Tenet Mini Brand Guidelines Document

1. Logo

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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
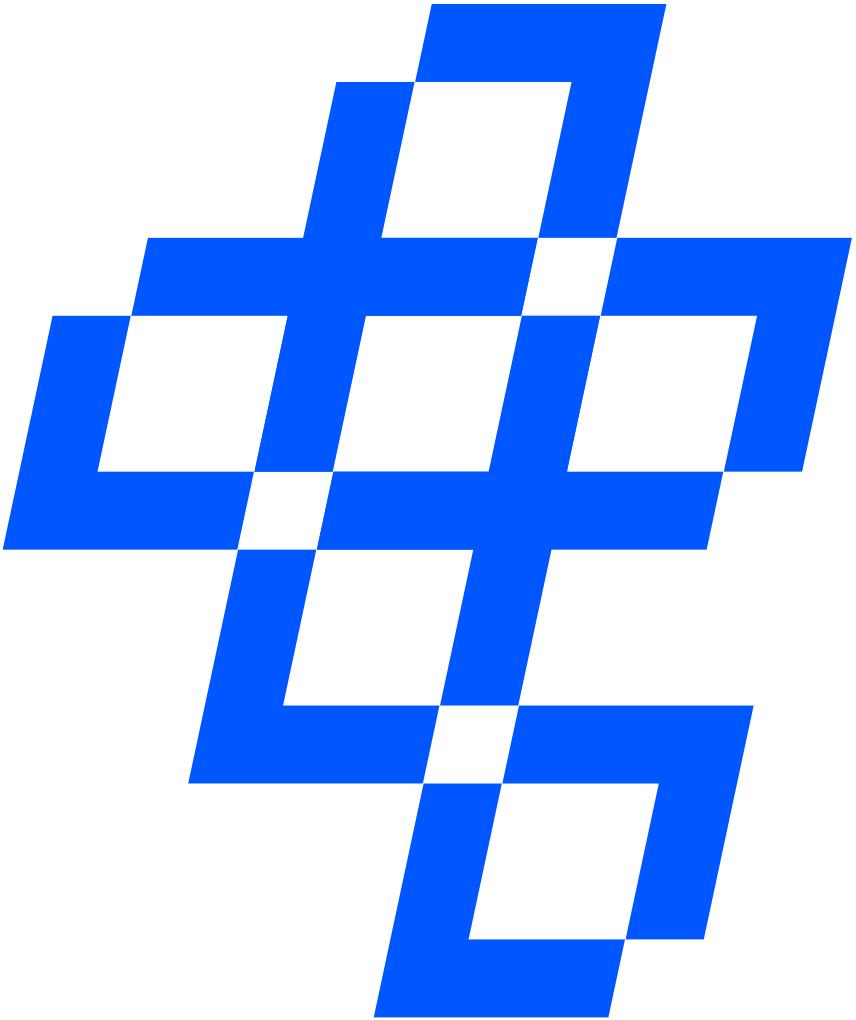
tenet

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."
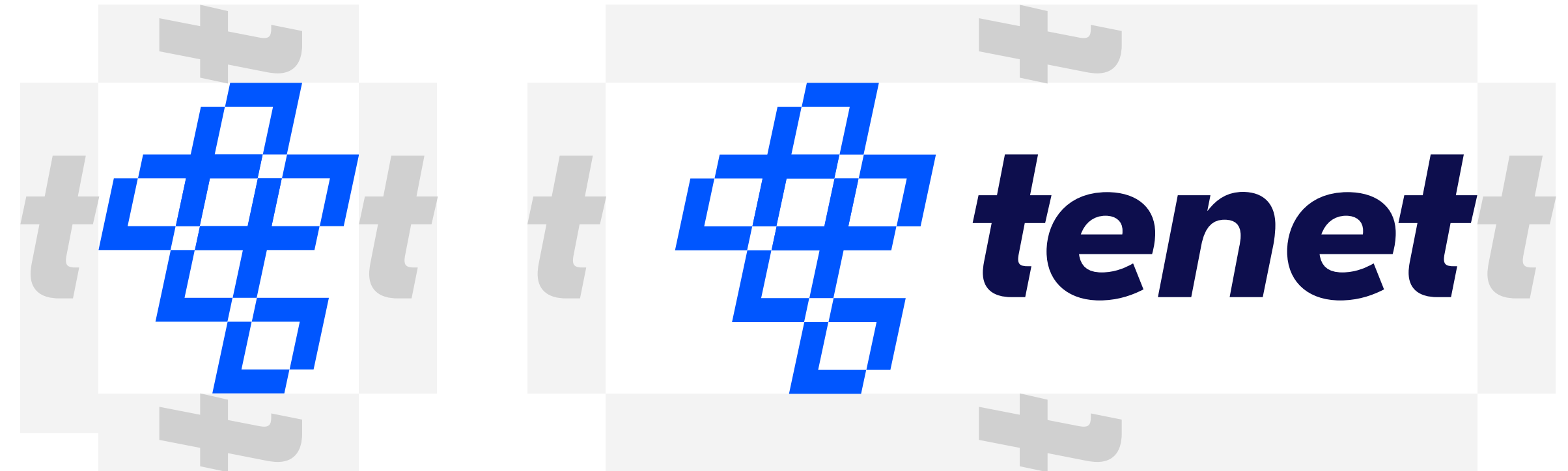
4.3   Logo Clear Space

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.
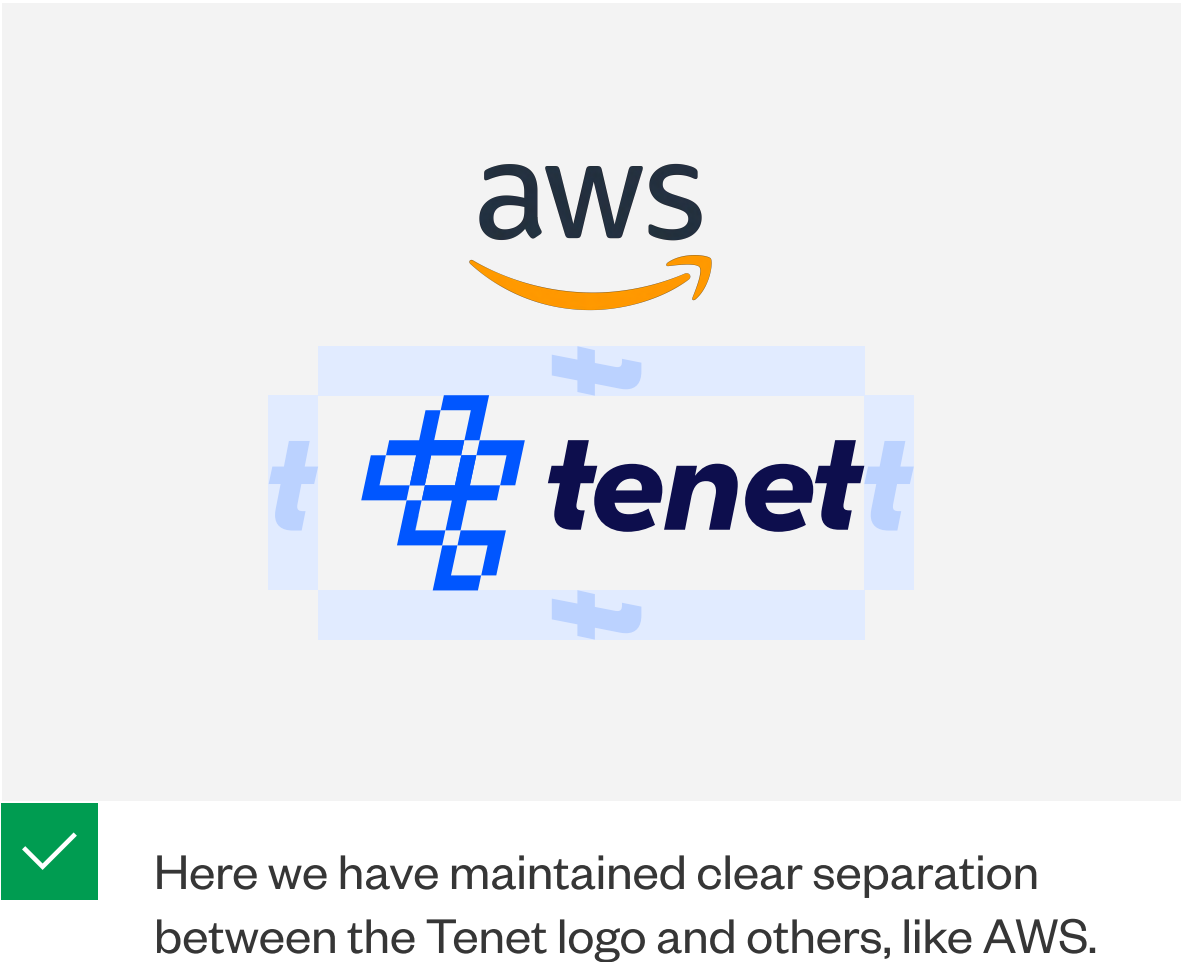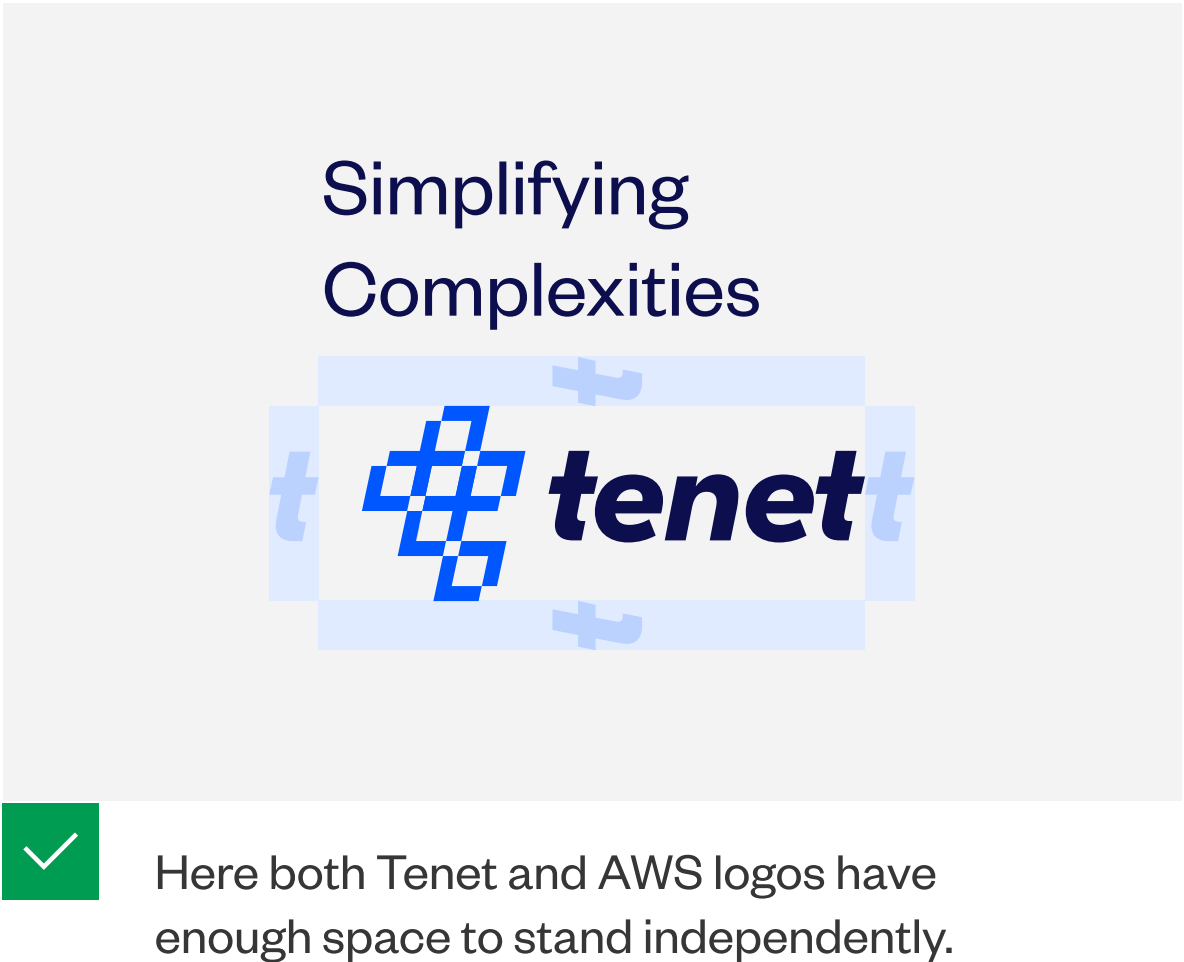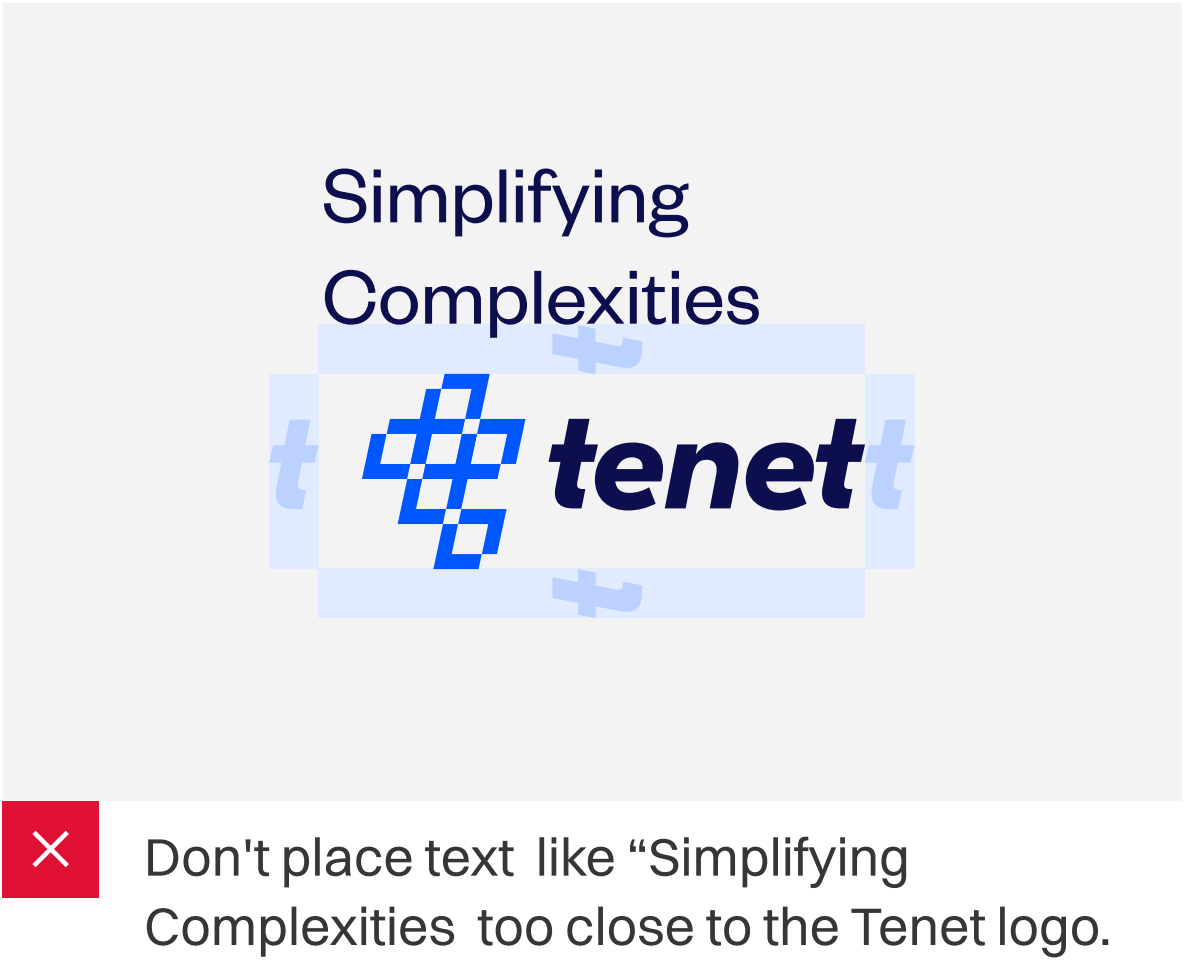
4.4

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.

