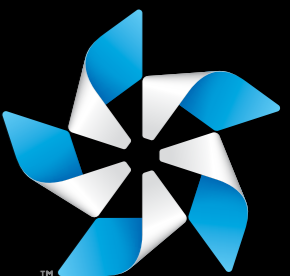


TIZEN BRAND GUIDELINES





HELLO

Welcome to the new Tizen brand guides.

These guidelines will give you an understanding of the identity and how to use it effectively.

Tizen is open source by nature, the identity featured on the following pages has been created to capture the freedom open source allows and has been designed to be flexible and allow customisation.

[Next page, Reference](#)

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Tizen is...

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IDENTITY

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Use the right version

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Add clear space

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Avoid minimum size

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Use the right version

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Add clear space

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Avoid minimum size

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Please do not

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Lockup

Use the right version

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Add clear space

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Avoid minimum size

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MAGICAL

"Any sufficiently advanced technology is indistinguishable from magic"

With the ability to save and handle information comes enormous responsibility & the power to change peoples lives. We are magical because we empower people.

SMART

We are the informed choice. We intelligently pick the best independent ways to provide a world class multi-device platform. There's serious intent behind this radical thinking.

EASY

Any barrier gives people the chance to walk away. We are dealing in complex data — It's peoples lives! — Wherever possible we must simplify things. People will love us for it.

USEFUL/ IMMEDIATE

When someone wants to use a really useful and immediate platform, they think of us... First. To stay front of mind we must be actually useful, rather than bolt-on.

DISCREET/ TRANSPARENT

There's no room for secrets in our relationship with customers. Without transparency comes suspicion. Anything surrounding money is based on complete and utter belief in the brand.

TIZEN IS...

Most businesses talk about brand values, what they represent and how they should relate to their practices...

... Tizen is different,
we *are* Magical,
we *are* Smart,
we *are* Easy,
we *are* Useful,
we *are* Discreet.

When our users interact with our OS they experience our brand values first hand,

how smooth,
how easy to use,
how stable our OS is,
how pleasing the interface is,

as well as their individual impressions and experiences with our software, will ultimately determine how our brand is perceived within the public mindshare.

Next page, Identity

IDENTITY

DESIGN PHILOSOPHY

Inspiration for all our design elements start with paper. The physical behaviour of paper in light, its folds, its ability to create forms, are all influential.

The creation of the Pinwheel, from paper, reflects the open source nature of our product by its simplicity, flexibility and universal understanding.

The Pinwheel and paper, form the basis of our brand identity. The tone and behaviour they create should be reflected in all brand communication.

Next page, Logo

LOGO

The Tizen logo follows our design philosophy (featured on page 8) to the letter.

Using the letterforms featured in Pluto Bold as the basis for the mark, there are several key details that differentiate our logo from simply typing out the word TIZEN in Pluto:

Softened Corners

Each letterform's corners have been gently chamfered resulting in a friendly modern mark.

Folded Edges + Details

The Z and N glyphs each fold back on each other as if they were created from a single strip of aluminium, the folds create an angled edge at the apex and vortex of each letter.

Optimised Trademark

The trademark symbol has been resized and the space between the N has been tightened.

Next page, Pinwheel



TIZEN LOGO



TIZEN TYPED OUT IN PLUTO BOLD

PINWHEEL

The Right Theme For Us

As a simple, globally understood object, the Pinwheel embodies all that Tizen represents.

It's simple to start and magical to use, it comes to life with human interaction and allows us to connect with one another.

As an object that's free to be created by anyone, the Pinwheel reflects the open source nature of our product.

Pinwheel Variations

The Pinwheel will be used across all your brand communication in some form. Different interpretations of this theme have been created and are available to use. These guidelines will explain the different versions and where they can be used.

Next page, Lockup



TM

LOCKUP

The Tizen lockup consists of our logo and Pinwheel shown together, their size and position in relation to one another constitutes the 'lockup'.

Next page, Colour



TIZEN™

The image shows the word 'TIZEN' in a bold, white, sans-serif font with a slight 3D effect. To the right of the word is a blue and white pinwheel logo. Below the word and logo is a trademark symbol (TM). Dotted lines indicate the vertical alignment of the pinwheel and the trademark symbol.

PINWHEEL SITS
ON THE Y-HEIGHT

TRADEMARK SITS
ON THE BASELINE

CORE PRIMARY COLOURS



SUPPORTING PRIMARY COLOURS



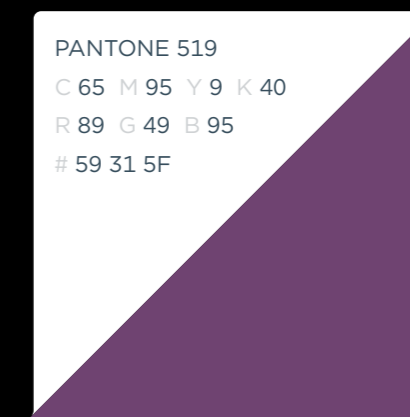
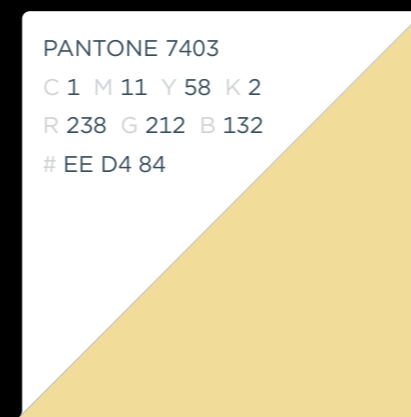
COLOUR

The primary colour palette is reflected in the make up of our landmarks and should be used across all communication.

We also have a set of supporting primary colours to broaden our brand.

Next page, Secondary Colour

SECONDARY COLOURS



SECONDARY COLOURS

Our secondary colour palette is used to broaden our communications and identity. This colour range is designed to work alongside the monochromatic colours from the primary colour palette.

