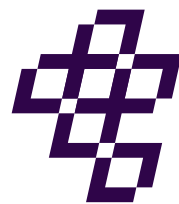■ FFD056
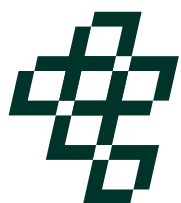
■ 00342B
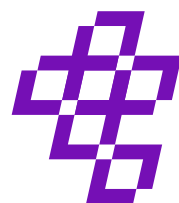
■ 7610B5
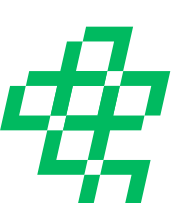
■ 00BA61

■ B882FF

■ 9B4DFF

■ 30054A

4.8 Logo Lockups for Co-Branding

At Tenet, we approach co-branding with a spirit of collaboration, valuing the strength and opportunities that come from partnerships. It's important that our logo stands out clearly, even when shared with others.

Finding the Right Balance:
- In co-branding, our logo should harmoniously coexist with partner logos. Think of it as a duet where both logos share the stage equally.
- Align our logo with the partner's on the same baseline, ensuring a clean and balanced look.

Keeping Clear Distances:
- Maintain a clear space, marked as 'x', between the Tenet logo and the partner logo. This keeps both logos distinct and prevents any visual overlap.