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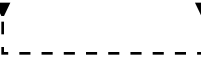
For Print:
- In print materials, the primary logo should be no smaller than ___mm, making sure it's always readable and stands out.
- Our secondary logo and combination should also maintain a minimum size of ___mm in print to keep it prominent and clear.
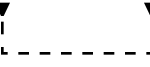
Minimum size for Digital Purpose

25px

75px

100px

Minimum size for Print Purpose

5mm

56 mm

18mm

31

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

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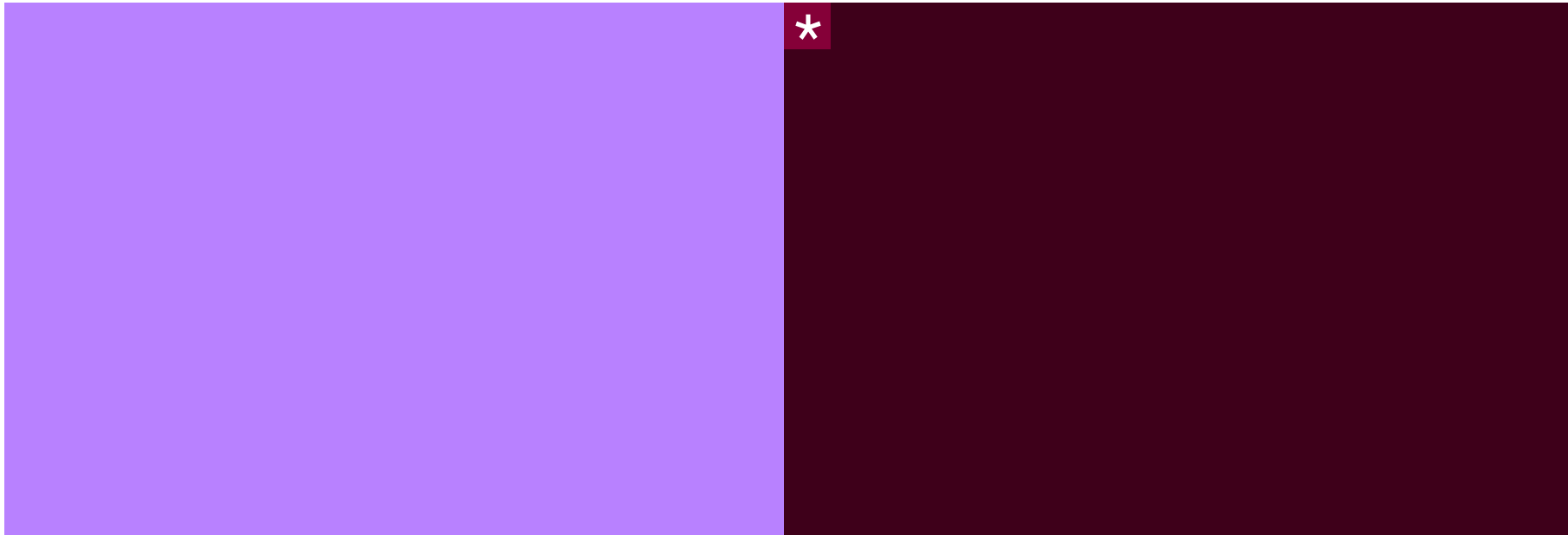
4.7 Symbol Color Variants
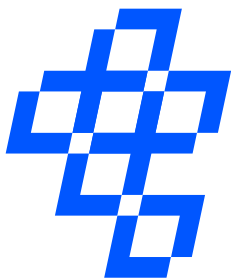
Primary Symbol Color Usage:
- Our primary symbol color is the cornerstone of our visual identity. It's meant to be the first thing people notice and should be used in all our main communications. This ensures a strong, consistent presence across all platforms.
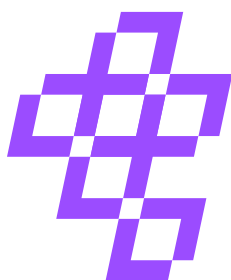
Secondary Symbol Color Usage:
- The secondary color of our symbol is like a special touch – used to add a bit of flair and enhance the visual appeal. However, it's not intended for use in our primary brand communications.

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.
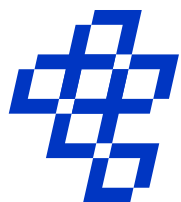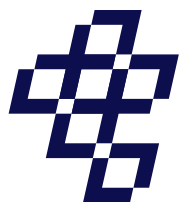
Primary Logo Colors   ■ 0057FF
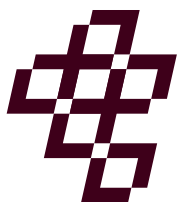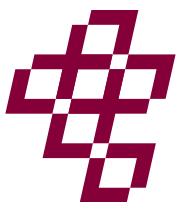
Secondary Logo Colors   ■ 9B4DFF
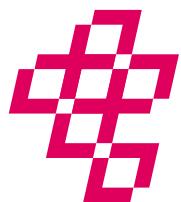
All Logo Symbol Colors

■ 0036C2

■ 0D0E4D

■ 3E001A

■ 860038

■ E0005E
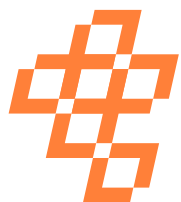
■ FF813A
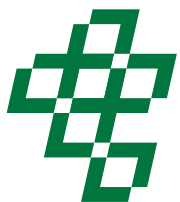
■ 00763D
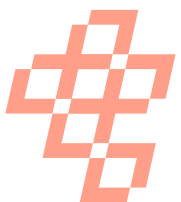
■ FFA08B
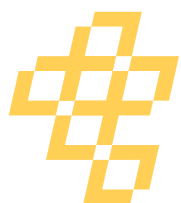
■ FFD056
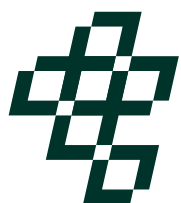
■ 00342B
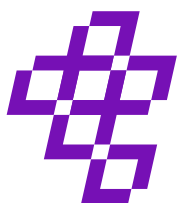
■ 7610B5
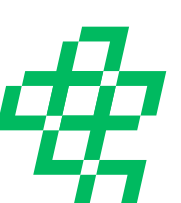
■ 00BA61
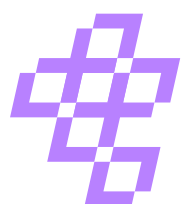
■ B882FF
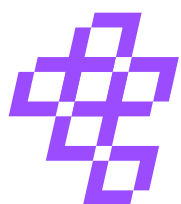
■ 9B4DFF
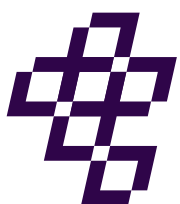
■ 30054A

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

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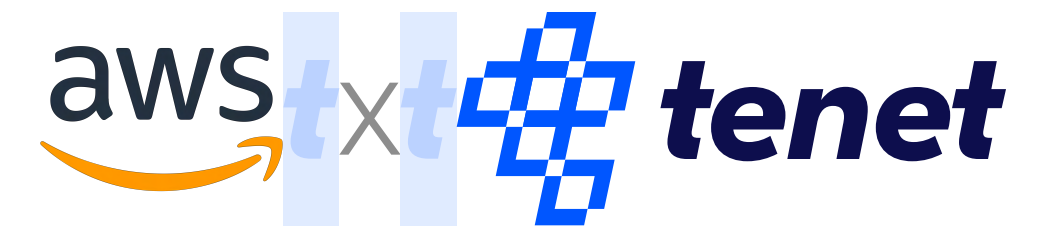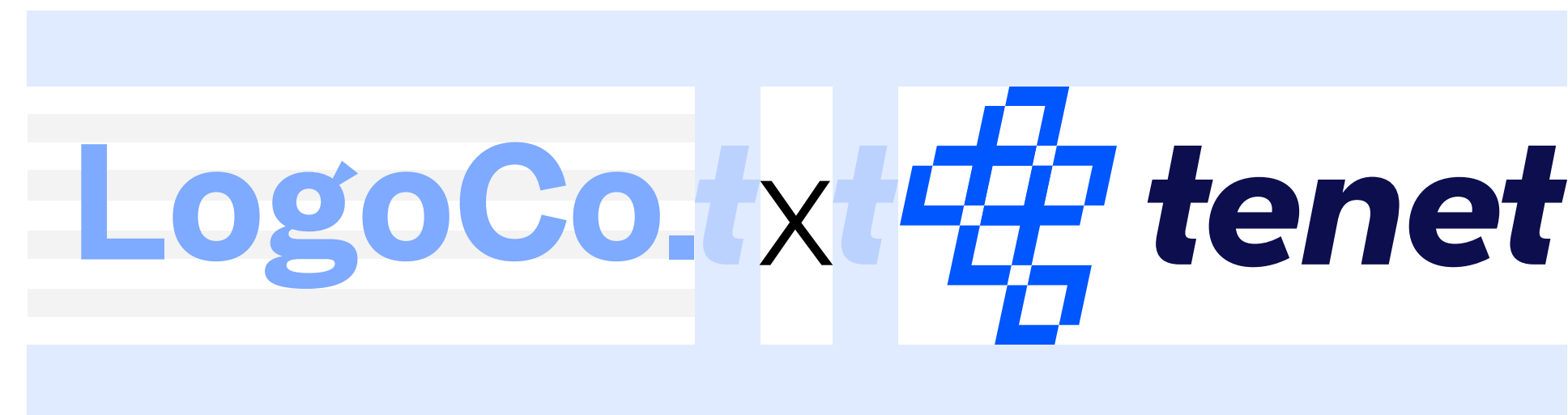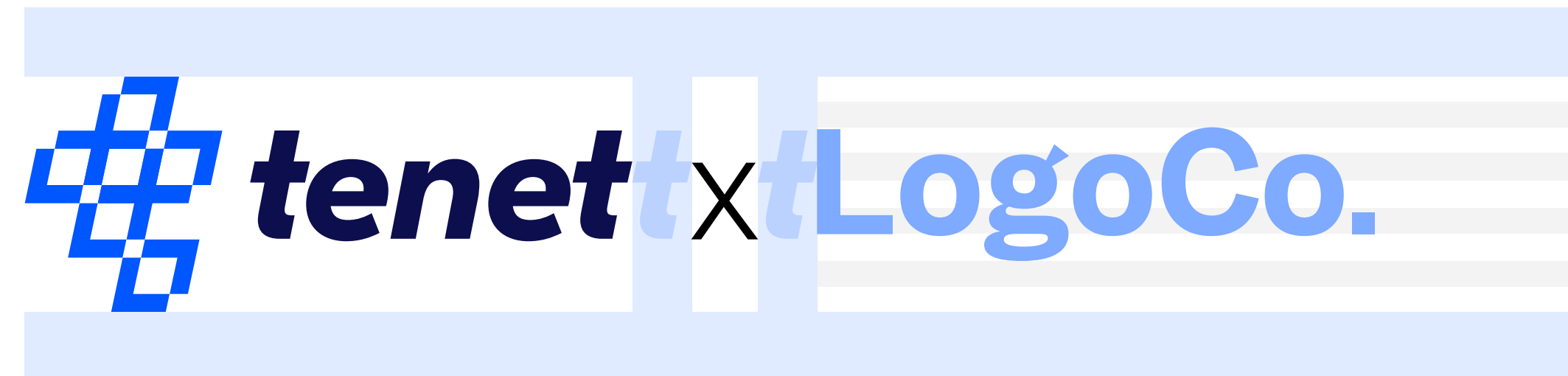
4.9 Logo Misuse

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.
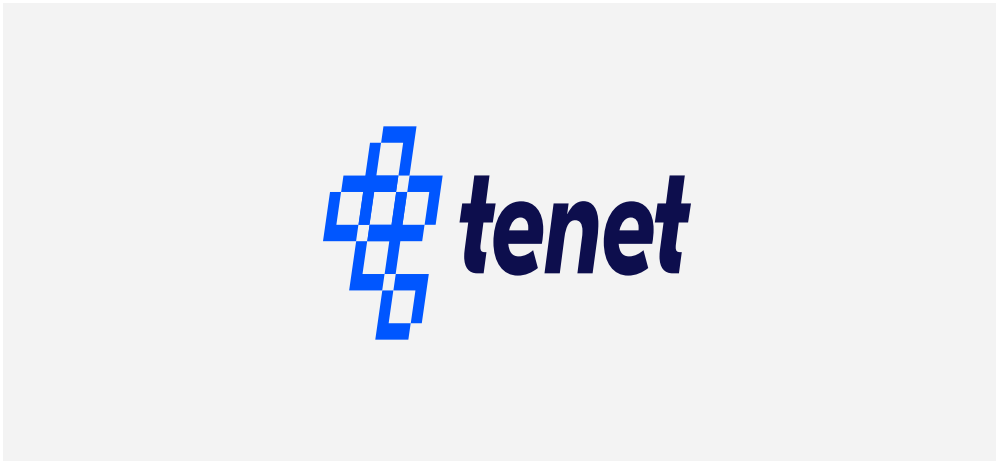
❌ Do not distort or wrap the logo.

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

❌ Do not rotate the logo.
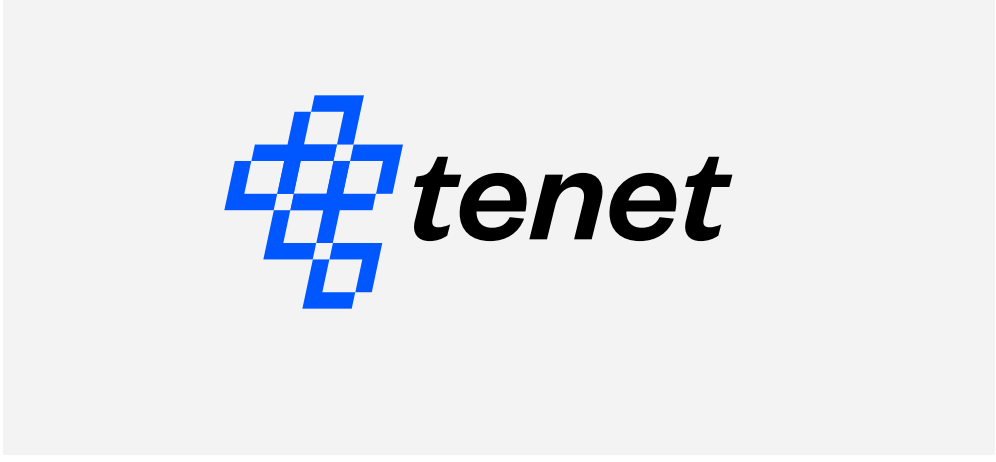
❌ Do not try to recreate our wordmark logo. Use the provided files.
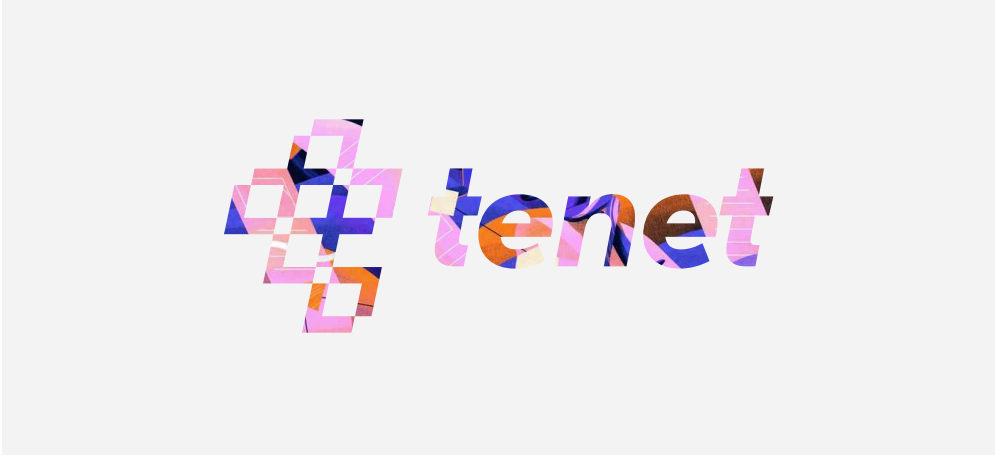
❌ Do not mask photos or images with the logo.
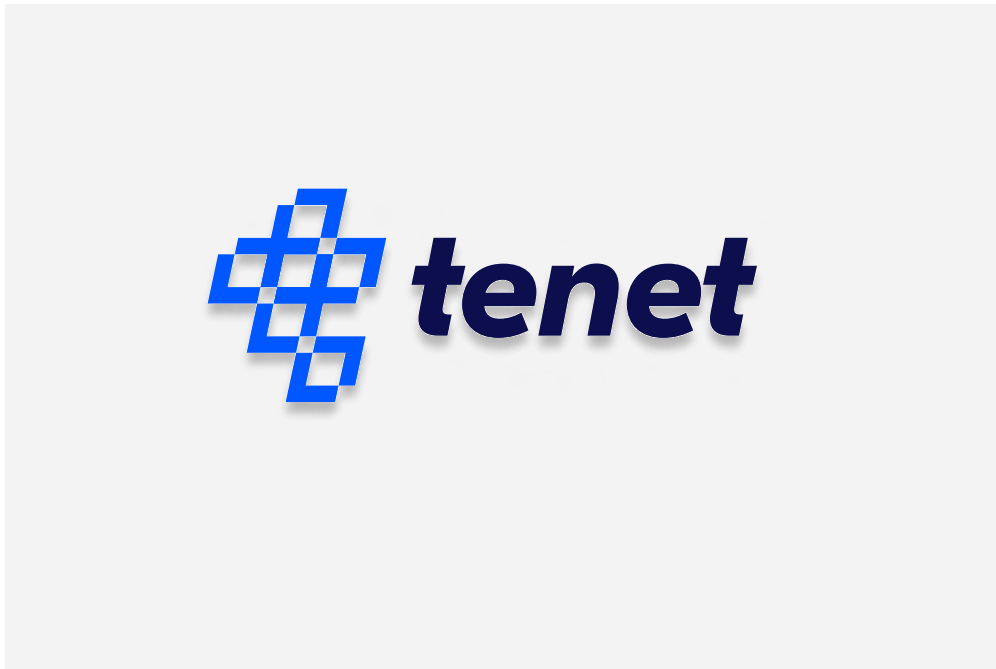
❌ Do not use drop shadow or any other effects on the logo.
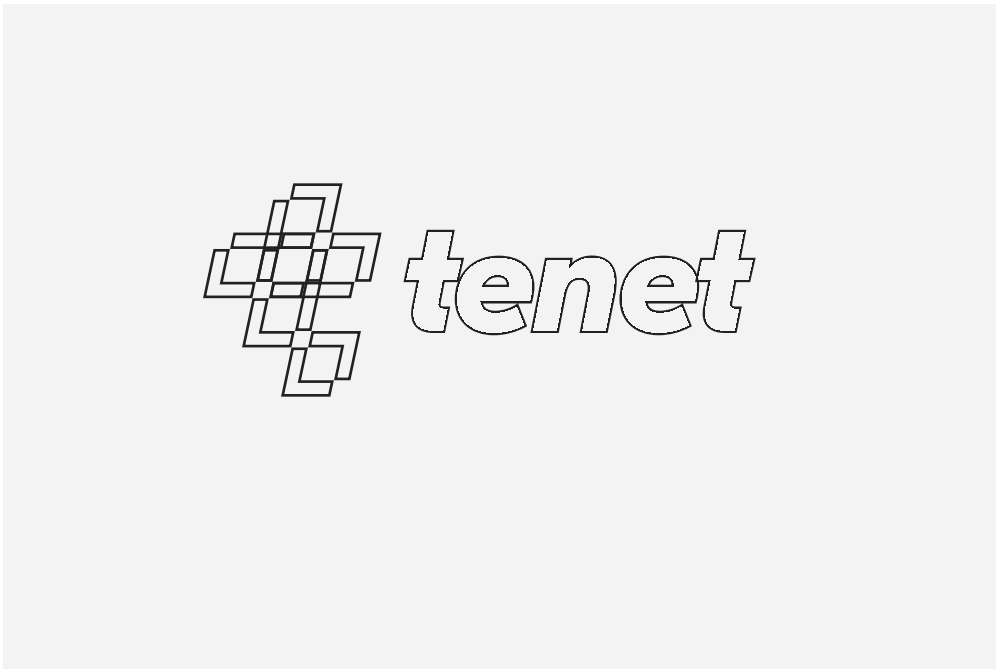
❌ Do not outline the logo.