These colours are to be used sparingly to highlight and create sub categories within communication.

Next page, Hero Typeface

TIZEN BOLD

01.
SILICON SOLIPCISM

PLUTO

• TASK SWITCHING • LIVE STREAMS • COMMENT THREADS •

TILED PLATFORM

CAPACITIVE

HIGH DENSITY DOUGHNUTS

TERRIFICALLY TEARY TEARDOWN

• HOME SPACE • APP STORE • CONNECTED DEVICES • BATTERY •

**HEADLINE
+ SUPPORTING HEADLINE**

For main headline text, our custom Tizen font (Tizen Bold) should be used, this font comes in one weight only.

When supporting headlines are required, Pluto should be used and comes in a wide variety of weights and styles.

In nearly all cases without exception, Tizen Bold and Pluto should be used in Uppercase, never Upper + Lowercase.

Tizen Bold and Pluto are intended to be used as our display/headline font for all types of communication with one exception: bodycopy.

Next page, Bodycopy Font

Gotham

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890 !@£\$%^&**

Arial

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890 !@£\$%^&**

BODYCOPY

For bodycopy, long text and captions under 12 pt, we recommend using Gotham.

Very similar in shape and x-height to Pluto, Gotham's character shapes are less flamboyant, lending themselves better to setting large blocks of text.

Coded in the platform-agnostic opentype format, Gotham comes with many useful features, including: Proportional and Tabular Numerals and support for ±150 languages.

When Gotham is not available i.e. online webpages, please use Arial.

Next page, Use

USE

LOGO

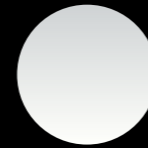
WHAT ARE YOU LOOKING FOR?

LOGO PINWHEEL LOCKUP

WHAT COLOUR BACKGROUND WILL IT SIT ON?



DARK



LIGHT

IN WHICH MEDIUM WILL YOUR DESIGN BE PRODUCED?



CMYK

PRINT
BOOKLETS
BILLBOARDS



RGB

TV
ON SCREEN
PROJECTION



TWO COLOUR

EMBROIDERY
HOT FOIL BLOCK
LIMITED COLOUR PRINT



ONE COLOUR

UV VARNISH
HOT FOIL BLOCK
BLIND EMBOSS / DEBOSS



LOCATION > FILENAME

USE

PREVIEW



SCREEN

01 LOGO > ON DARK > 01 RGB > TIZEN LOGO ON DARK RGB.PDF

TV
ANIMATION
ON SCREEN
PROJECTION
USER INTERFACE

TIZEN™



PRINT

01 LOGO > ON DARK > 02 CMYK > TIZEN LOGO ON DARK CMYK.PDF

PRINT
BOOKLETS
MAGAZINES
BROCHURES
BILLBOARDS
EVENT STANDS

TIZEN™



TWO COLOUR

01 LOGO > ON DARK > 03 TWO COLOUR > TIZEN LOGO ON DARK TWO COLOUR.PDF

EMBROIDERY
HOT FOIL BLOCK
HIGH CONTRAST U.I.
LIMITED COLOUR PRINT

TIZEN™



ONE COLOUR

01 LOGO > ON DARK > 04 ONE COLOUR > TIZEN LOGO ON DARK ONE COLOUR.PDF

UV VARNISH
HOT FOIL BLOCK
HIGH CONTRAST U.I.
BLIND EMBOSS / DEBOSS

TIZEN™



LOCATION > FILENAME

USE

PREVIEW



SCREEN

01 LOGO > ON DARK > 01 RGB > TIZEN LOGO ON DARK RGB.PDF

TV
ANIMATION
ON SCREEN
PROJECTION
USER INTERFACE

TIZEN™



PRINT

01 LOGO > ON DARK > 02 CMYK > TIZEN LOGO ON DARK CMYK.PDF

PRINT
BOOKLETS
MAGAZINES
BROCHURES
BILLBOARDS
EVENT STANDS

TIZEN™



TWO COLOUR

01 LOGO > ON DARK > 03 TWO COLOUR > TIZEN LOGO ON DARK TWO COLOUR.PDF

EMBROIDERY
HOT FOIL BLOCK
HIGH CONTRAST U.I.
LIMITED COLOUR PRINT

TIZEN™



ONE COLOUR

01 LOGO > ON DARK > 04 ONE COLOUR > TIZEN LOGO ON DARK ONE COLOUR.PDF

UV VARNISH
HOT FOIL BLOCK
HIGH CONTRAST U.I.
BLIND EMBOSS / DEBOSS

TIZEN™

MINIMUM CLEAR SPACE – EQUAL TO 50% THE HEIGHT OF A CAPITAL 'T', APPLIED ABOVE, BELOW AND TO EITHER SIDE OF THE LOGO.



ADD CLEAR SPACE

Whenever you use the Tizen logo within one of your designs it is important that an area of clear space is left around the logo to allow for legibility and clear standout.

We recommend leaving a minimum of half the height of the capital letter T is kept clear above, below and on both sides of the logo.

This area should be kept free of any other graphic element, this includes image frames, logos, text, shapes and illustrations.

Next page, Avoid Minimum Size



TIZEN™

THE WIDTH OF THE LOGO IS MEASURED EXCLUDING THE TM / ® SYMBOLS

AVOID MINIMUM SIZE

When placing the logo within your designs there are certain logo widths that are not recommended to go below.

Legibility and accessibility will suffer if the logo is scaled below these recommended widths and may cause the logo to render incorrectly on screen or fill in if printed.

Next page, Please Do Not



TIZEN™

WE DO NOT RECOMMEND USING THE LOGO BELOW 30MM

~~TIZEN™~~

~~TIZEN™~~

~~TIZEN™~~

~~TIZEN™~~

~~TIZEN™~~

~~TIZEN™~~

PLEASE DO NOT

Alter, change or modify our logo in any way, this includes:

- Stretching
- Recolouring
- Badging
- Rearranging
- Resizing
- Retyping

Next page, Pinwheel

PINWHEEL

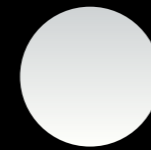
WHAT ARE YOU LOOKING FOR?