Ensuring Our Logo Shines:
- Always check how our logo looks next to a partner's. It should never be overshadowed or lost in the mix. Our logo needs to remain the star of the show, keeping its prominence and recognition intact.
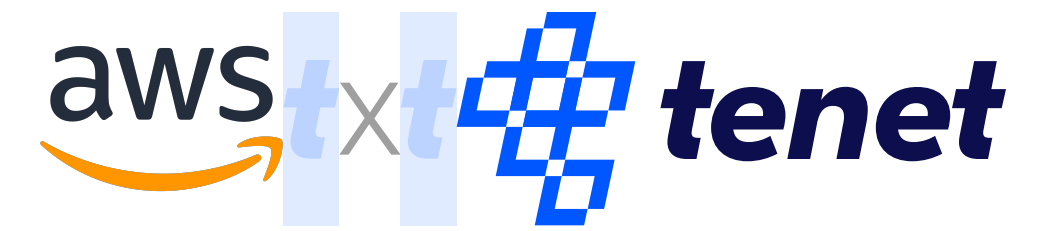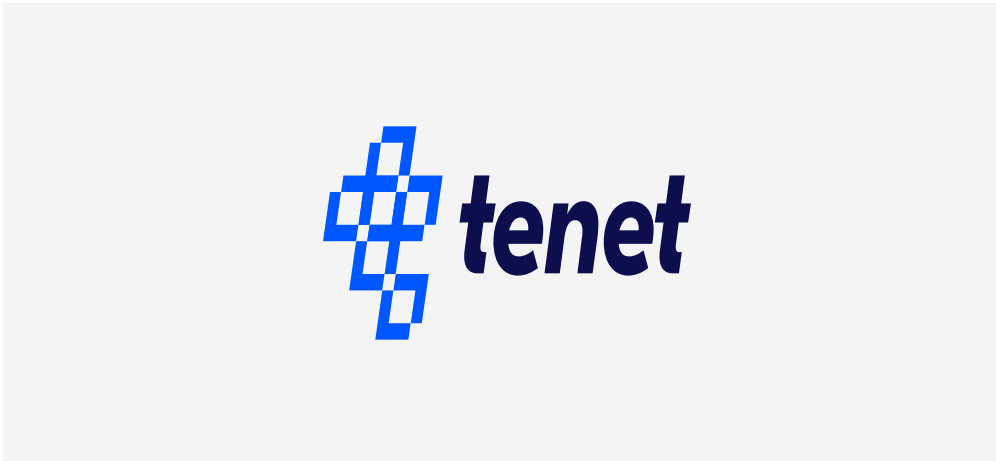
Construction
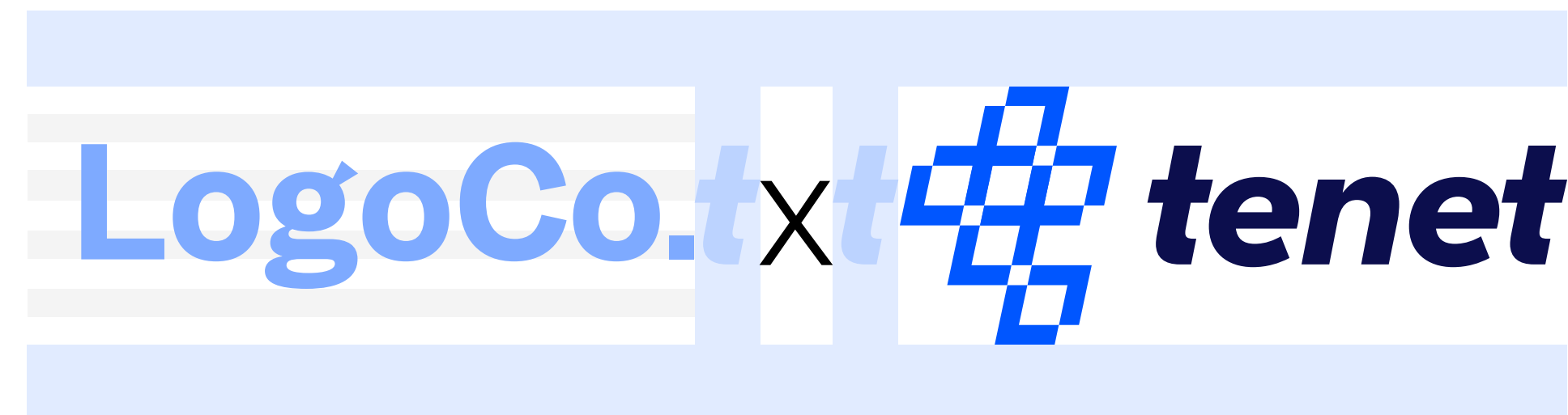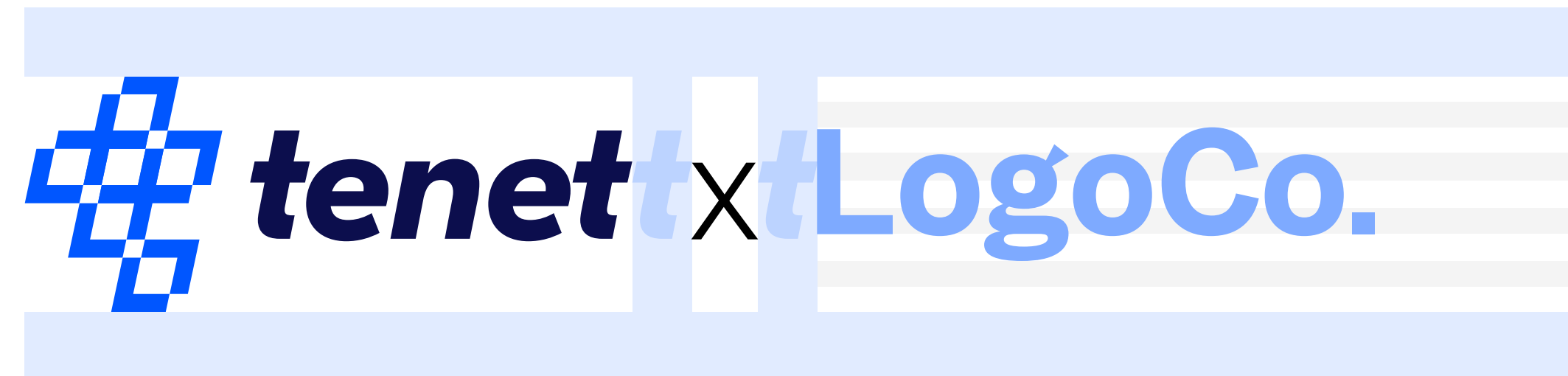
4.9