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.
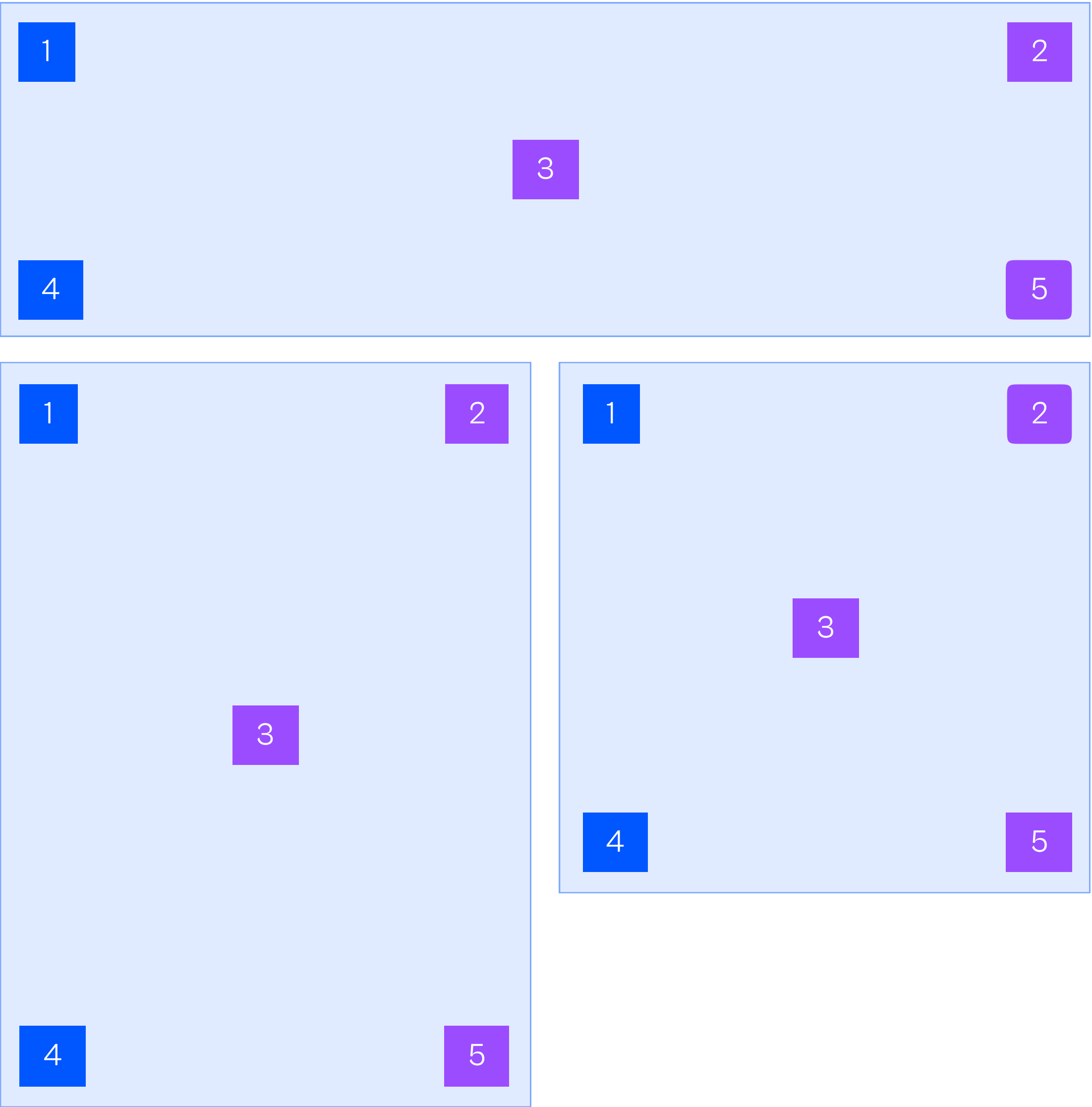
4.11

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

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tenet

UN CONFUSE ME WITH BILL GATES

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

4:30 PM, 23 Jan

Listen on Spotify

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.

2. Colors

———

2.0

5.1

Our Colors

At Tenet, our visual narrative unfolds in a palette that begins with the deep and steadfast tones of our primary blue. This foundational hue captures the essence of our commitment to innovation and the serenity of our client-centric approach, infusing trust and dependability into all of our essential assets and communication materials.

Accentuating this principal color, we introduce the sophistication of lilac and the depth of dark blue as our secondary colors. These shades bring a layered richness, casting a vibrant elegance that complements our primary blue, ensuring that our brand's presence is both captivating and harmonious across every touchpoint. Together, they create a color story that is as empowering and confident as the services we provide.

P

Blue

Primary Blue

#0057ff

rgb(0, 87, 255)

hsl(220, 100, 50)

S2

Secondary Lilac

#b882ff

rgb(184, 130, 255)

hsl(266, 100, 75)

S2

Secondary Dark Blue

#0d0e4d

rgb(13, 14, 77)

hsl(239, 71.2, 17.6)

5.2

Color Gamut (Most Frequent Use)

Within the spectrum of Tenet's brand identity lies a palette as dynamic and nuanced as our approach to service. Our color gamut is an orchestrated display of hues, each selected for their ability to convey our core values and brand personality.

Primary Color - P: Our primary color is a deep and sophisticated blue, the hallmark of our brand. It's a blue that's as boundless as the sky and as deep as the ocean, representing the vast possibilities and profound trust we offer our clients.

Secondary Colors - S2: Surrounding our primary blue is a suite of secondary colors, a collection of hues that complement and elevate.They are the colors of innovation and intuition, of clarity and depth, embodying the balance between warmth and professionalism.

Tertiary Colors - T2: The tertiary tones bring a vibrant energy to the mix, with shades that capture the spirit of our creativity and the breadth of our expertise. These are the accents that highlight, that bring focus, and that add a layer of sophistication to our secondary palette.

P		S1	
#0057ff		#3e001a	
S2	S2	T2	T3
#0036c2	#0d0e4d	#860038	#e0005e

T2	T2	T2	T5
#ffccb6	#ffa08b	#ffd056	#ff813a

T2	T2	S2	S2
			#9b4dff
	#00763d		S2
	T2		#7610b5
			S2
#00ba61	#00342b	#b882ff	#30054a

5.3

Color Gamut

Tenet's functional colors extend our visual language beyond the primary spectrum, serving as the bedrock for accessibility and comprehension in our communications. These colors are carefully chosen for their functionality — providing contrast for legibility, guiding navigation, and delineating key actions, like the greys for text and greens for success indicators.

These hues are integral to Tenet's design system, ensuring that our interactions are not only aesthetically pleasing but also user-friendly. They reinforce our commitment to an inclusive and intuitive experience, mirroring our brand's ethos of clarity, empowerment, and confident communication.

⬇ **Download Logo Assets**

Functional Colors

F2
#f5f5f5

F2
#e0e0e0

F2
#bdbdbd

F2
#9f9f9f

F2
#7f7f7f

F2
#606060

F2
#515151

F2
#333333

F2
#202020

F2
#000000

F2
#004fe8

F2
#009c51

F2
#e4a709

F2
#e21136

Information/Link

Success

Warning

Error

Blue 1
#CCDDFF
rgb (204,221,255)
hsl (220,100%,90%)
CMYK (20,13,0,0)

Blue 2
#AAC7FF
rgb (170,199,255)
hsl (219.5,100%,83.3%)
CMYK (33,22,0,0)

Blue 3
#7FABFF
rgb (127,171,255)
hsl (219.4,100%,74.9%)
CMYK (50,33,0,0)

Blue 4
#558FFF
rgb (85,143,255)
hsl (219.5,100%,66.7%)
CMYK (67,44,0,0)

Blue 5
#2A73FF
rgb (42,115,255)
hsl (219.4,100%,58.2%)
CMYK (84,55,0,0)

Blue 6
#0057FF
rgb (0,87,255)
hsl (219.5,100%,50%)
CMYK (100,66,0,0)

Blue 7
#0048D4
rgb (0,72,212)
hsl (219.6,100%,41.6%)
CMYK (100,66,0,17)

Blue 8
#003AAA
rgb (0,58,170)
hsl (219.5,100%,33.3%)
CMYK (100,66,0,33)

Blue 9
#002B7F
rgb (0,43,127)
hsl (219.7,100%,24.9%)
CMYK (100,66,0,50)

Blue 10
#001D55
rgb (0,29,85)
hsl (219.5,100%,16.7%)
CMYK (100,66,0,67)

Blue 11
#001133
rgb (0,17,51)
hsl (220,100%,10%)
CMYK (100,67,0,80)

Lilac 1
#EBDBFF
rgb (235,219,255)
hsl (266.7,100%,92.9%)
CMYK (8,14,0,0)

Lilac 2
#DEC4FF
rgb (222,196,255)
hsl (266.4,100%,88.4%)
CMYK (13,23,0,0)
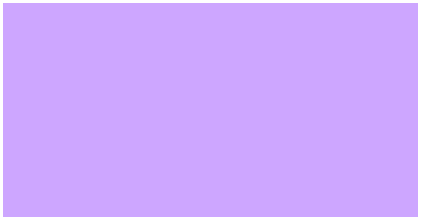
Lilac 3
#CDA6FF
rgb (205,166,255)
hsl (266.3,100%,82.5%)
CMYK (20,35,0,0)

Lilac 4
#BC88FF
rgb (188,136,255)
hsl (266.2,100%,76.7%)
CMYK (26,47,0,0)
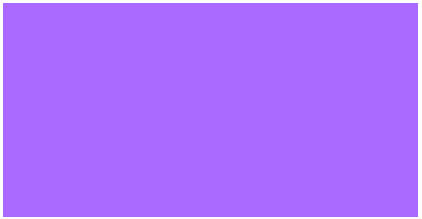
Lilac 5
#AC6BFF
rgb (172,107,255)
hsl (266.4,100%,71%)
CMYK (33,58,0,0)
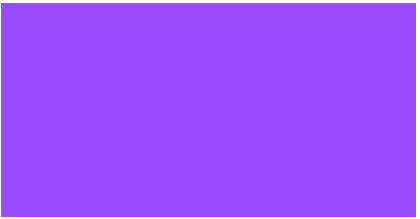
Lilac 6
#9B4CFF
rgb (155,76,255)
hsl (266.5,100%,64.9%)
CMYK (39,70,0,0)

Lilac 7
#8140D4
rgb (129,64,212)
hsl (266.4,63.2%,54.1%)
CMYK (39,70,0,17)

Lilac 8
#6733AA
rgb (103,51,170)
hsl (266.2,53.8%,43.3%)
CMYK (39,70,0,33)

Lilac 9
#4D267F
rgb (77,38,127)
hsl (266.3,53.9%,32.4%)
CMYK (39,70,0,50)

Lilac 10
#341A55
rgb (52,26,85)
hsl (266.4,53.2%,21.8%)
CMYK (39,69,0,67)

Lilac 11
#1F0F33
rgb (31,15,51)
hsl (266.7,54.5%,12.9%)
CMYK (39,71,0,80)

Pink 1
#F9CCDF
rgb (249,204,223)
hsl (334.7,78.9%,88.8%)
CMYK (0,18,10,2)

Pink 2
#F5AAC9
rgb (245,170,201)
hsl (335.2,78.9%,81.4%)
CMYK (0,31,18,4)

Pink 3
#EF7FAE
rgb (239,127,174)
hsl (334.8,77.8%,71.8%)
CMYK (0,47,27,6)

Pink 4
#EA5594
rgb (234,85,148)
hsl (334.6,78%,62.5%)
CMYK (0,64,37,8)

Pink 5
#E52A79
rgb (229,42,121)
hsl (334.7,78.2%,53.1%)
CMYK (0,82,47,10)

Pink 6
#E0005E
rgb (224,0,94)
hsl (334.8,100%,43.9%)
CMYK (0,100,58,12)

Pink 7
#BB004E
rgb (187,0,78)
hsl (335,100%,36.7%)
CMYK (0,100,58,27)

Pink 8
#95003F
rgb (149,0,63)
hsl (334.6,100%,29.2%)
CMYK (0,100,58,42)

Pink 9
#70002F
rgb (112,0,47)
hsl (334.8,100%,22%)
CMYK (0,100,58,56)

Pink 10
#4B001F
rgb (75,0,31)
hsl (335.2,100%,14.7%)
CMYK (0,100,59,71)

Pink 11
#2D0013
rgb (45,0,19)
hsl (334.7,100%,8.8%)
CMYK (0,100,58,82)

Green 1
#CCF1DF
rgb (204,241,223)
hsl (150.8,56.9%,87.3%)
CMYK (15,0,7,5)

Green 2
#AAE8CA
rgb (170,232,202)
hsl (151,57.4%,78.8%)
CMYK (27,0,13,9)

Green 3
#7FDCB0
rgb (127,220,176)
hsl (151.6,57.1%,68%)
CMYK (42,0,20,14)

Green 4
#55D196
rgb (85,209,150)
hsl (151.5,57.4%,57.6%)
CMYK (59,0,28,18)
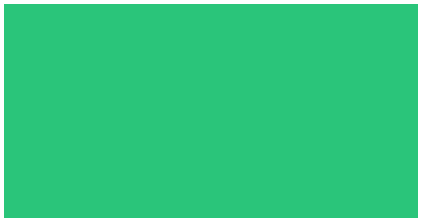
Green 5
#2AC57B
rgb (42,197,123)
hsl (151.4,64.9%,46.9%)
CMYK (79,0,38,23)

Green 6
#00BA61
rgb (0,186,97)
hsl (151.3,100%,36.5%)
CMYK (100,0,48,27)

Green 7
#009B51
rgb (0,155,81)
hsl (151.4,100%,30.4%)
CMYK (100,0,48,39)

Green 8
#007C41
rgb (0,124,65)
hsl (151.5,100%,24.3%)
CMYK (100,0,48,51)

Green 9
#005D30
rgb (0,93,48)
hsl (151,100%,18.2%)
CMYK (100,0,48,64)

Green 10
#003E20
rgb (0,62,32)
hsl (151,100%,12.2%)
CMYK (100,0,48,76)

Green 11
#002513
rgb (0,37,19)
hsl (150.8,100%,7.3%)
CMYK (100,0,49,85)

5.4

Our Color Usage

Our color usage chart is a testament to how we balance and integrate our palette to communicate effectively and engage dynamically.

Primary Color Usage: Dominating at 35%, our primary blue is the flagship of our visual identity. It's a beacon of trust, wisdom, and stability, anchoring our brand in the minds and hearts of our clients. This color leads the charge, setting the tone for our narrative across all mediums.