LOGO PINWHEEL LOCKUP

WHAT COLOUR BACKGROUND WILL IT SIT ON?



DARK



LIGHT

IN WHICH MEDIUM WILL YOUR DESIGN BE PRODUCED?



CMYK
PRINT
BOOKLETS
BILLBOARDS



RGB
TV
ON SCREEN
PROJECTION



TWO COLOUR
EMBROIDERY
HOT FOIL BLOCK
LIMITED COLOUR PRINT



ONE COLOUR
UV VARNISH
HOT FOIL BLOCK
BLIND EMBOSS / DEBOSS



LOCATION > FILENAME

USE

PREVIEW



SCREEN

02 PINWHEEL > ON DARK > 01 RGB > TIZEN PINWHEEL ON DARK RGB.PDF

TV
ANIMATION
ON SCREEN
PROJECTION
USER INTERFACE



PRINT

01 PINWHEEL > ON DARK > 02 CMYK > TIZEN PINWHEEL ON DARK CMYK.PDF

PRINT
BOOKLETS
MAGAZINES
BROCHURES
BILLBOARDS
EVENT STANDS



TWO COLOUR

01 PINWHEEL > ON DARK > 03 TWO COLOUR
> TIZEN PINWHEEL ON DARK TWO COLOUR.PDF

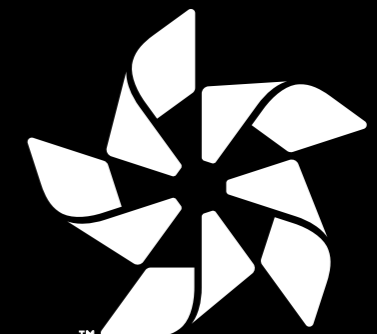
EMBROIDERY
HOT FOIL BLOCK
HIGH CONTRAST U.I.
LIMITED COLOUR PRINT



ONE COLOUR

01 PINWHEEL > ON DARK > 04 ONE COLOUR
> TIZEN PINWHEEL ON DARK ONE COLOUR.PDF

UV VARNISH
HOT FOIL BLOCK
HIGH CONTRAST U.I.
BLIND EMBOSS / DEBOSS



LOCATION > FILENAME

USE

PREVIEW



SCREEN

02 PINWHEEL > ON DARK > 01 RGB > TIZEN PINWHEEL ON DARK RGB.PDF

TV
ANIMATION
ON SCREEN
PROJECTION
USER INTERFACE



PRINT

01 PINWHEEL > ON DARK > 02 CMYK > TIZEN PINWHEEL ON DARK CMYK.PDF

PRINT
BOOKLETS
MAGAZINES
BROCHURES
BILLBOARDS
EVENT STANDS



TWO COLOUR

01 PINWHEEL > ON DARK > 03 TWO COLOUR
> TIZEN PINWHEEL ON DARK TWO COLOUR.PDF

EMBROIDERY
HOT FOIL BLOCK
HIGH CONTRAST U.I.
LIMITED COLOUR PRINT



ONE COLOUR

01 PINWHEEL > ON DARK > 04 ONE COLOUR
> TIZEN PINWHEEL ON DARK ONE COLOUR.PDF

UV VARNISH
HOT FOIL BLOCK
HIGH CONTRAST U.I.
BLIND EMBOSS / DEBOSS



ADD CLEAR SPACE

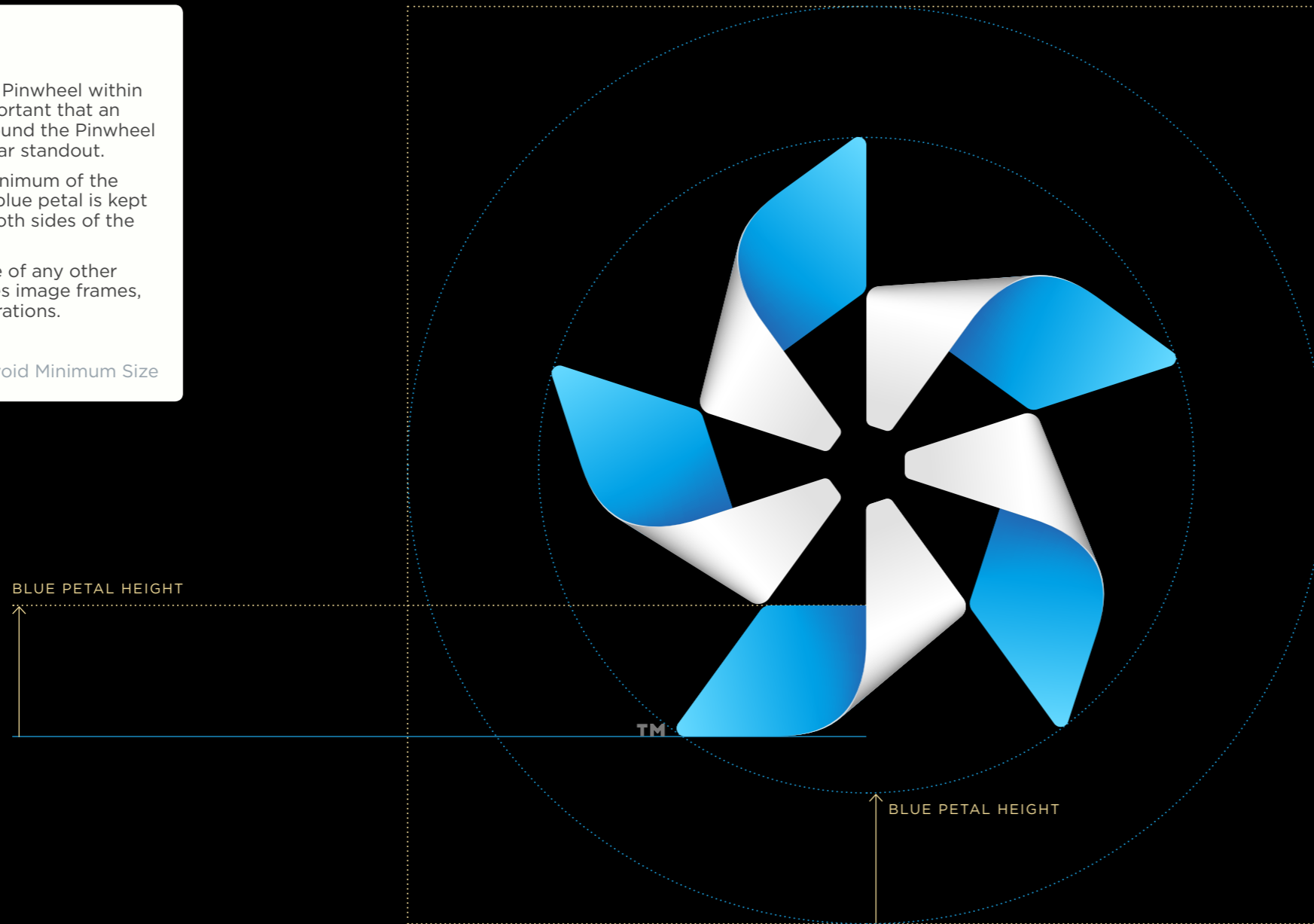
Whenever you use the Tizen Pinwheel within one of your designs it is important that an area of clear space is left around the Pinwheel to allow for legibility and clear standout.