Logo Misuse

At Tenet, keeping our logo consistent is key. It's a big part of who we are – a symbol that stands for our brand without saying a word. So, it's really important to keep our logo just as it is, without changing its design or meaning. This way, our logo always represents us just right, clear and precise.
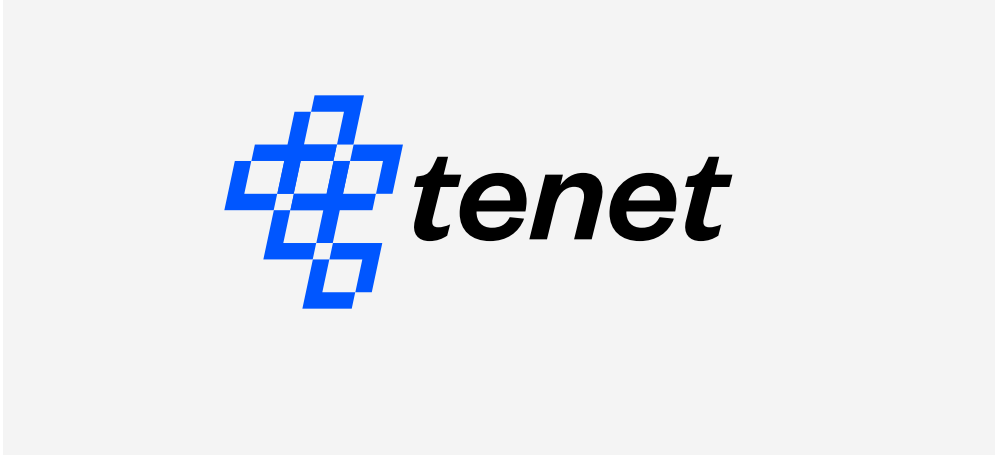

❌ Do not apply gradient to the logo.
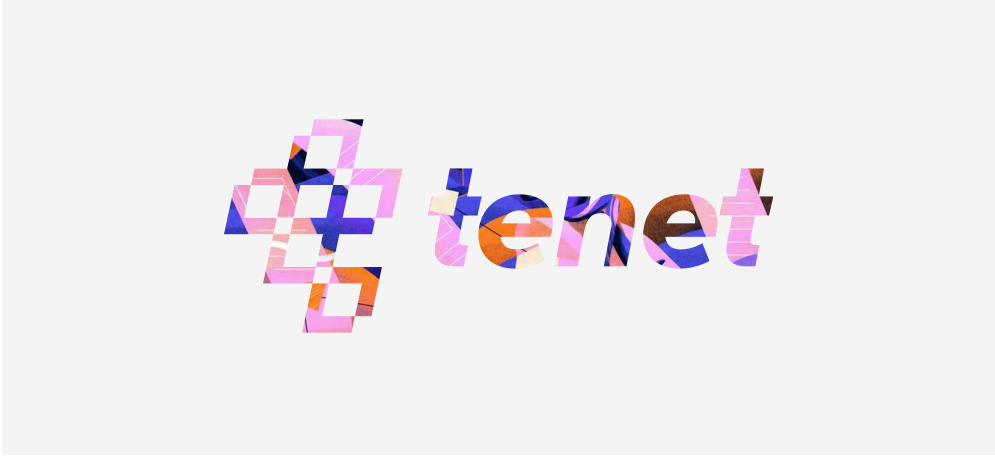

❌ Do not distort or wrap the logo.