Secondary Color Usage: At a significant 15%, our secondary colors, including the sophisticated lilac and the deep blue, step in to complement our primary hue. These colors add depth to our visual conversations, enhancing the user experience with their calming yet dynamic presence.

Tertiary Color Usage: Making up the rest of our palette, the tertiary colors add splashes of creativity and highlight key information. With modest percentages ranging from 2% to 8%, these colors serve as accents, guiding users through our content and services with ease and a sense of discovery.

⤓ **Download Logo Assets**

Tertiary Color

15%

15%

Secondary Color Usage

Tertiary Color

10%

Secondary Color Usage

25%

Primary Color Usage

35%
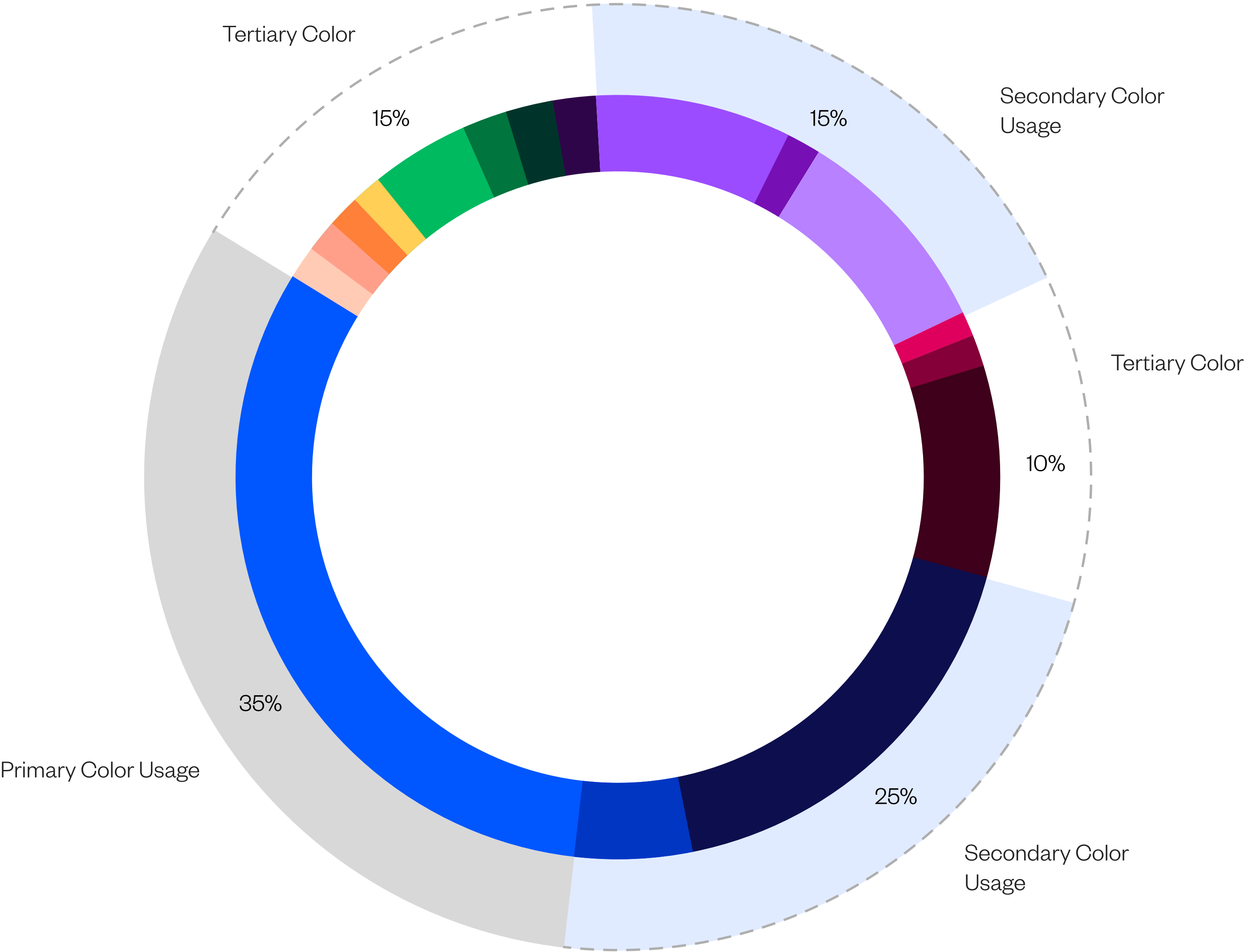
5.5   Accessibility

Commitment to Inclusivity:
- At Tenet, ensuring our communications are accessible to everyone is a top priority. This commitment extends to our focus on color accessibility, particularly over white backgrounds.

Meeting WCAG AA Standards:
- We adhere to the WCAG AA contrast ratio standards, guaranteeing that our text, whether normal or large, remains clear and legible against white backgrounds.

Guidelines for Clarity:
- Our guidelines are specifically tailored to ensure text colors used on white backgrounds meet these accessibility criteria. It's about making our content not just visible but easily readable for all audiences.

✓ Accessible

✕ Not Accessible

TRIAL	TRIAL	TRIAL	TRIAL	TRIAL	TRIAL
✓ Normal Text AA	✓ Normal Text AA	✓ Normal Text AA	✓ Normal Text AA	✓ Normal Text AA	✓ Normal Text AA
✓ Large Text AA	✓ Large Text AA	✓ Large Text AA	✓ Large Text AA	✓ Large Text AA	✓ Large Text AA

TRIAL	TRIAL	TRIAL	TRIAL	TRIAL	TRIAL
✕ Normal Text AA	✕ Normal Text AA	✓ Normal Text AA	✕ Normal Text AA	✓ Normal Text AA	✓ Normal Text AA
✕ Large Text AA	✓ Large Text AA	✓ Large Text AA	✕ Large Text AA	✓ Large Text AA	✓ Large Text AA

TRIAL	TRIAL	TRIAL	TRIAL
✕ Normal Text AA	✕ Normal Text AA	✕ Normal Text AA	✕ Normal Text AA
✕ Large Text AA	✕ Large Text AA	✕ Large Text AA	✕ Large Text AA

5.6   Color Combinations

Blue: The Leading Hue:
- Blue, our primary color, sets the stage. It's the foundation of our visual identity, embodying our values of clarity and trust.

Complementary Combinations:
- We pair blue with carefully selected supporting colors. These accents are not just additions; they enhance and elevate the depth of blue, creating a cohesive and dynamic visual experience.
- Think of blue as the lead in a dance, with the supporting colors following its lead, each step and turn calculated to complement and enhance the overall performance.

Strategic Color Usage:
- Our use of color is intentional and measured. We apply just enough to accentuate blue's dominance while ensuring the overall palette remains balanced and effective.
- This strategy isn't about using color for the sake of it. It's about using color to tell a story, where blue is the protagonist, and the supporting hues are its cast, each playing a vital role in enhancing the narrative.

Two color Combinations

#0036C2 / #0057FF	#B882FF / #0057FF	#00BA61 / #0057FF	#FFD056 / #0057FF	#FFCCB6 / #0057FF
#3E001A / #E0005E	#7610B5 / #B882FF	#00342B / #00BA61	#FFD056 / #FF813A	#E0005E / #FFCCB6

Three color Combinations

#0D0E4D / #0036C2 / #0057FF	#3E001A / #9B4D44 / #B882FF	#FFD056 / #FF813A / #0057FF	#0057FF / #00763D / #00BA61	#3E001A / #860038 / #E0005E
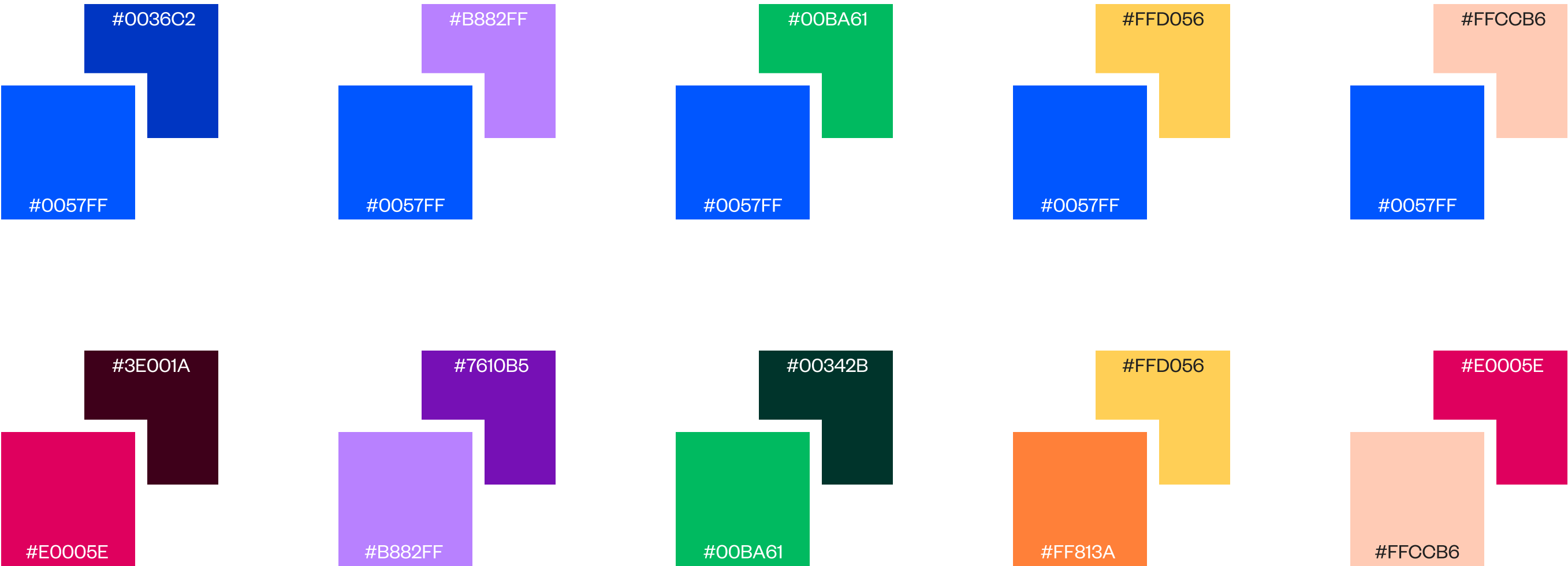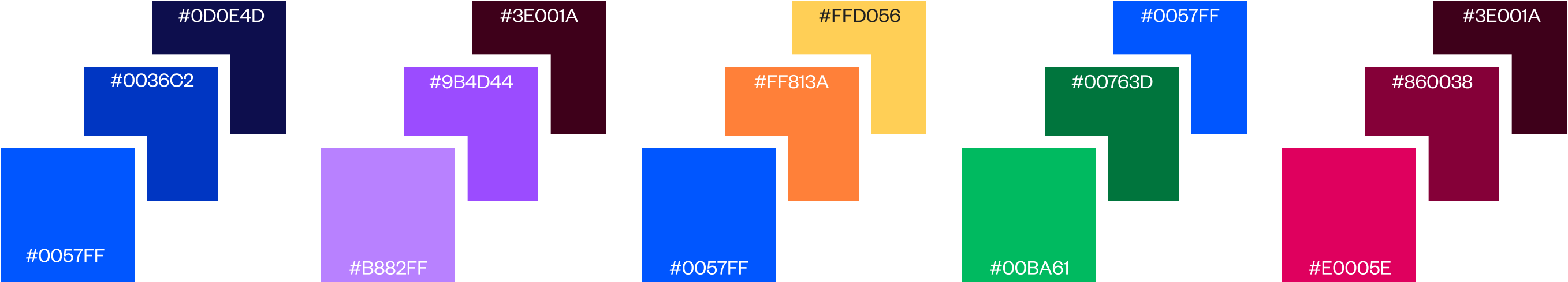
5.7   Color Don'ts

In the realm of Tenet's design philosophy, where color plays a pivotal role in conveying our brand's essence, it's just as important to know what to avoid as it is to know what to embrace. Our guidelines for color don'ts are crafted to ensure that every design stays true to our ethos of clarity, simplicity, and brand consistency.

Here, we outline the key practices to steer clear of in order to maintain the integrity and effectiveness of our visual communications.

✕ Avoid using more than three colors in a design, unless it includes an illustration. Keeping the palette limited ensures visual clarity and brand consistency.

✕ Gradients are a no-go in our design approach. We prefer solid colors to maintain simplicity and focus.

✕ Steer clear of color combinations that clash or don't align with our brand's aesthetic. Harmony is key.
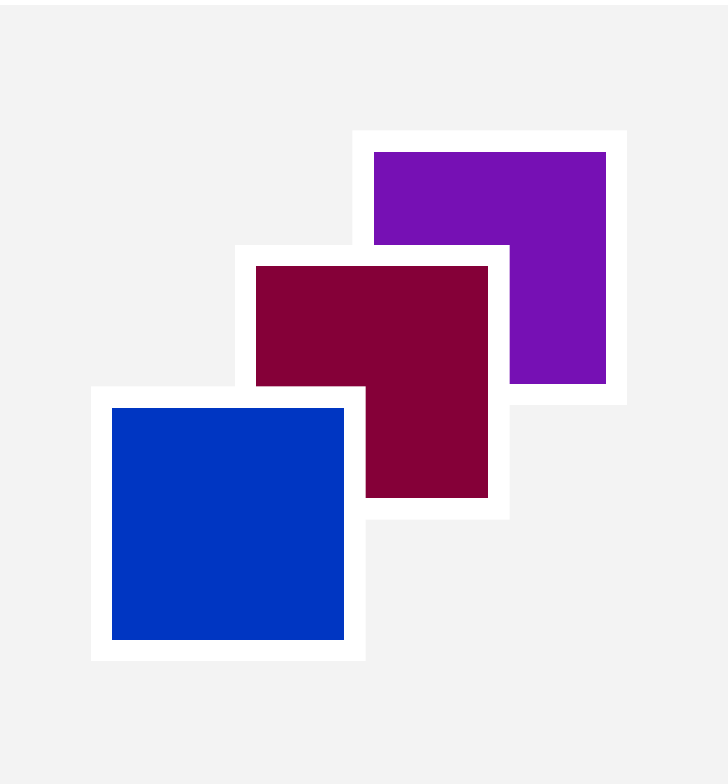
✕ Do not use combinations of similar contrast ratios. Ensure the contrast is maintained if using the overlapping colors.
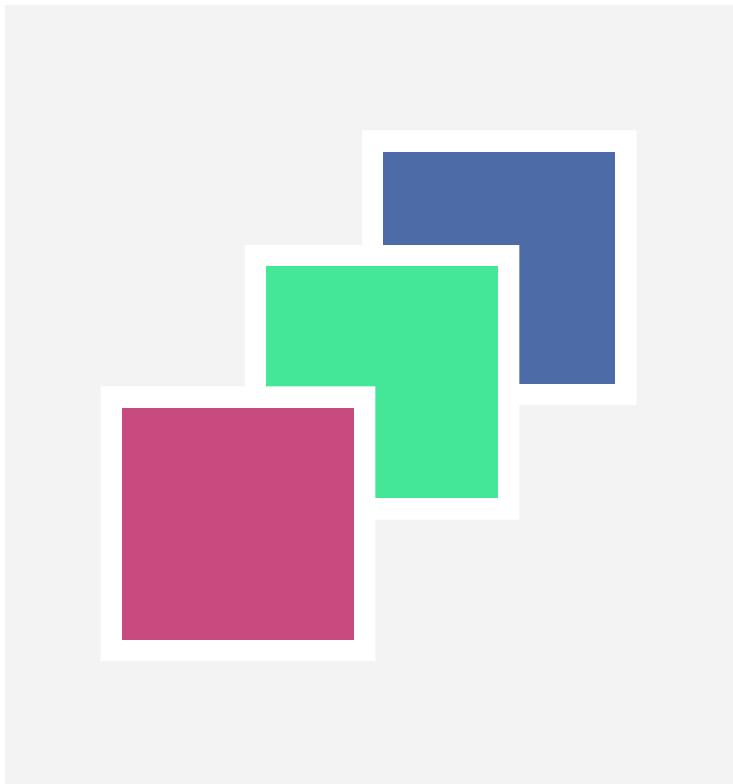
✕ Do not make up your own colours, or use colour or tints of colours not found in the colour palette.

5.8   Application

Tenet
India

UN CONFUSE ME WITH BILL GATES

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

4:30 PM, 23 Jan   Listen on Spotify

We employ a straightforward layout structure that predominantly features left-aligned typography for our key communications.

Tenet
India

Creative Confluence 2024

22-24 Jan, 24 | Grand Hyatt, Goa

We employ a straightforward layout structure that predominantly features left-aligned typography for our key communications.

Simplifying Complexities

Tenet

Tenet Formerly known as Kodeglobe - Empowering businesses with innovative design, technology, and growth strategies. Join Tenet's journey of digital excellence.

IT Services and IT Consulting · New Delhi, Delhi · 3K followers · 11-50 employees

Shantanu & 10 other connections work here

✓ Following   Invite   ...