We recommend leaving a minimum of the height of the southernmost blue petal is kept clear above, below and on both sides of the Pinwheel's rotation.

This area should be kept free of any other graphic element, this includes image frames, logos, text, shapes and illustrations.

Next page, Avoid Minimum Size

MINIMUM CLEAR SPACE — EQUAL TO THE HEIGHT OF THE SOUTHERNMOST BLUE PETAL, ABOVE, BELOW AND TO EITHER SIDE OF THE PINWHEEL'S ROTATION.



AVOID MINIMUM SIZE

When placing the Pinwheel within your designs there are certain widths that it is not recommended to go below.

Legibility and accessibility will suffer if the Pinwheel is scaled below these recommended widths and may cause the Pinwheel to render incorrectly on screen or fill in if printed.

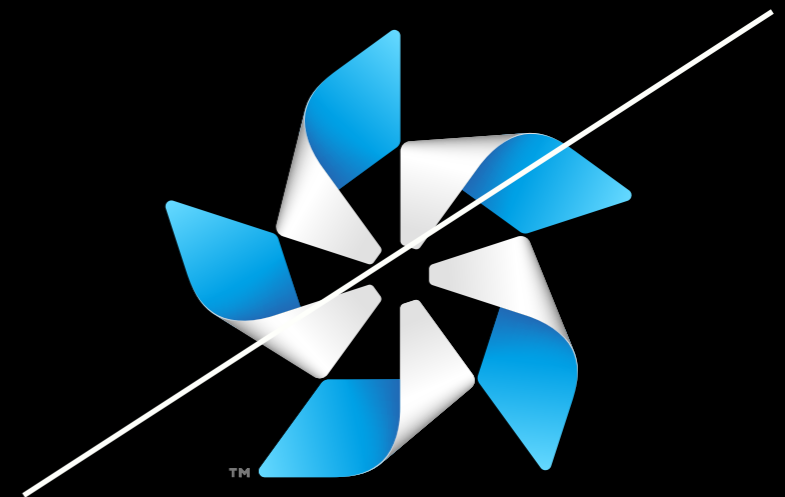
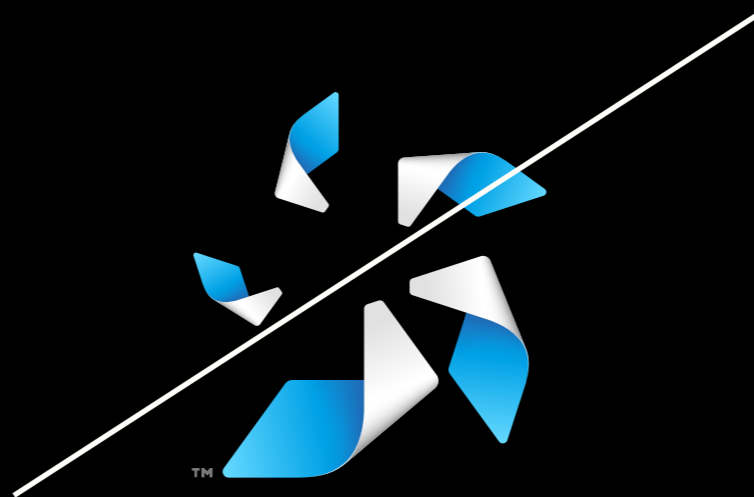
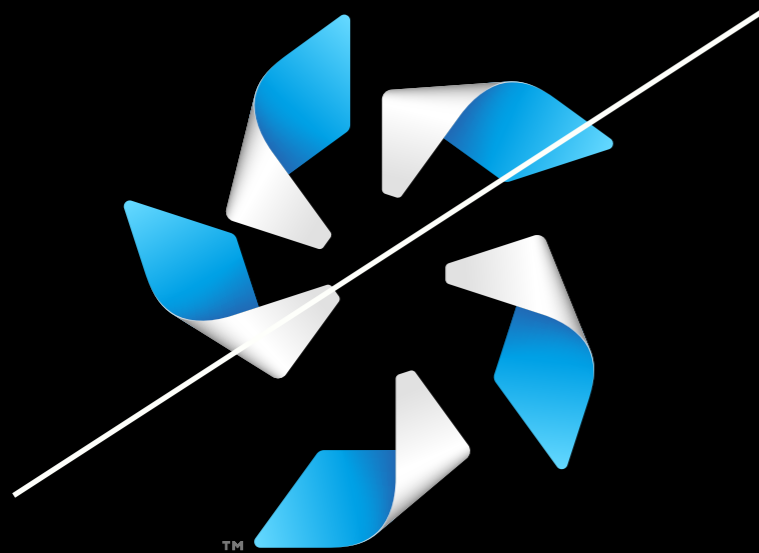
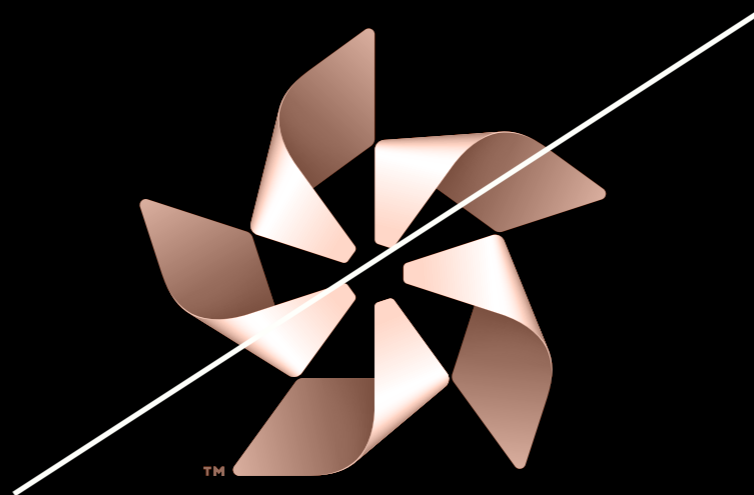
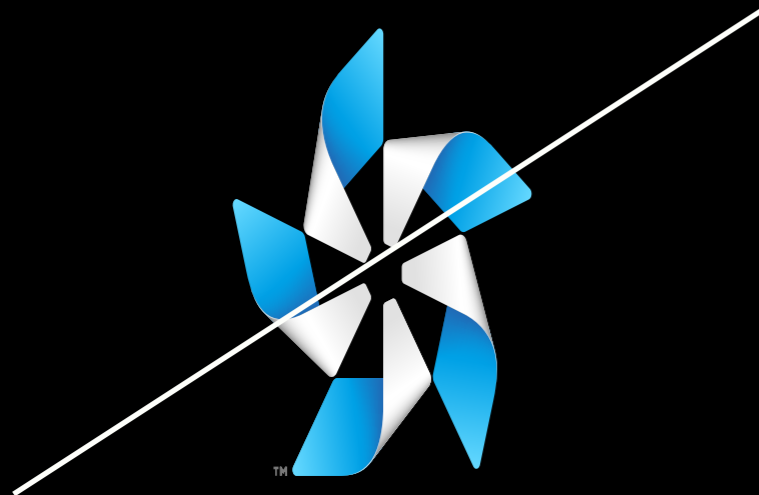
Next page, Please Do Not