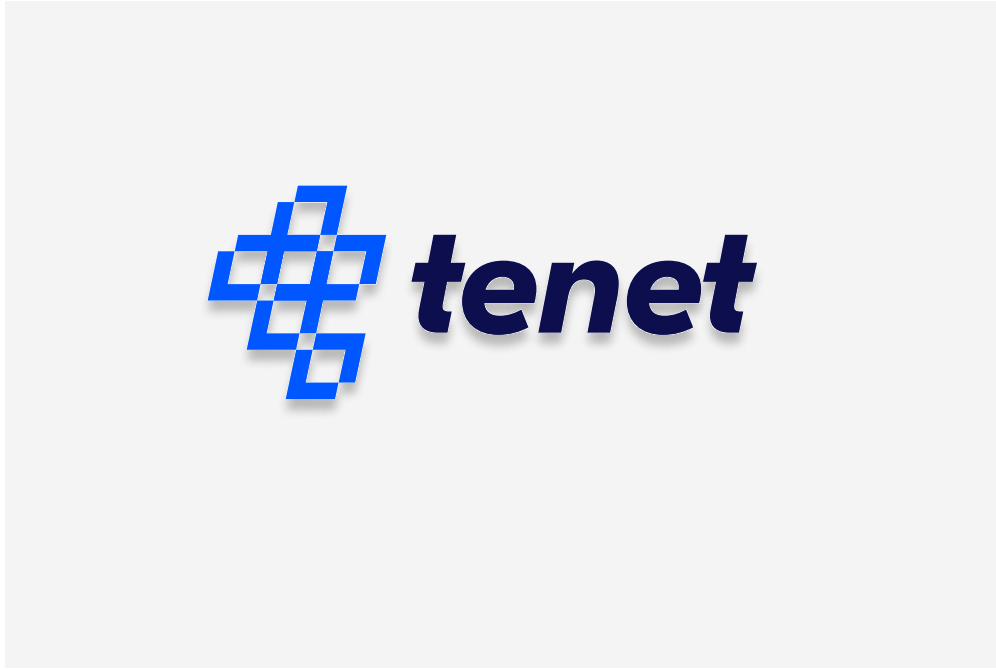❌ Do not change the Logo color outside our specified color gamut.
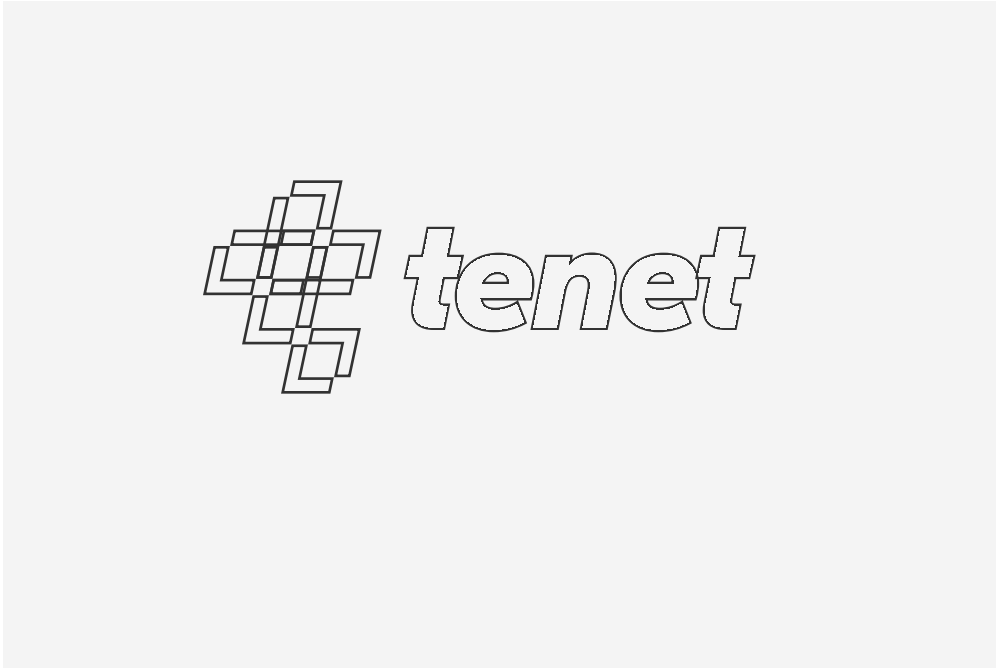

❌ Do not rotate the logo.

❌ Do not try to recreate our wordmark logo. Use the provided files.

❌ Do not mask photos or images with the logo.

❌ Do not use drop shadow or any other effects on the logo.


❌ Do not outline the logo.

4.10

Logo Placement

At Tenet, the placement of our logo is a strategic decision, reflecting our commitment to precision and adaptability. We've identified key locations for our logo to ensure it remains sharp and distinct:

1. Top Left Corner: **(Preferred)** Ideal for maximum visibility.
2. Top Right Corner: A clear and effective position.
3. Centered: For a bold and central focus.
4. Bottom Left Corner: **(Preferred)** Ensures prominence and visibility.
5. Bottom Right Corner: Less preferred, as it may reduce the logo's impact.