Home   **My Company**   About   Posts   Jobs   People

5.9   Print Colors

We understand the importance of maintaining
consistent colors across our print materials to convey a
unified brand image. Despite the challenges of
accurately reproducing digital-first colors in print, we've
found a solution: Pantone color matching.

Pantone colors closely match our desired hues,
ensuring consistency in communication and
representation across all printed materials. This
approach guarantees streamlined and cohesive brand
messaging, reinforcing our brand identity effectively.

#0058A9
C100 M72 Y0 K0

PANTONE
2728 C

#AD98DA
C32 M41 Y0 K0

PANTONE®
935 C

#004280
C100 M75 Y6 K24

PANTONE®
288 C

#8465AC
C54 M69 Y0 K0

PANTONE®
265 C

#001B49
C100 M76 Y10 K65

PANTONE®
2766 C

#2F12AA
C87 M100 Y30 K45

PANTONE®
2627 C

5.9

#00AB39
C89 M0 Y90 K0

PANTONE®
354 C

#007229
C95 M8 Y93 K27

PANTONE®
356 C

#173F35
C63 M0 Y16 K75

PANTONE®
567 C

#E40050
C30 M98 Y46 K0

PANTONE®
1925 C

#93173B
C8 M100 Y47 K39

PANTONE®
1955 C

#3F2021
C36 M84 Y59 K83

PANTONE®
4975 C

#FFCE00
C0 M12 Y100 K0

PANTONE®
116 C

#FF7300
C0 M55 Y100 K10

PANTONE®
151 C

#FDC3AA
C0 M24 Y31 K0

PANTONE®
162 C

#FFA28B
C0 M40 Y39 K0

PANTONE®
1625 C

5.9   Getting the Pdfs ready to print

Ensuring that our colors are accurately reproduced in print is essential. We achieve this by maintaining color integrity in PDFs, including all color profiles. Additionally, for high-quality, sharp prints, we recommend using resolutions between 300-600 dpi.

When saving Illustrator files as PDFs for printing, select the "High Quality Print" preset, and ensure that all profiles are included in the output settings.

3. Typography

—

3.0
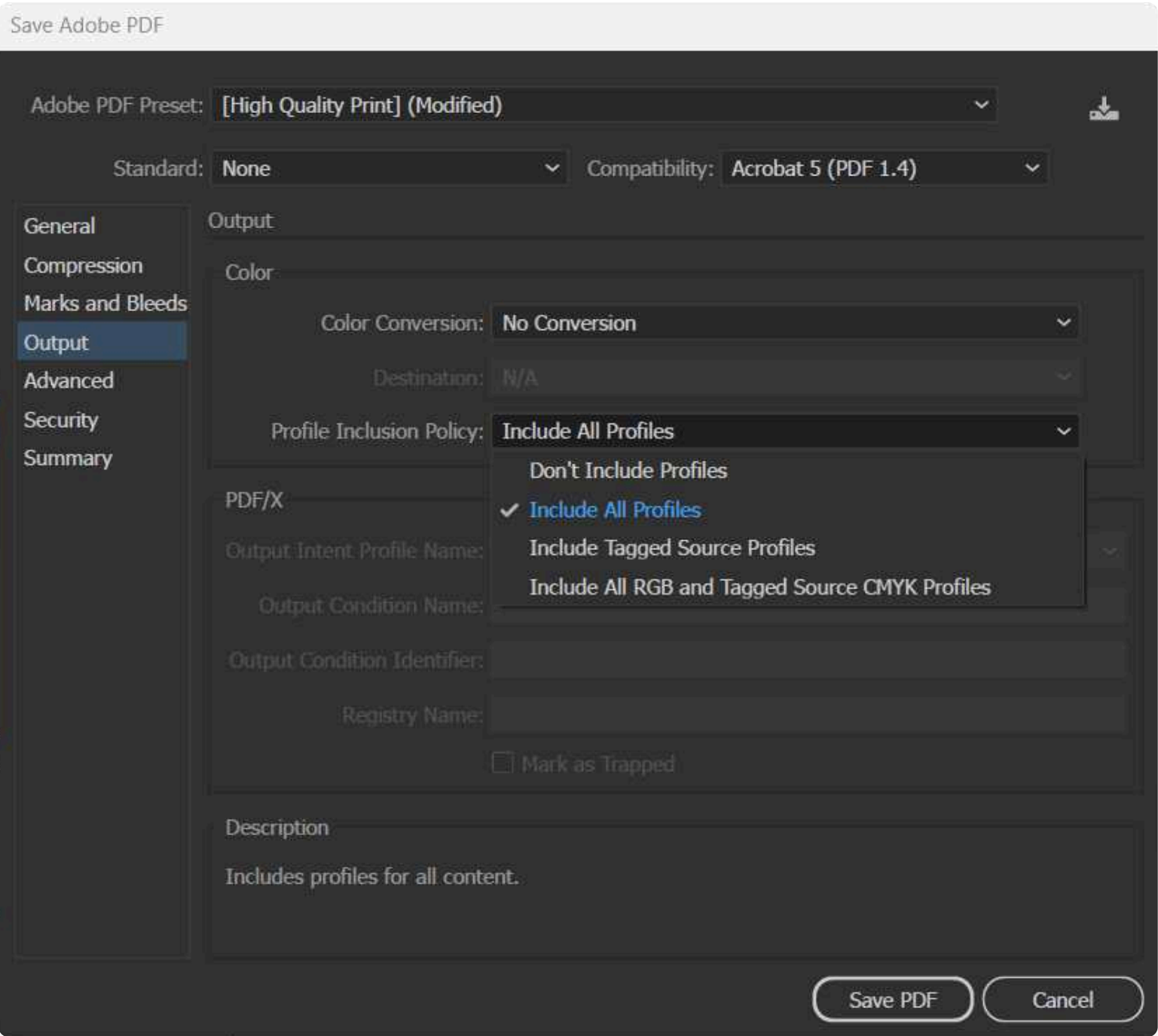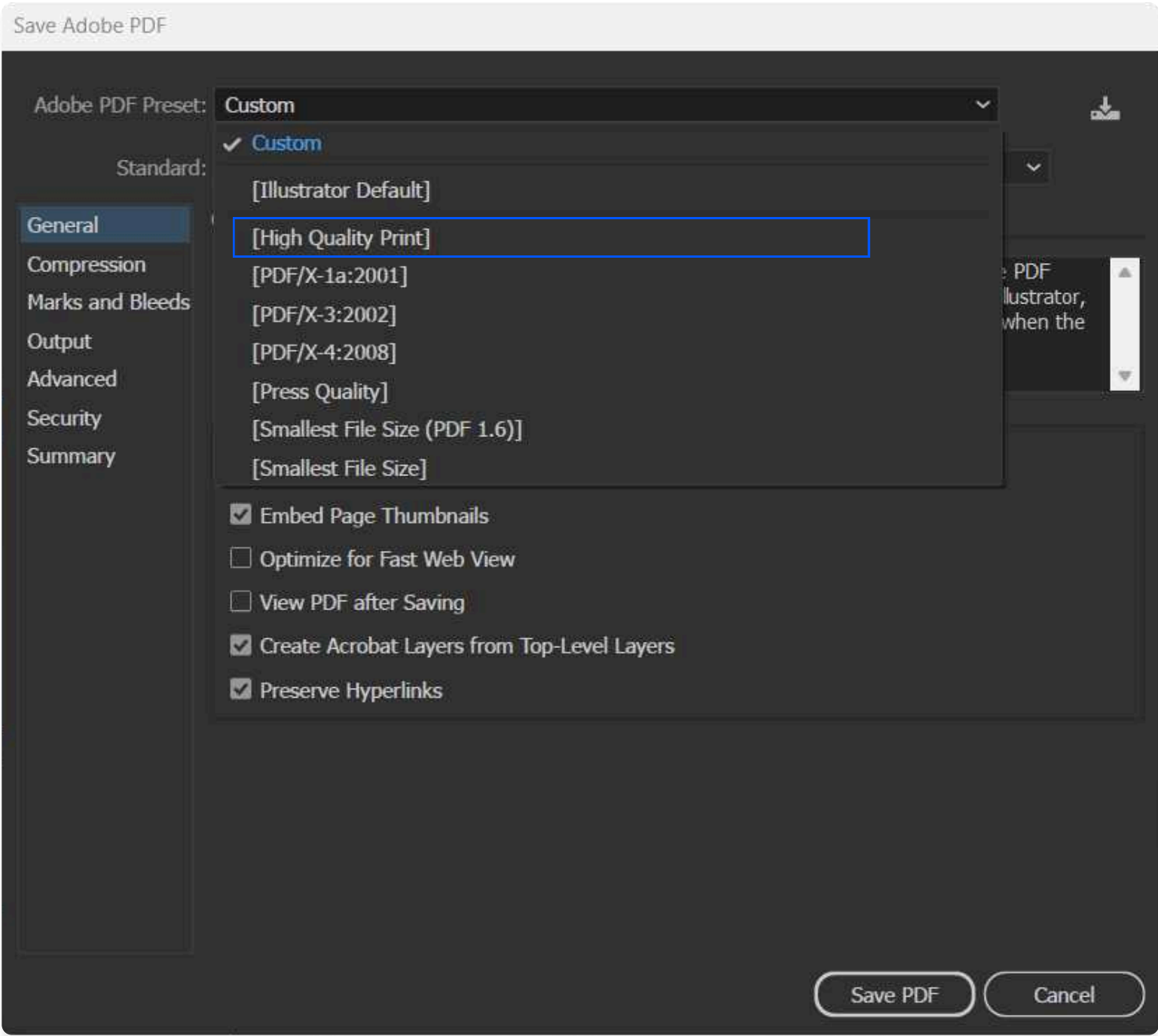
6.1 Our Typefaces

Our primary font, Garnett, stands as the bedrock of Tenet's visual identity. It doesn't just shape letters; it encapsulates our core values, ensuring our communication remains consistently memorable and focused. Whether it's headlines, titles, or key brand elements, Garnett delivers the precision, professionalism, and modern edge we seek.

Complementing this, Founder Grotesk steps in as our secondary typeface, seamlessly aligning with Garnett to enhance legibility in supporting and body text. It's the reliable partner that ensures a comfortable reading experience, especially in those extended passages that dive into our everyday breakthrough stories.

Introducing our accent typeface – the element that adds a touch of creativity and distinction to our communications. Reserved for moments of playfulness, it not only injects vibrancy but also imparts our distinctive and playful accent to the message.

200x Growth

tenet

क्रिएटिव कोन्फ़्लुएन्स
Creative **Confluence**
2024

tenet

TENET'S STRATEGY & DESIGN WORKSHOP

tenet

We strategize, design, build, and foster the growth of your business.

tenet

Annual Developers Conference

Day 1

Reception
Ground Floor Lobby Area 1

• Registration: 4:00 PM

Conference Room 1
Ground Floor

• Program Overview: 5:00 PM
• Conversation with Ravindra: 6:00 PM
• Coffee Break: 7:00 PM

6.2

Our Primary Typeface

Garnett, our primary typeface, is much more than a collection of letters – it's a vital part of Tenet's visual identity. This typeface does more than just convey words; it embodies our core values and plays a key role in how we communicate. Garnett is the voice of our brand in written form, ensuring that our messages are not only clear and professional but also leave a lasting impression.

Garnett in Action:
- Versatile for Various Uses: Whether it's for bold headlines, impactful titles, or other key brand elements, Garnett brings the right blend of precision and modern flair.
- Professional Yet Modern: It strikes the perfect balance between professional demeanor and contemporary style, aligning with our forward-thinking approach.
- Consistency is Key: Using Garnett across all our communications ensures a cohesive and recognizable brand presence.

Garnett isn't just a typeface; it's a reflection of Tenet's commitment to clarity, innovation, and professionalism. It's how we make sure that every word we write resonates with our identity and speaks directly to our audience with confidence and clarity.

Garnett

ABC@123...&!*?

Garnett Light

Garnett Regular

Garnett **Medium**

Garnett **Semibold**

ABCDEFGHIJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuvw
xyz1234567890

(,.:;?!¿¡...) [&1@#] {-—} « » ‹ › „ " ", '
'_/\' " †
() [] {} -—— ‹ › « » ¿ ¡

6.3

Our Secondary Typeface

Founders Grotesk, our secondary font, is a key player in Tenet's visual identity, perfectly complementing our primary typeface, Garnett. With its clean and contemporary design, Founders Grotesk doesn't just support Garnett; it enhances our overall communication, adding versatility and a modern touch that aligns seamlessly with our brand ethos.

Founders Grotesk's Role:

- Complementary and Versatile: Perfect for supporting text, captions, and body copy, Founders Grotesk works seamlessly alongside our primary typeface, Garnett, enhancing readability and visual appeal.
- Modern and Approachable: Its clean lines and modern design echo Tenet's approachable yet professional ethos, making our content inviting and easy to digest.
- Consistent Brand Experience: Using Founders Grotesk in tandem with Garnett ensures a consistent and harmonious brand experience across all our materials.

Hello! I'm Tenet's Chauffeur,

SUPPORTING TYPEFACE

Founders Grotesk.

Founders Grotesk Light

Founders Grotesk Regular

Founders Grotesk Medium

Founders Grotesk Semibold

Founders Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz12345678 90

(, . : ;? ! ¿ ¡...) [&1@#] {-–—} « » ‹ ›„" ", ' '_ / \'
" †

( ) [ ] { } - - — ‹ › « »¿ ¡

6.4

Tenet Accent Typeface

The Tenet Accent Typeface is our visual megaphone, designed to capture the essence of our brand's playful and spirited side. Purposefully crafted for moments that call for a bold statement, this typeface is the go-to for captions that are as quirky and full of personality as the ideas they represent. Not intended for the everyday conversation, it shines in its role of highlighting the moments where Tenet's brand voice is loud, proud, and unabashedly fun.

Use it to inject a dash of exuberance into your message and watch the words leap off the page with life and energy.
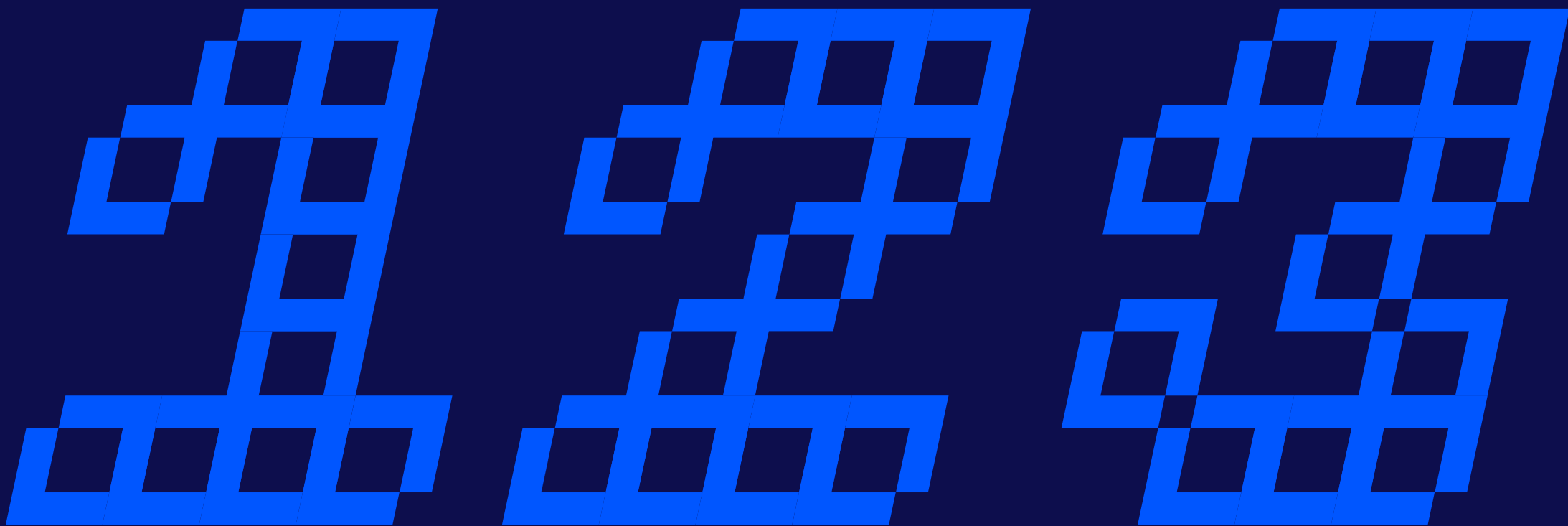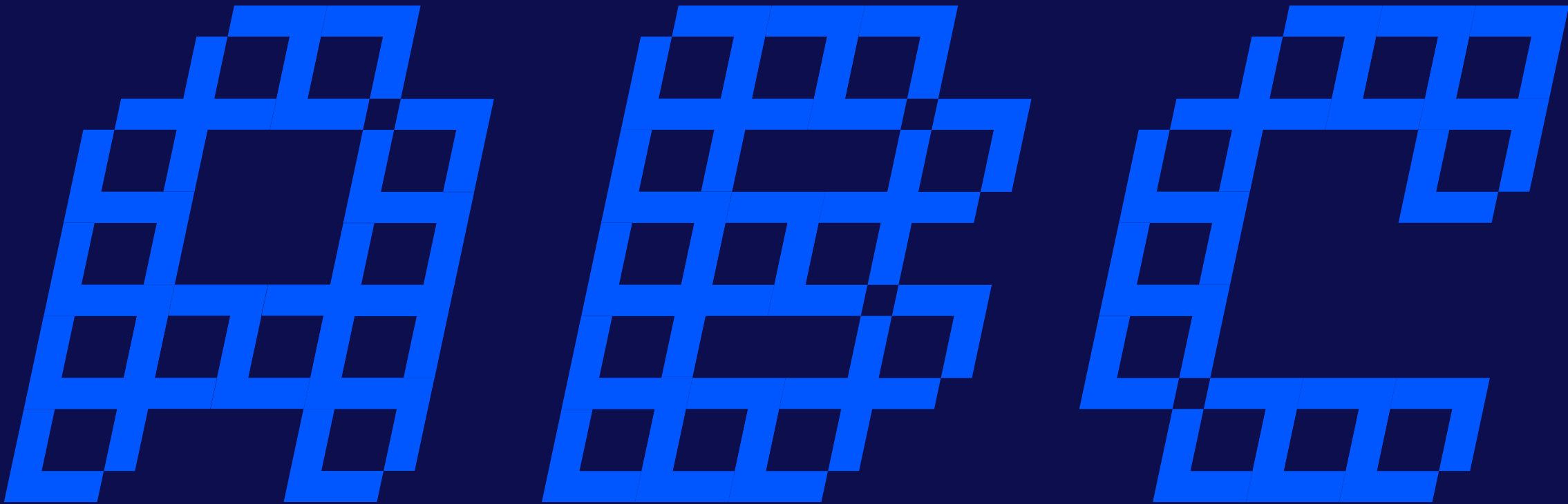
6.5

Typeface Alternative

In the rare event that Garnett and Founders Grotesk are not available, our backup typeface is SF Pro Display. While Garnett and Founders Grotesk should always be your first choice, SF Pro Display is an acceptable alternative when technical limitations arise.