THE WIDTH OF THE PINWHEEL IS MEASURED *WITHOUT* IT'S ROTATION



WE DO NOT RECOMMEND USING THE PINWHEEL BELOW 10MM



PLEASE DO NOT

Alter, change or modify our Pinwheel in any way, this includes:

- Stretching
- Recolouring
- Badging
- Rearranging
- Resizing
- Retyping

Next page, Pinwheel

LOCKUP

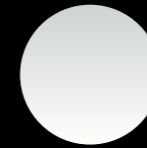
WHAT ARE YOU LOOKING FOR?

LOGO PINWHEEL LOCKUP

WHAT COLOUR BACKGROUND WILL IT SIT ON?



DARK



LIGHT

IN WHICH MEDIUM WILL YOUR DESIGN BE PRODUCED?



CMYK

PRINT
BOOKLETS
BILLBOARDS



RGB

TV
ON SCREEN
PROJECTION



TWO COLOUR

EMBROIDERY
HOT FOIL BLOCK
LIMITED COLOUR PRINT



ONE COLOUR

UV VARNISH
HOT FOIL BLOCK
BLIND EMBOSS / DEBOSS



LOCATION > FILENAME

USE

PREVIEW



SCREEN

03 LOCKUP > ON DARK > 01 RGB > TIZEN LOCKUP ON DARK RGB.PDF

TV
ANIMATION
ON SCREEN
PROJECTION
USER INTERFACE



PRINT

03 LOCKUP > ON DARK > 02 CMYK > TIZEN LOCKUP ON DARK CMYK.PDF

PRINT
BOOKLETS
MAGAZINES
BROCHURES
BILLBOARDS
EVENT STANDS



TWO COLOUR

03 LOCKUP > ON DARK > 03 TWO COLOUR > TIZEN LOCKUP ON DARK TWO COLOUR.PDF

EMBROIDERY
HOT FOIL BLOCK
HIGH CONTRAST U.I.
LIMITED COLOUR PRINT



ONE COLOUR

03 LOCKUP > ON DARK > 04 ONE COLOUR > TIZEN LOCKUP ON DARK ONE COLOUR.PDF

UV VARNISH
HOT FOIL BLOCK
HIGH CONTRAST U.I.
BLIND EMBOSS / DEBOSS





LOCATION > FILENAME

USE

PREVIEW



SCREEN

03 LOCKUP > ON DARK > 01 RGB > TIZEN LOCKUP ON DARK RGB.PDF

TV
ANIMATION
ON SCREEN
PROJECTION
USER INTERFACE



PRINT

03 LOCKUP > ON DARK > 02 CMYK > TIZEN LOCKUP ON DARK CMYK.PDF

PRINT
BOOKLETS
MAGAZINES
BROCHURES
BILLBOARDS
EVENT STANDS



TWO COLOUR

03 LOCKUP > ON DARK > 03 TWO COLOUR > TIZEN LOCKUP ON DARK TWO COLOUR.PDF

EMBROIDERY
HOT FOIL BLOCK
HIGH CONTRAST U.I.
LIMITED COLOUR PRINT



ONE COLOUR

03 LOCKUP > ON DARK > 04 ONE COLOUR > TIZEN LOCKUP ON DARK ONE COLOUR.PDF

UV VARNISH
HOT FOIL BLOCK
HIGH CONTRAST U.I.
BLIND EMBOSS / DEBOSS



MINIMUM CLEAR SPACE — EQUAL TO 50% THE HEIGHT OF A CAPITAL 'T', APPLIED ABOVE, BELOW AND TO EITHER SIDE OF THE LOCKUP.