Remember, the exclusion zone around the logo is crucial, no matter where it's placed. This ensures the logo remains unobstructed and maintains its commanding presence.
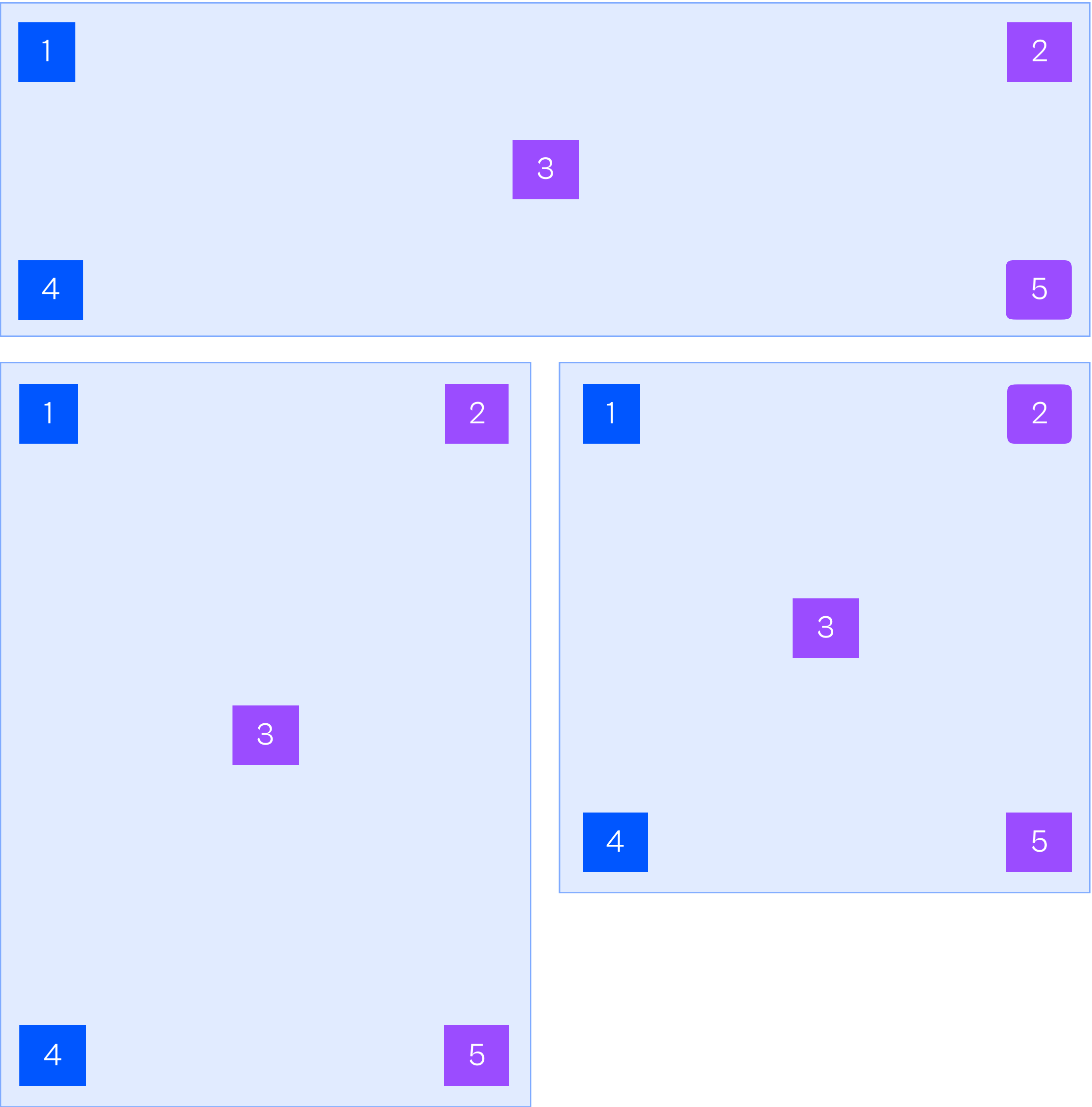
4.11

Logo Placement Guideline

Here's a simple guideline for placing our logo: If there's text in the communication and both the text and logo are on the left side, align them to the left. This rule is relevant when the logo is in positions 1 or 4 and the text aligns with the left side of the communication.

A Strategic design, tech and growth consultancy

4

tenet

2072, Beverly Hills, Block-5,
Geeta Colony, Delhi,
India-10031

Hello@wearetenet.com
+919810906141

www.wearetenet.com

1

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UN CONFUSE ME WITH BILL GATES

Our latest podcast with Bill Gates is all about learning something new.

4:30 PM, 23 Jan

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Logo is at position 4 and type is left aligned — they are both aligned on the left hand side.

Logo is at position 1 and type is left aligned — they are both aligned on the left hand side.