It's crucial to exhaust all possibilities to use Garnett and Founders Grotesk, as they are integral to Tenet's brand identity. However, if these primary fonts are inaccessible, SF Pro Display can be used while adhering to our typography standards. This font shares some design characteristics with our primary choices but has its unique nuances.

Remember, SF Pro Display is a contingency option and should not replace Garnett and Founders Grotesk in key brand materials like advertisements, official documents, or public-facing content.

SF Pro Display is readily available for download, ensuring accessibility in situations where our primary fonts cannot be used. Always prioritize maintaining the visual integrity and consistency of Tenet's brand identity, even when using the backup typeface.

Hello! I'm Tenet's Fall Back Font, SF **Pro Display.**

SF Pro Display Regular

SF Pro Display Medium

SF Pro Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXY
Zabcdefghijklmnopqrstuvwxyz12345
67890

(, . : ; ? ! ¿ ¡ …) [&1@#] {-——} « » ‹ ›„"
", ' '_ / \ ' " †
( ) [ ] { } -——‹ › « »¿ ¡

6.6

Font Weights

At Tenet, our approach to using our fonts, Garnett and Founders Grotesk, is tailored to ensure our communications are not just clear, but also impactful and aligned with our brand ethos.

Utilizing Garnett Typeface:
- Regular and Semibold: Our go-to weights for most communications. Regular is used for the Headings, while Semibold is reserved to make them standout wherever required.
- These weights are employed to create contrast and focus within our documents, with their italic options available for added emphasis.

Employing Founders Grotesk Typeface:
- Regular and Semibold: These weights are foundational for supporting text, ensuring legibility and a clean appearance.
- Light, Medium, Bold, and Black: Selected for specific purposes when our content requires a distinctive touch or hierarchy. Italics in these weights offer versatility for various contexts.

Garnett

Light | *Light italic*

Regular | *italic*

Medium | *Medium italic*

Semibold | *Semibold italic*

Bold | *Bold italic*

Black | *Black italic*

Founders Grotesk

Light | *light italic*

Regular | *Italic*

Medium | *Medium italic*

Semibold | *Semibold Italic*

Bold | *Bold Italic*

6.7

Setting Type

Headlines and Text:
- Garnett for Impact: Use Garnett for all your headlines and larger text. It's designed to stand out, even against photos or complex graphics. Think of Garnett as the bold voice that captures attention.
- Founders Grotesk for Support: For longer, supporting content (over 10 words) and smaller text, Founders Grotesk is your go-to. It's crafted for legibility, making reading a breeze.

Working in Harmony:
- While no single typeface is a one-size-fits-all solution, Garnett and Founders Grotesk complement each other perfectly. They're like a well-coordinated team, lifting the design effortlessly.
- Garnett's Graphic Appeal: With settings that are tighter and more graphic, Garnett is ideal for making headlines pop.
- Founders Grotesk's Readability: For text that's easy on the eyes, especially in longer passages, Founders Grotesk's spacing and kerning work wonders.

This copy is set in Founders Grotesk Regular.

✗ The short copy and large size of this text indicate It should be set in Garnett.

This copy is set in Garnett Regular.

✓ This is the correct use for Garnett

This copy is set in Founders Grotesk

Et eatio. Itae solorum vent exped et, senducius ention rest denditae non reictae cumquis vit aut volupta culparum quunto etur aut pelende bitatus mo mosanih ilignatia veligni hicietur, simi, is esenis volenihillit aliberrupti conectaspid ea invendes maionsed que voles dolupit re nem vent. Quiat et et eum quidus expedit, quam quis arum, omni que ea qui acercim vollat optat re, illore la cus maxime re dolupisi cus, omnit volupic aboritas ra nam, untem elissit atintempos es sunt ex essolupti alit fuga. Essimoluptis et fugitatiis aut vel eumendellat optatiat. Ficabo.

✓ The long copy and smaller size of this text indicate to should be set in Founders Grotesk, which it is.

This copy is set in Founders Grotesk

Et eatio. Itae solorum vent exped et, senducius ention rest denditae non reictae cumquis vit aut volupta culparum quunto etur aut pelende bitatus mo mosanih ilignatia veligni hicietur, simi, is esenis volenihillit aliberrupti conectaspid ea invendes maionsed que voles dolupit re nem vent. Quiat et et eum quidus expedit, quam quis arum, omni que ea qui acercim vollat optat re, illore la cus maxime re dolupisi cus, omnit volupic aboritas ra nam, untem elissit atintempos es sunt ex essolupti alit fuga. Essimoluptis et fugitatiis aut vel eumendellat optatiat. Ficabo.

✗ This is the incorrect use for Garnett.

6.7.1

Setting Type: Type Pairing

Strategic Weight Allocation:

- Garnett's Versatility: We use six weights of Garnett - Light to Black - each serving a unique purpose. Regular is perfect for body text, Medium for sub-headers, Semibold for headlines, and Black for striking supergraphics.
- Founders Grotesk's Complement: Five weights of Founders Grotesk work in tandem with Garnett, ensuring a balanced and cohesive look.

Italics and Contrast:
- Italics for Emphasis: Use italics selectively, mainly for highlighting or specific contexts where emphasis is needed.
- Balancing Weights: When mixing weights, aim for a contrast that's noticeable yet harmonious. This creates a clear visual shift, making your content easy to navigate.

Type Pairing Formulas:
- Formula A: Regular + Semibold
- Formula B: Regular + Bold (ideal for Super Graphics)
- Formula C: Medium + Black (specific to Garnett for Super Graphics)

Usage Guidelines:
- Formulas for Flexibility: Formula C is specific to Garnett, while A and B are versatile for both fonts.
- Selective Use of Light and Bold: While Garnett Light and Founders Grotesk Bold have their place, use them sparingly. Their role is to enhance aesthetics, not dominate the design.

Usage Formulas

Formula A

Regular + **Semibold** Garnett

Regular + **Semibold** Founders Grotesk

Formula B

Regular + **Bold** Garnett

Regular + **Bold** Founders Grotesk

Formula C

Medium + **Black** Garnett

6.7.2

Setting Type: Type Sizes

Simplicity in Type Sizes:
- Limit to Three: To keep our communications clear, we use a maximum of three different type sizes in any single piece. This helps establish a clear hierarchy and avoids visual clutter.

Scaling with Purpose:
- Size Formula: Each type size should be at least 35% larger than the previous one, rounded to the nearest whole number. This rule ensures distinct differences between type sizes, maintaining clarity and preventing confusion.

Guidelines for Usage:
- Stick to Three: Generally, stick to three type sizes for most applications. However, there are a few exceptions:
    a. Legal or Technical Text: Smaller sizes are okay for less prominent, necessary information like legal disclaimers.
    b. Space Constraints: When space is tight, and some content is less critical, smaller sizes can help.
    c. Complex Applications: More detailed levels of information in complex designs might require additional type sizes.

20 **Headline 1**

27 **Headline 2**

36 **Headline 3**

49 **Headline 4**

66 **Headline 5**

90 **Headline 6**

122 **Headline 7**

165 **Headline 8**

223 **Headline**

6.7.3

Setting Type: Type Sizes

Effortless Type Scaling:
- We've created a type scale to make choosing type sizes easy, especially for those who'd rather skip the math.

Using the Type Scale Table:
1. Start with a Base Size: Pick a point size for a key element, like 20pt for text copy in an ad.
2. Scale Up for Headlines: Want a headline size? Just look at the '+ 35%' column next to 20pt. You'll find 27pt, but feel free to go bigger if needed.
3. Scaling Down: Need something smaller than 20pt? Check the blue '+ 35%' column, find 20pt, and use the smaller number to its left. In this case, it's 15pt.
4. Repeat for More Sizes: If you need more sizes, just keep using this method.

Extra Tip:
- For sizes larger than our table, use this formula: n x 0.35 + n (where n is your starting point size). For example, starting with 200pt, you'd get 270pt.

Point Size	+35%	Point Size	+35%	Point Size	+35%	Point Size	+35%
6 pt	8 pt	31 pt	42 pt	56 pt	76 pt	81 pt	109 pt
7 pt	9.5 pt	32 pt	43 pt	57 pt	77 pt	82 pt	111 pt
8 pt	11 pt	33 pt	45 pt	58 pt	78 pt	83 pt	112 pt
9 pt	12 pt	34 pt	46 pt	59 pt	80 pt	84 pt	113 pt
10 pt	13.5 pt	35 pt	47 pt	60 pt	81 pt	85 pt	115 pt
11 pt	15 pt	36 pt	49 pt	61 pt	82 pt	86 pt	116 pt
12 pt	16 pt	37 pt	50 pt	62 pt	84 pt	87 pt	117 pt
13 pt	17.5 pt	38 pt	51 pt	63 pt	85 pt	88 pt	119 pt
14 pt	19 pt	39 pt	53 pt	64 pt	86 pt	89 pt	120 pt
15 pt	20 pt	40 pt	54 pt	65 pt	88 pt	90 pt	122 pt
16 pt	22 pt	41 pt	55 pt	66 pt	89 pt	91 pt	123 pt
17 pt	23 pt	42 pt	57 pt	67 pt	90 pt	92 pt	124 pt
18 pt	24 pt	43 pt	58 pt	68 pt	92 pt	93 pt	126 pt
19 pt	26 pt	44 pt	59 pt	69 pt	93 pt	94 pt	127 pt
20 pt	27 pt	45 pt	61 pt	70 pt	94 pt	95 pt	128 pt
21 pt	28 pt	46 pt	62 pt	71 pt	96 pt	96 pt	130 pt
22 pt	30 pt	47 pt	63 pt	72 pt	97 pt	97 pt	131 pt
23 pt	31 pt	48 pt	65 pt	73 pt	99 pt	98 pt	132 pt
24 pt	32 pt	49 pt	66 pt	74 pt	100 pt	99 pt	134 pt
25 pt	34 pt	50 pt	68 pt	75 pt	101 pt	100 pt	135 pt
26 pt	35 pt	51 pt	69 pt	76 pt	103 pt	101 pt	136 pt
27 pt	36 pt	52 pt	70 pt	77 pt	104 pt	102 pt	138 pt
28 pt	38 pt	53 pt	72 pt	78 pt	105 pt	103 pt	139 pt
29 pt	39 pt	54 pt	73 pt	79 pt	107 pt	104 pt	140 pt
30 pt	41 pt	55 pt	74 pt	80 pt	108 pt	105 pt	142 pt

6.7.4

Setting Type: Leading

Understanding Leading:
- Leading Basics: Leading is the vertical space between lines of text. It's crucial for readability and aesthetic balance.
- Rule of Thumb: The leading should visually appear greater than the word spacing, which in turn should be greater than the tracking. This hierarchy ensures smooth reading without the eye jumping lines.

Word Spacing and Tracking Defined:
- Word Spacing: This is the space between words. It's key to ensuring words stand apart but still flow together.
- Tracking: Tracking adjusts the spacing across a range of characters. It's about the overall letter spacing in a word or sentence.

Ideal Leading Settings:
- Auto Leading as Default: Generally, it's best to stick with auto leading for natural and balanced text flow.
- Optical Adjustments: In cases where legibility needs a boost, or to manage negative space effectively, we recommend setting leading to 110%.

This headline is tailored for Garnett with justified leading sizes.

Leading is set to Auto.

104 pt Garnett: 145 pt Leading which is 140%

6.7.5

Setting Type: Super Graphics

Super Graphics:
- Graphic Use of Type: Sometimes, we use type graphically, like when a few words cover an image or dominate a design. In these cases, type should be larger, bolder (think Semibold), and tighter.
- Adapt to Each Case: Remember, what works in one scenario might not in another. The specific language and letters can affect the setup, so treat each case uniquely.

Our Approach with Garnett:
- Garnett's Display Qualities: Garnett is designed for display purposes, meaning it's great for super graphics. When words are packed closely, they create a strong impact.
- Simplified Kerning* and Leading: To keep things straightforward, we use either 0 kerning or a maximum of -2.2. For leading, stick with auto (140%) or reduce it to 110% if needed.

*Kerning: This is the adjustment of space between individual letter pairs. It's crucial for ensuring that the spacing within words looks just right, especially in large, bold type.

-2.2 Kerning

Hand Holding to Success.

110% Leading

-2.2 Kerning

Empathy
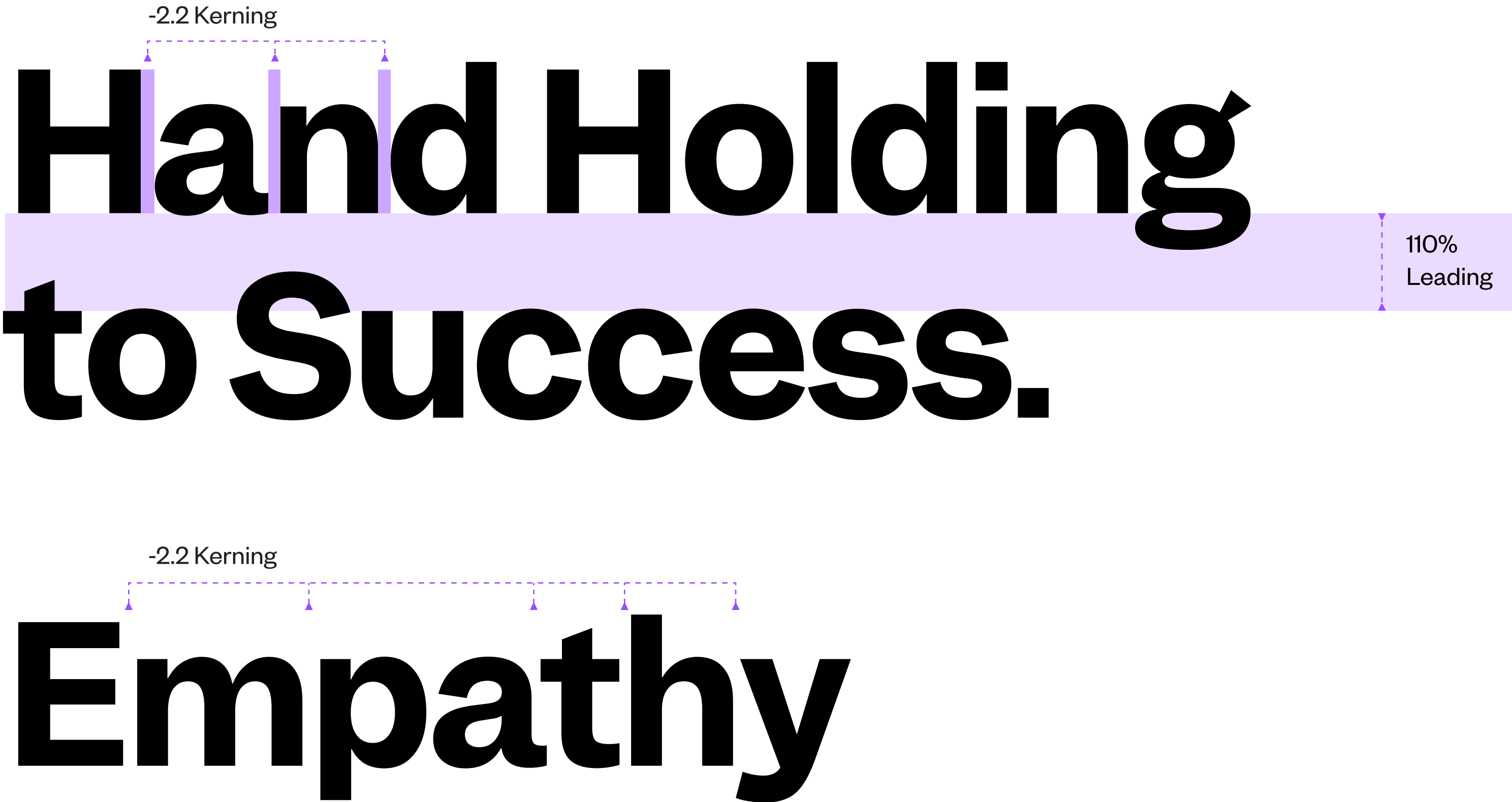
6.8

Applying Type: Alignment & Placement

Typography is a key element of Tenet's visual identity, standing strong amidst the fluidity of other design elements. Its straightforward and simple approach brings a sense of power and consistency, ensuring our brand remains recognizable and cohesive across various mediums.