ADD CLEAR SPACE

Whenever you use the lockup within one of your designs it is important that an area of clear space is left around the lockup to allow for legibility and clear standout.

We recommend leaving a minimum of half the height of the capital letter T is kept clear above, below and on both sides of the lockup.

This area should be kept free of any other graphic element, this includes image frames, logos, text, shapes and illustrations.

Next page, Avoid Minimum Size



THE WIDTH OF THE LOCKUP INCLUDES THE PINWHEEL

AVOID MINIMUM SIZE

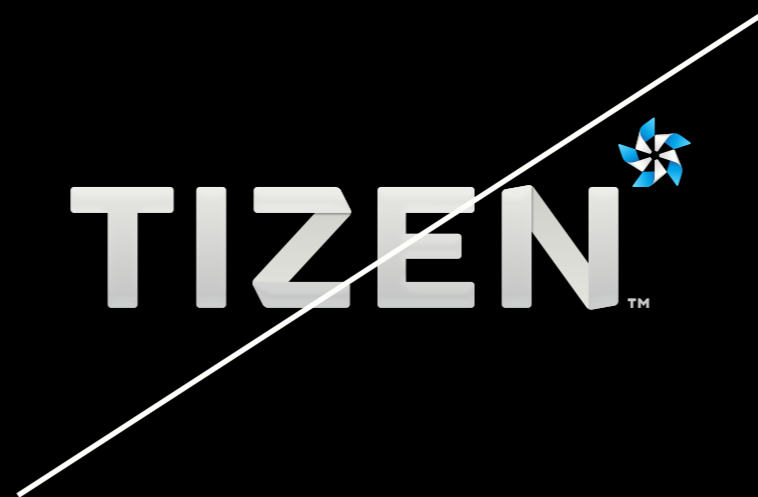
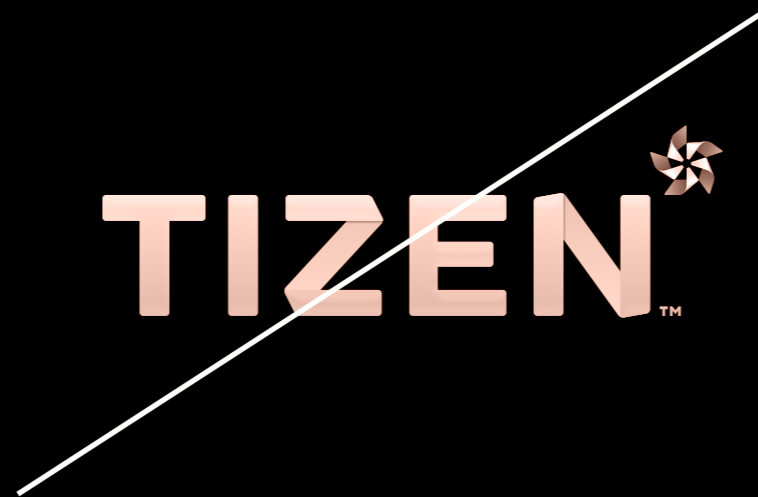
When placing the lockup within your designs there are certain sizes that are not recommended to go below.

Legibility and accessibility will suffer if the lockup is scaled below these recommended widths and may cause the lockup to render incorrectly on screen or fill in if printed.

Next page, Please Do Not



WE DO NOT RECOMMEND USING THE LOCKUP BELOW 34MM



PLEASE DO NOT

Alter, change or modify our lockup in any way, this includes:

- Stretching
- Recolouring
- Badging
- Rearranging
- Resizing
- Retyping

Next page, Legal Symbols

LEGAL SYMBOLS

TIZEN™



LOGO
TM IS TOP RIGHT

TIZEN™



LOCKUP
TM APPEARS BOTTOM RIGHT
AND SITS ON THE BASELINE



PINWHEEL
TM APPEARS TO THE LEFT OF THE
BOTTOM PETAL

TRADEMARKING THE LOGO

Whenever we use the Tizen logo, lockup or Pinwheel, a trademark symbol™ must be displayed as shown in the examples opposite.

Next page, Trademarking In Text

Tizen app™

← TM
APPLIED AFTER THE NOUN

Tizen Phone™

← CAPITAL LETTER USED

app
application
brand
in-vehicle infotainment
logo
mark
name
netbook
operating system
phone
products
project

set top box (STB)
smart phone
smart TV
software platform
tablet
trademark
website
API
IVI
OS
SDK

TRADEMARKING IN TEXT

When using the Tizen name in a title or headline it must always have a ™ after it.

In body copy there must be a ™ after the first or most prominent use of the word Tizen. Subsequent instances do not require a ™ after them.

TRADEMARKING TIZEN NOUNS

As with all other trademarks, the trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the trademark.

The noun that accompanies the trademark may, but usually does not have, an initial capital letter.

LICENSED PARTIES

Linux Foundation, Samsung and Intel materials using the Tizen trademark must use a ™ after the word Tizen in all copy as per the rules stated above.

All materials require use of the following acknowledgement line:

[Tizen is a trademark of the Linux Foundation.](#)

Next page, Using our fonts

TYPOGRAPHY

USING OUR FONTS

Headline Text

For headline text we always use Tizen Bold in uppercase.

Supporting Headline Text

Pluto is used for supporting headline text in uppercase.

Body copy

Gotham is used for large areas of body copy. When Gotham is not available, i.e. online webpages, please use Arial.

Next page, Colour Use

BODY COPY FONT
GOTHAM MEDIUM

HEADLINE FONT
TIZEN BOLD

SUPPORTING
HEADLINE FONT
PLUTO LIGHT/
PLUTO REGULAR

BODY COPY FONT
GOTHAM BOOK

BODY COPY FONT
GOTHAM BOOK

The Tizen Technical Steering Group

CREATE WITH FREEDOM

DISCOVER THE TIZEN SDK

The Tizen SDK is a comprehensive set of tools for developing Tizen Web applications. It consists of Web IDE, Emulator, toolchain, sample code, and documentation.

Tizen SDK 1.0 Larkspur runs on Windows*, as well as Ubuntu*. Tizen Web applications may be developed without relying on an official Tizen IDE, as long as the application complies with Tizen packaging rules.

System Requirements:

- Ubuntu 10.04/10.10/11.04/11.10 32-bit, Windows XP SP3/7 32-bit (Mac version will be available soon)
- At least dual-core 2 GHz CPU (recommend VtX supported by CPU)
- At least 2 GB of RAM memory
- At least 3 GB of free disk space
- Local administrator authority
- At least 1280x1024 screen resolution

Prerequisites:

Oracle Java™ v6 or higher version (do not use OpenJDK) qemu-kvm, binutils-multiarch, debhelper, fakeroot, realpath, gettext, procps, xsltproc, libdbus-1-3, liblua5.1-0, libxft2, and libcurl3 packages

To install the SDK, you will need to have root privileges.

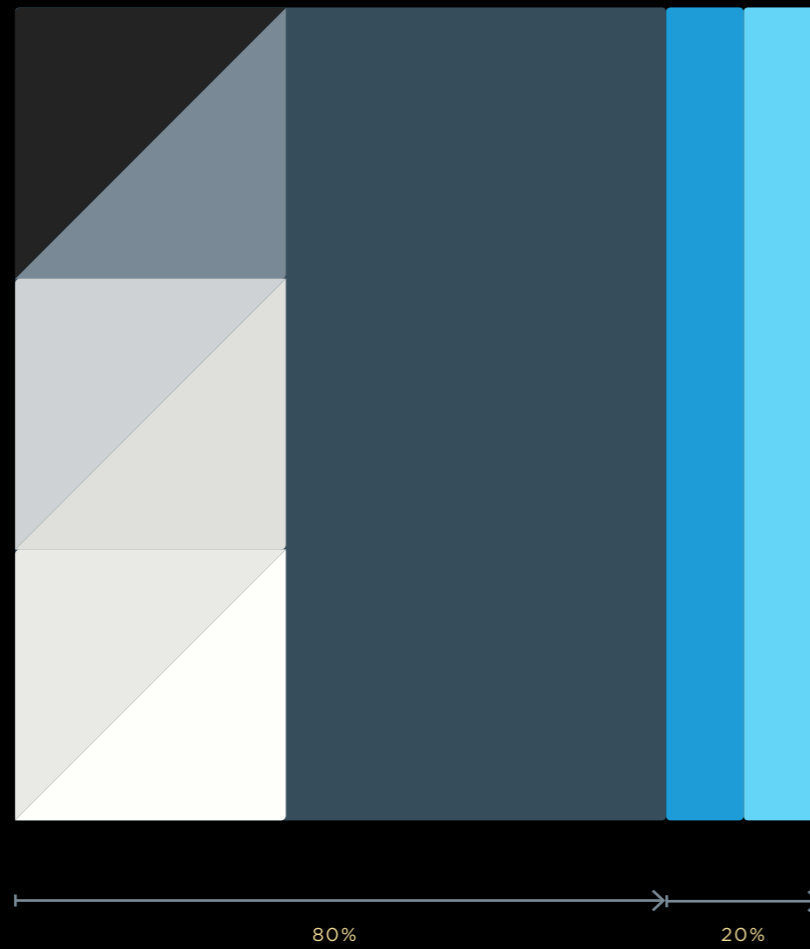
Getting the Tizen SDK:

Click the package name to download the SDK. See Installing the SDK on Ubuntu or Installing the SDK on Windows for installation instructions. Refer to the Release Notes for more information.