Consistent Yet Flexible Placement:
- Just like our logo, we apply consistent principles to our typography placement. This approach simplifies where our text goes, while still allowing it to integrate smoothly with our dynamic graphics.

- Our typography placement options, each chosen for specific purposes, are as follows:

  a. Top Left Corner (Preferred & Most Used)
  b. Top Right Corner
  c. Centered
  d. Bottom Left Corner (Preferred & Most Used)
  e. Bottom Right Corner(Less preferred, used selectively for specific design contexts.)
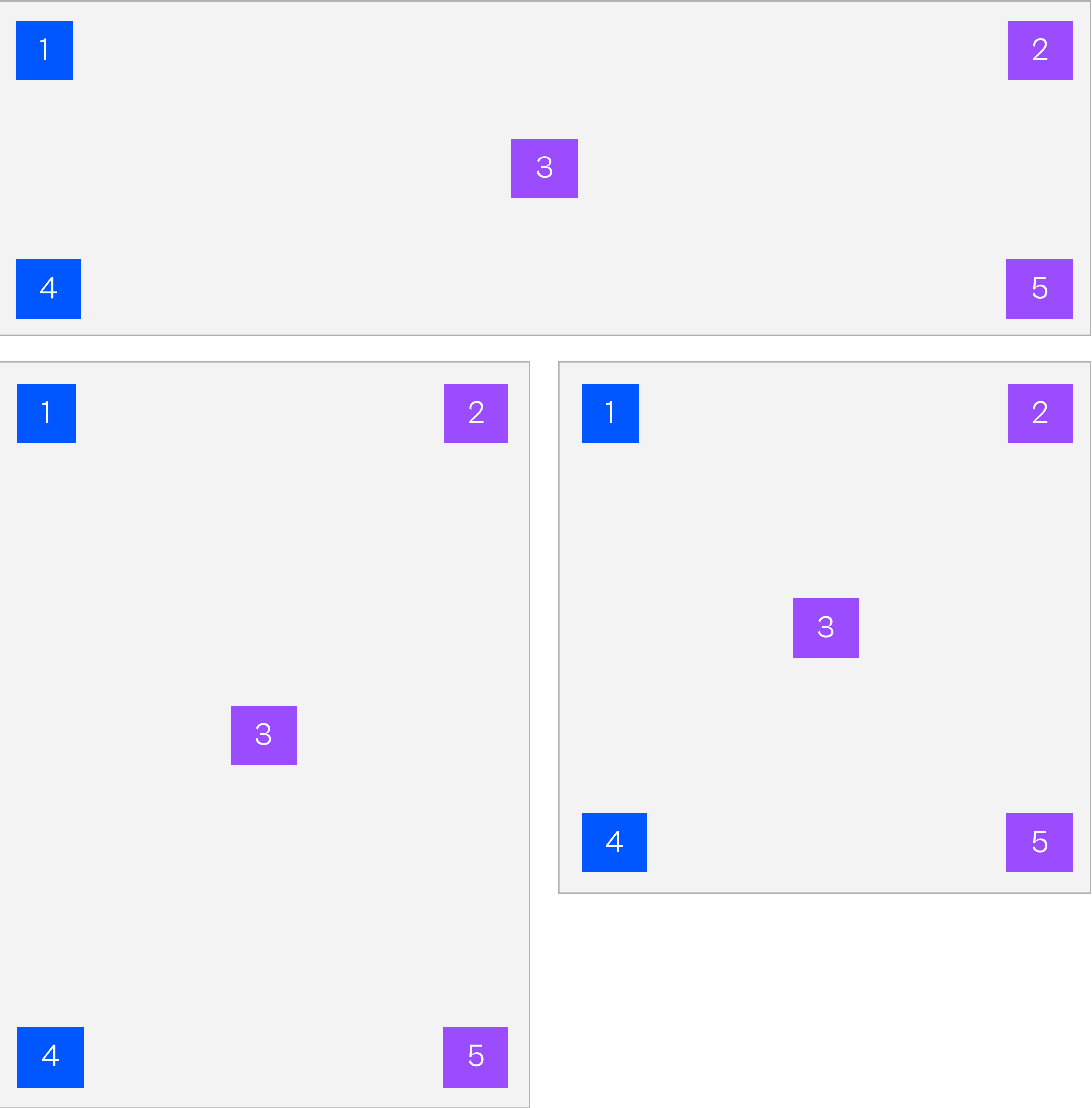
6.8.1

Applying Type: Alignment & Placement

Type is always set aligned left, with two exceptions: if the type is being treated as Supergraphics, or it is written in a language reading right to left, such as Hebrew or Japanese.

In Headlines
We like our headline type large and bold. Please try to keep your copy short and punchy, this allows you to use larger point sizes for more visual impact.

In Text Copy
A large difference between the headline and text copy should be readily apparent.

Garnett in Headlines

Position - 3

Founders in Text
Position - 4

Lorem Ipsum

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

amet, elit in amet, quam commodo facilisis vitae sapien urna. Sed scelerisque tincidunt Sed libero, urna. urna. id laoreet

Lorem Ipsum set amat

Position - 1

Lorem Ipsum set amat

Position - 2

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

Position - 5

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

Position - 4

6.8.2

Applying Dos

When arranging typography, our mantra is simplicity. This page showcases various layout options that adhere to the rules we've discussed.

Mind the Background: Be cautious about placing text over visually busy areas. It can significantly reduce the legibility of your content.

Lorem Ipsum set amat

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

✅ Headline top left and text copy bottom left.

Lorem Ipsum set amat

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

✅ Text copy can sit under headline copy, as long as the space between it and the headline is at least the same as the established communication margin.

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

Lorem Ipsum set amat

✅ Headlines can sit under text copy.

Lorem Dolar

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna.

✅ Headline top left and text copy bottom left.

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna.

Lorem Dolar

✅ Headline bottom right, and text copy top right.

Lorem

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna.

✅ Text copy does not have to align to the headline. Be careful that your layout looks purposeful though. Keep it simple.

6.8.3

Applying Don'ts

Sometimes, you'll encounter typography or layout challenges that aren't covered in our guides. In these moments, remember the essence of Tenet's typographic approach and find a solution that aligns with our principles.
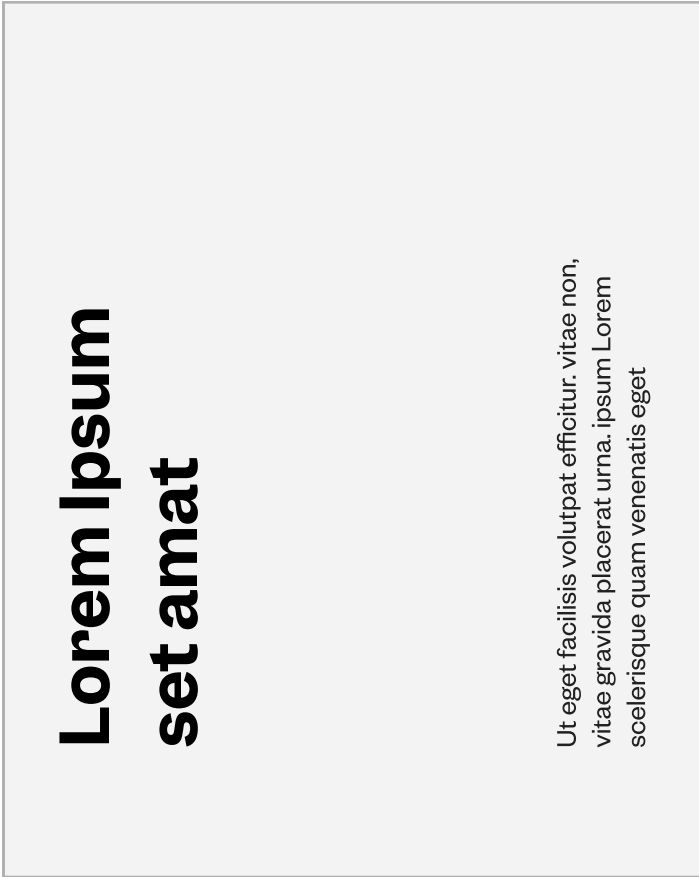
A Note of Caution: While we encourage creative problem-solving, please steer clear of the practices shown on this page. They don't reflect Tenet's standards.

Lorem Ipsum set amat

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

✕ Typography should never be center aligned.

Lorem Ipsum set amat

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

✕ Typography should never be right aligned.

Lorem Ipsum set amat

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

✕ Typography should never be oriented in any direction other than horizontal upright.

Lorem Ipsum dolar set amat

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna. ipsum Lorem scelerisque quam venenatis eget

✕ Typography should never be justified or broken up in any way.

Lorem Ipsum

Ut eget facilisis volutpat efficitur. vitae non, vitae gravida placerat urna.

✕ There should always be at least a 35% difference in pt size between headline and text copy.

Lorem ipsum dolor Ut enim ad minim veniam, quis nostrud exercitation
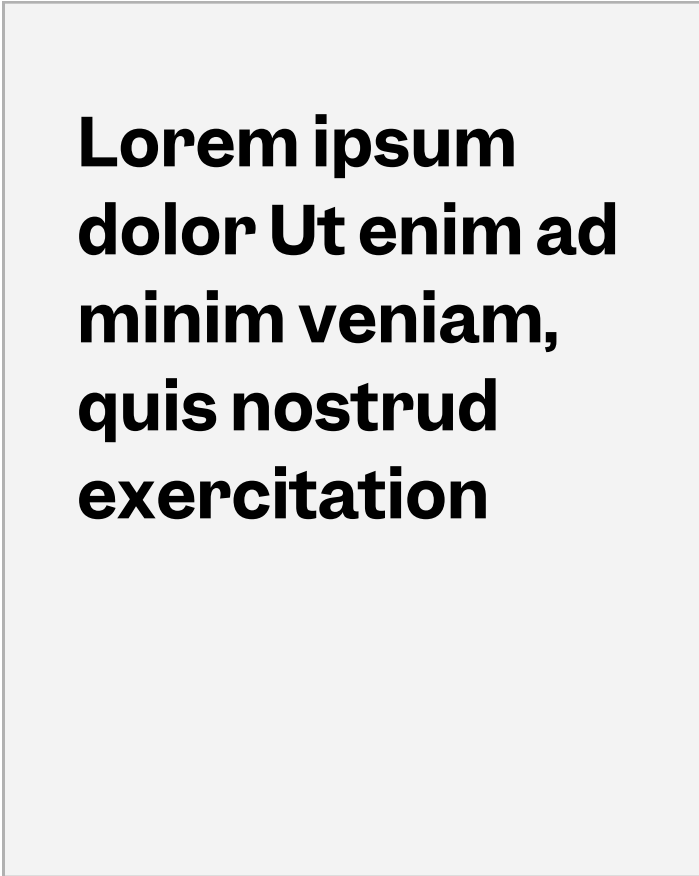
✕ Try to keep headline copy short and punchy.

6.9

Application
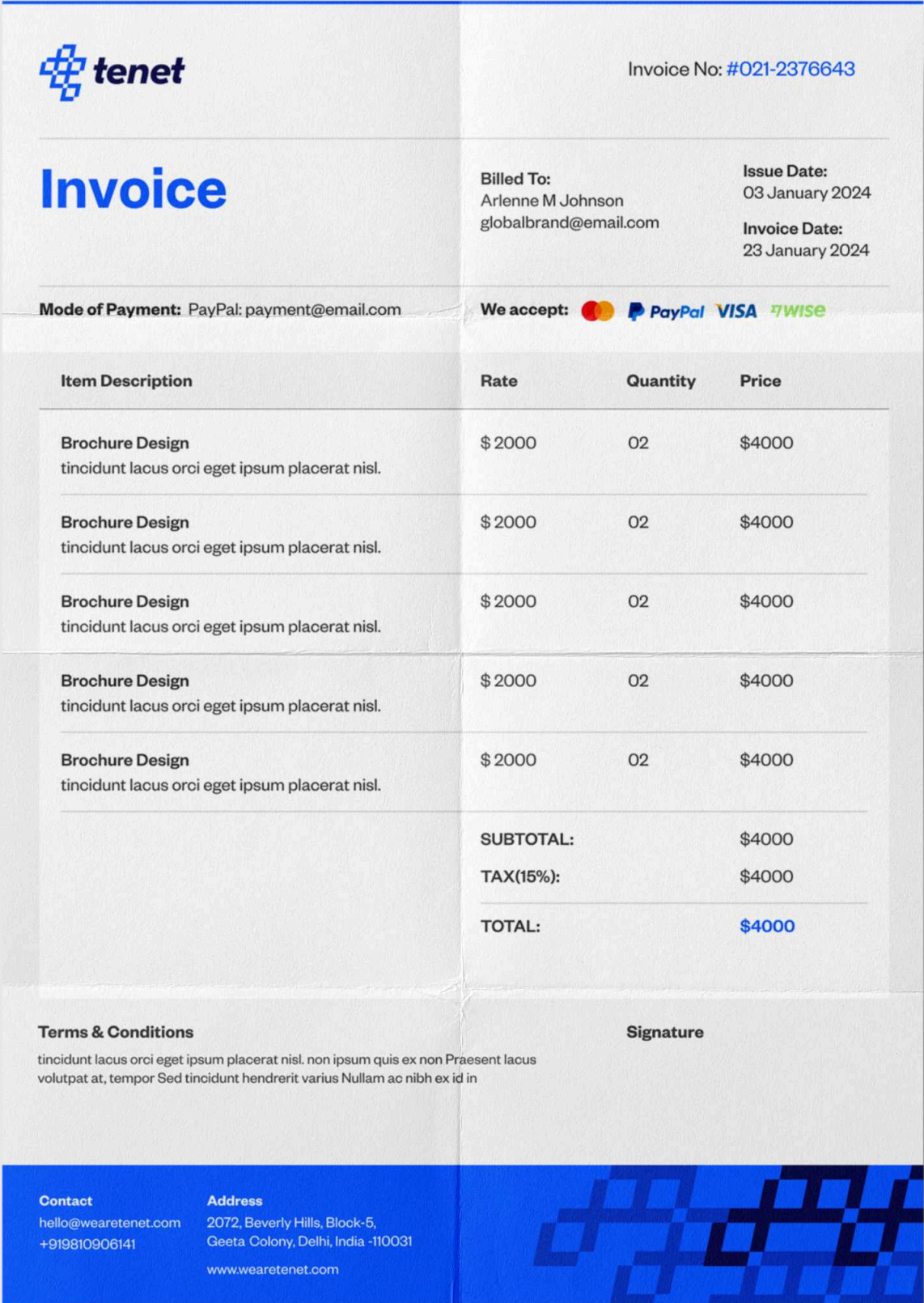
4. Photography

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Our Photography
Key Features
Primary View Point
Lightning
Depth of Field
Don'ts
Application

4.0

10.1

Our Photography

Focus on You with a Point of View:

In Tenet's world, photography transcends mere observation.

Our lens is a storyteller, crafting narratives with a unique perspective.

Focused on authenticity, we capture moments that are genuinely yours, filled with candid emotions and real experiences. Our photographs are more than visuals; they are immersive journeys inviting you to connect with the genuine feelings and authentic stories in each frame.

Join us in a world where photography is about personal narratives, genuine connections, and the distinct Tenet perspective.

10.2

Key Features: Focus on you

1. Joyful and Playful Moments: At Tenet, our photography radiates with playfulness and happiness. We capture those spontaneous moments of joy and light-heartedness, turning each image into a celebration of life's genuinely uplifting experiences.

2. Capturing Your Personal Journey: Our approach to photography is deeply personal. We aim to capture moments that are distinctly yours, moving beyond staged scenes to craft visual narratives that resonate with your individual experiences. Each photograph with Tenet is a window into your personal and intimate world.

3. Focus on You with a Point of View: Tenet's photography is centered around you, but through our unique lens. It's about capturing not just the scene but the essence of the moment, offering a perspective that adds depth and character to every image.

4. Authenticity and Inclusion: Our goal is to create genuine impressions by capturing authenticity in its purest form. Tenet's photography is inclusive, celebrating the diversity of experiences and people, ensuring every story is told with honesty and respect.

4. Vivid and Inviting Palette: Tenet's photography is a symphony of vibrant colors, creating a warm, welcoming ambiance in every frame. We select bold and bright hues that not only catch the eye but also stir emotions, making each image a visually striking and emotionally resonant piece.

5. Narrative Depth in Every Shot: Our photography transcends the ordinary, embracing the power of storytelling. Each photo is more than a snapshot; it's a narrative chapter, beckoning viewers to delve into the story it weaves, connecting deeply with the moments we capture.

6. Artistic Flair: At Tenet, every photograph is a canvas for artistic expression. We infuse creativity into every shot, transforming ordinary scenes into extraordinary works of art. Our creative touch ensures that each image is not just seen but experienced, leaving a lasting, memorable impression.
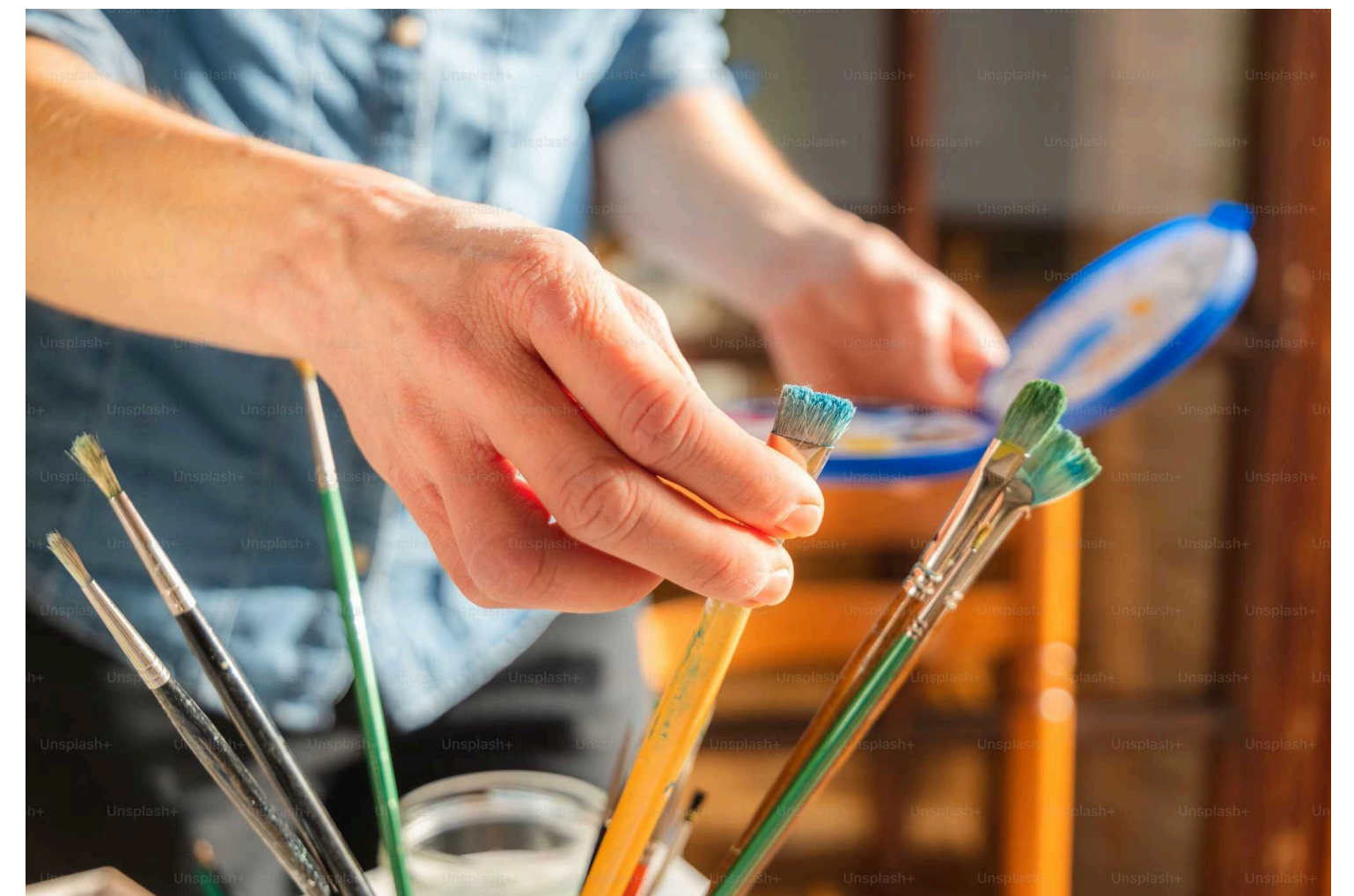
10.3

Primary View Points

Eye Level

At Tenet, we see our clients and ourselves as partners moving forward together. Think of Tenet like a camera lens, capturing the world authentically, at eye level, fairly, naturally, and truthfully. We step back, understand the situation, look around, and share a bigger picture that includes everyone.

Aerial

At times, we adopt an unconventional approach by presenting a different perspective. Whether it's looking at things from above with an aerial view or gaining a unique viewpoint, it allows us to 'elevate' our observations. This not only helps us comprehend consequences and impacts on a larger scale but also unveils the grandness of the world we operate within.
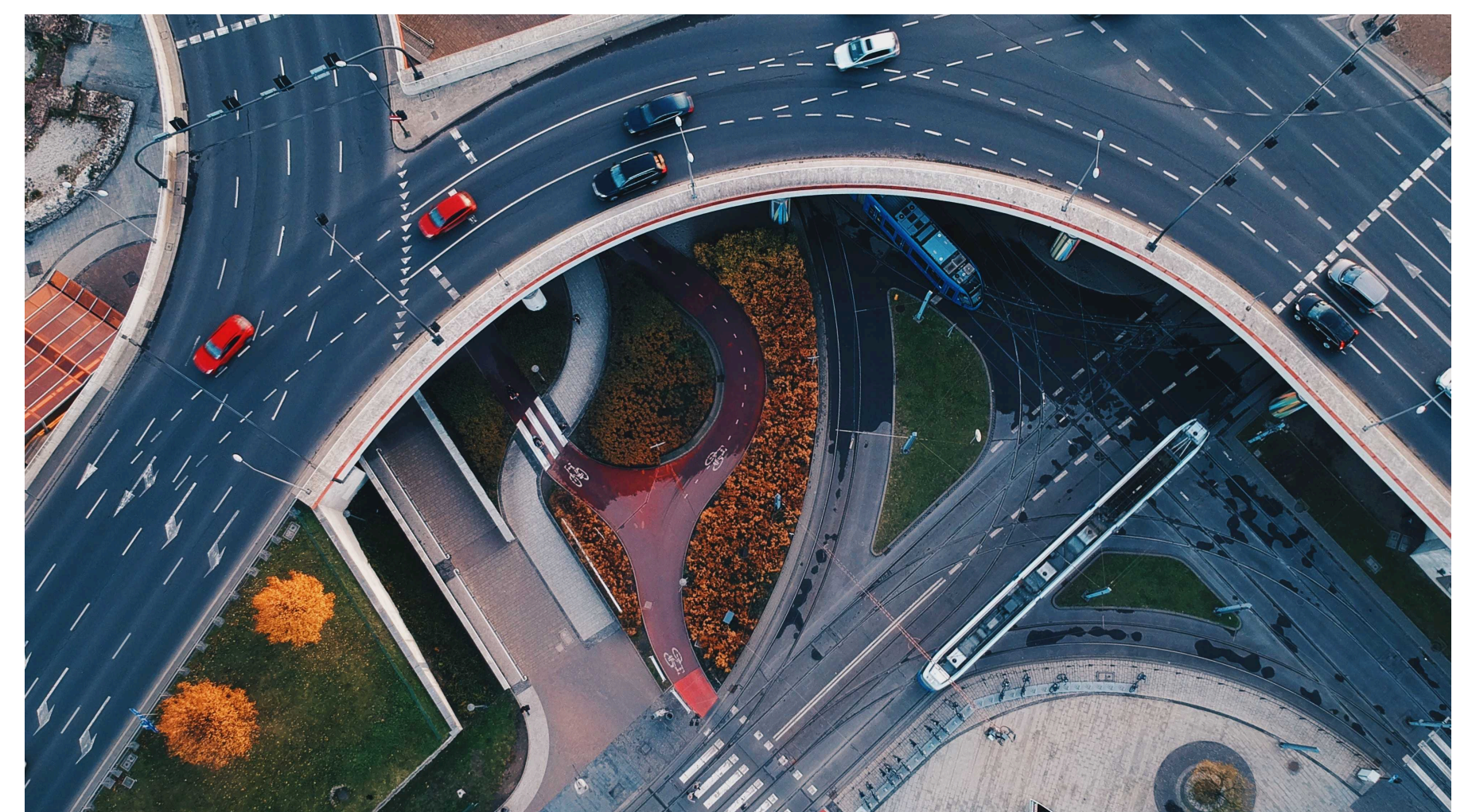
10.4

Lighting

In our photography at Tenet, we favor the warmth and authenticity of natural sunlight or techniques that mimic bright, natural light. We steer clear of artificial lighting, choosing instead to capture subjects in their truest form. Our belief is rooted in the power of natural light to bring out the genuine essence and raw beauty of reality, ensuring each photograph reflects authenticity and sincerity.

10.5

Depth of Field

At Tenet, we prioritize sharp focus in our photography. Our goal is to capture every detail with clarity, making sure each element in the frame adds to the story. When background elements don't contribute, we softly blur them to highlight the main subject. This technique brings vivid detail and context to the forefront, making our images not only visually appealing but also rich in narrative.
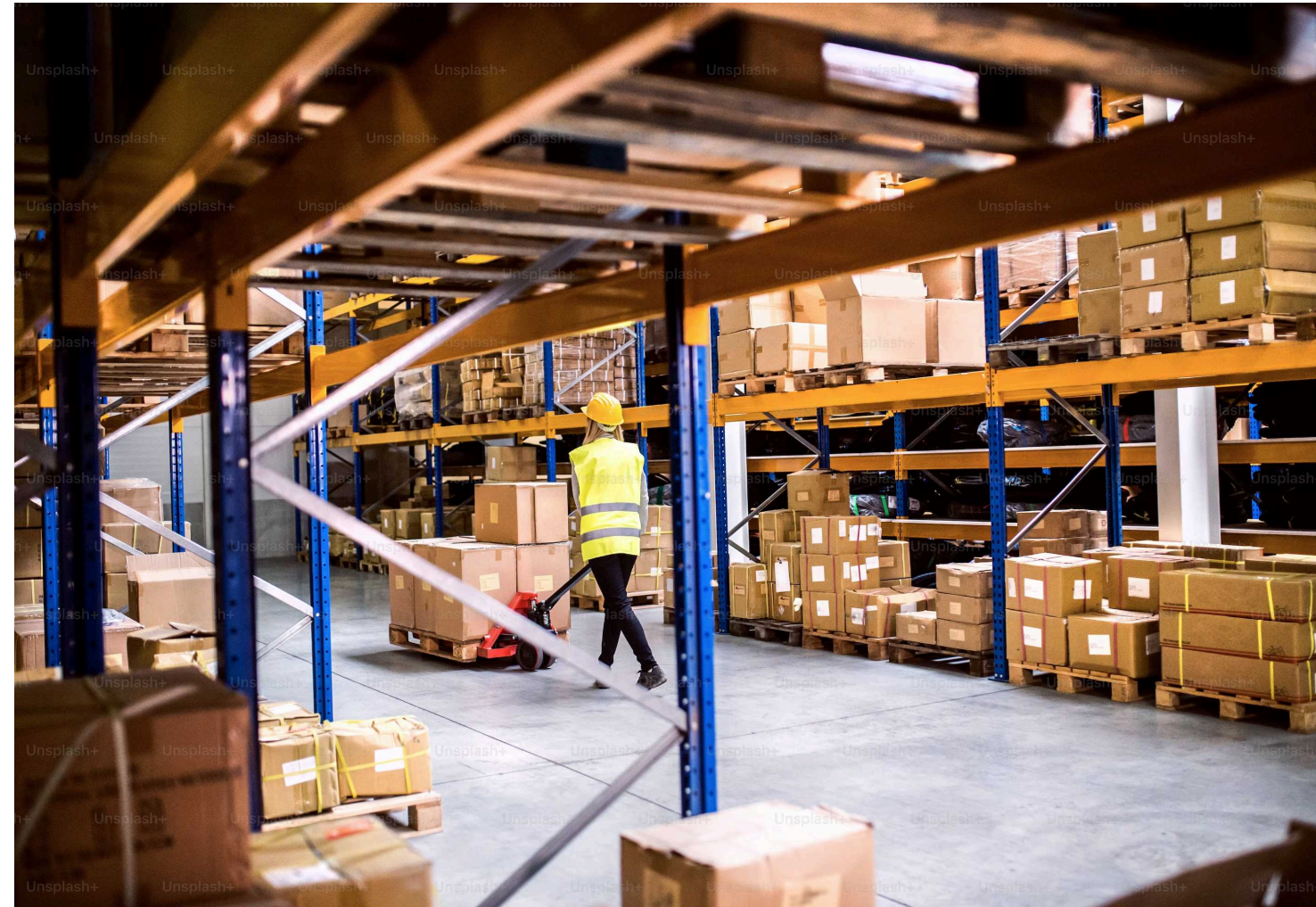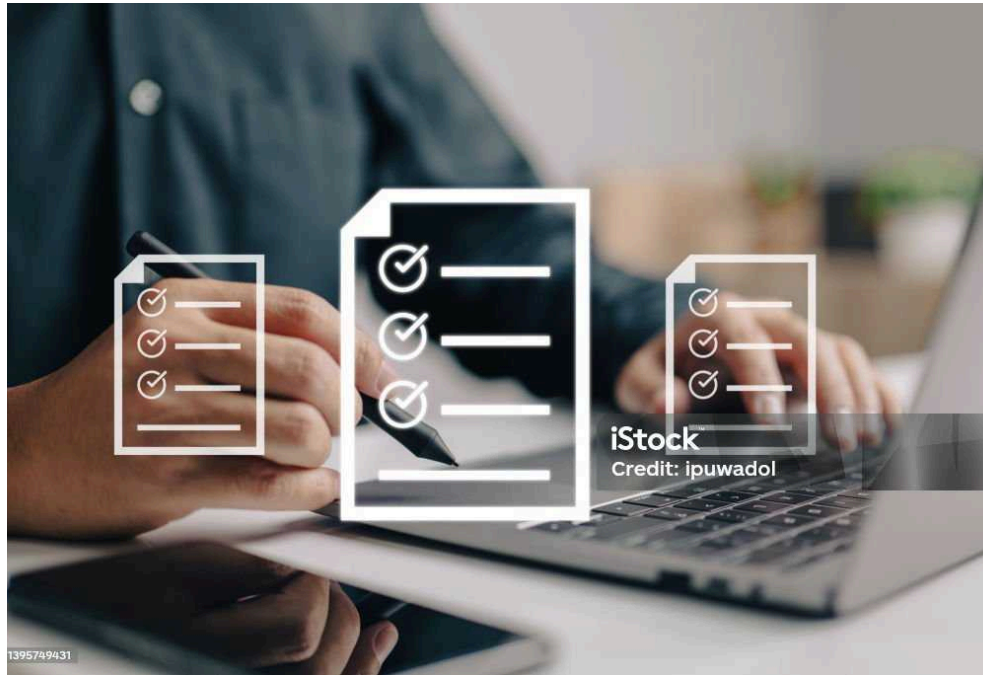
10.6

Don'ts

Everything should be in sharp focus.
An emphasis on context and detail. The rest of the bg elements can be blurred if not contributing to the story.

✕ Do not use images with artificial glare or obvious Photoshop alterations.

✕ Do not incorporate images with color or graphic overlays.

✕ Avoid cliché images that fail to represent real-world scenarios.

✕ Avoid images that are both unrealistic and common

✕ Refrain from using overly conceptual images.

✕ Avoid images with conflicting focal points or misalignment with the grid.

10.7   Application

5. Conclusions

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5.0

12.0

Conclusion

Concluding Tenet's brand guidelines, we've crafted a clear, practical guide reflecting our dedication to innovation and excellence. These guidelines are more than rules; they're a reflection of Tenet's spirit - creative, collaborative, and focused on advanced solutions.

They serve as a guide in the ever-changing digital landscape, ensuring our brand stays true to its essence. Every interaction and visual element should echo Tenet's passion and commitment.

As we move forward, these guidelines will help us paint a picture of our collective achievements and values. Here's to embracing the future with Tenet's unique blend of authenticity and innovation.

Thank You

If you need any help or assistance, or would like to
know more about the specific details, please contact

hello@wearetenet.com

tenet