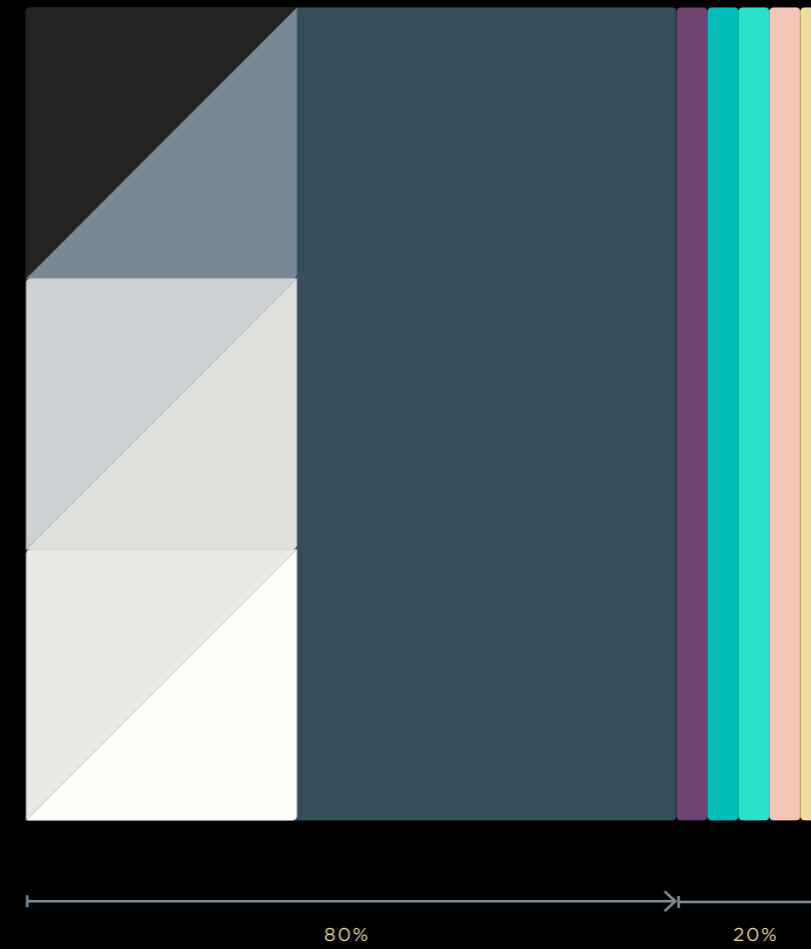


COLOUR

PRIMARY COLOUR PALETTE RATIO



SECONDARY COLOUR PALETTE RATIO

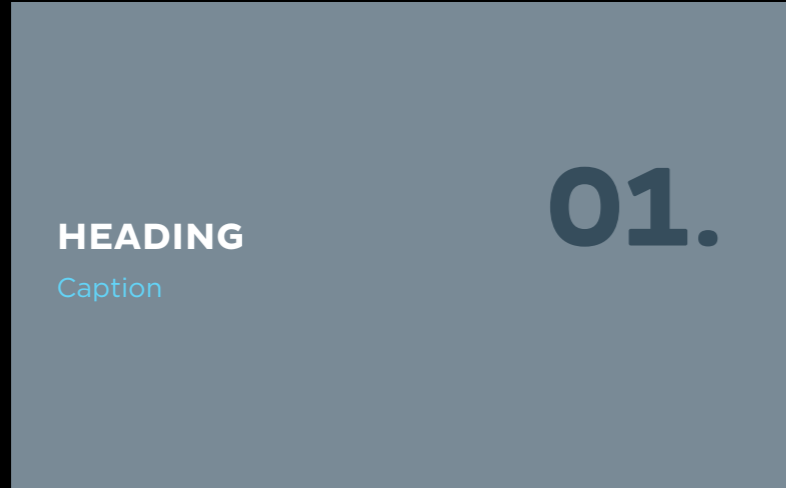


HOW TO USE COLOUR

When using the Tizen colour palettes, approximately 80% of the document should be made up of the monochromatic colour range.

Our 'bright' secondary colours are introduced sparingly to 'warm up' your designs and add highlight detail.

Next page, Examples of Use



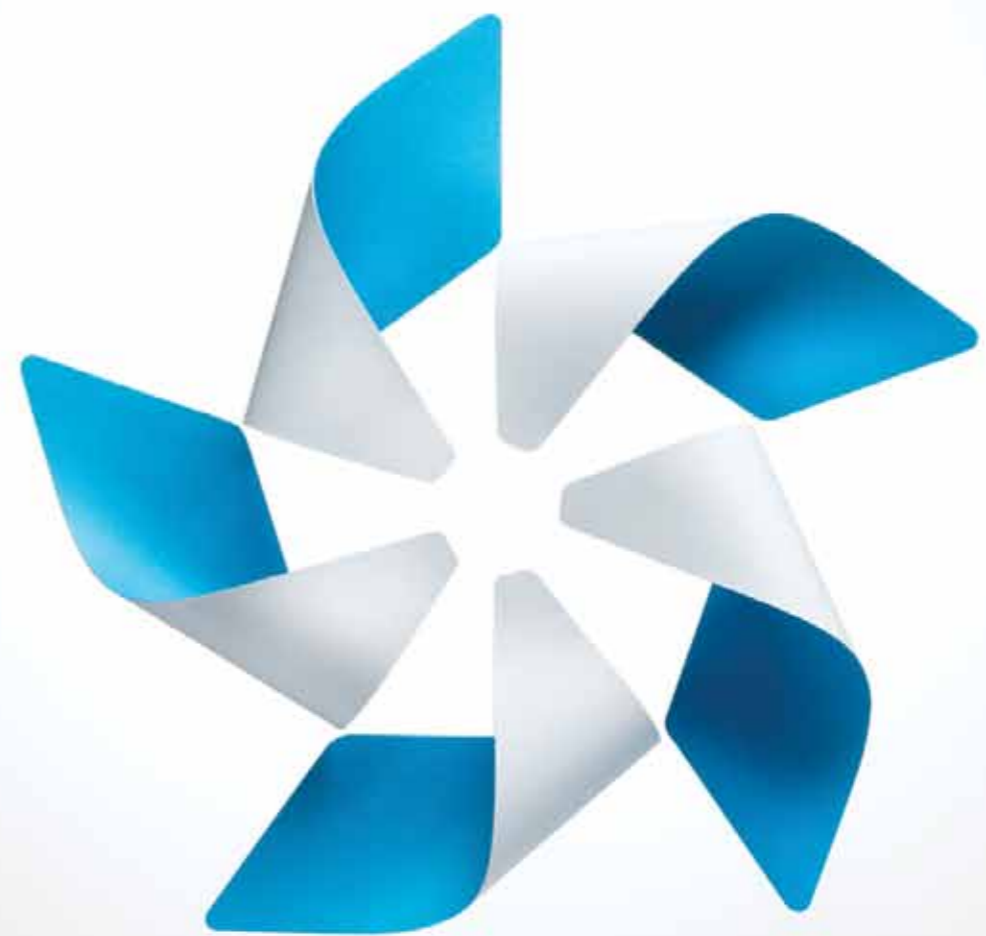
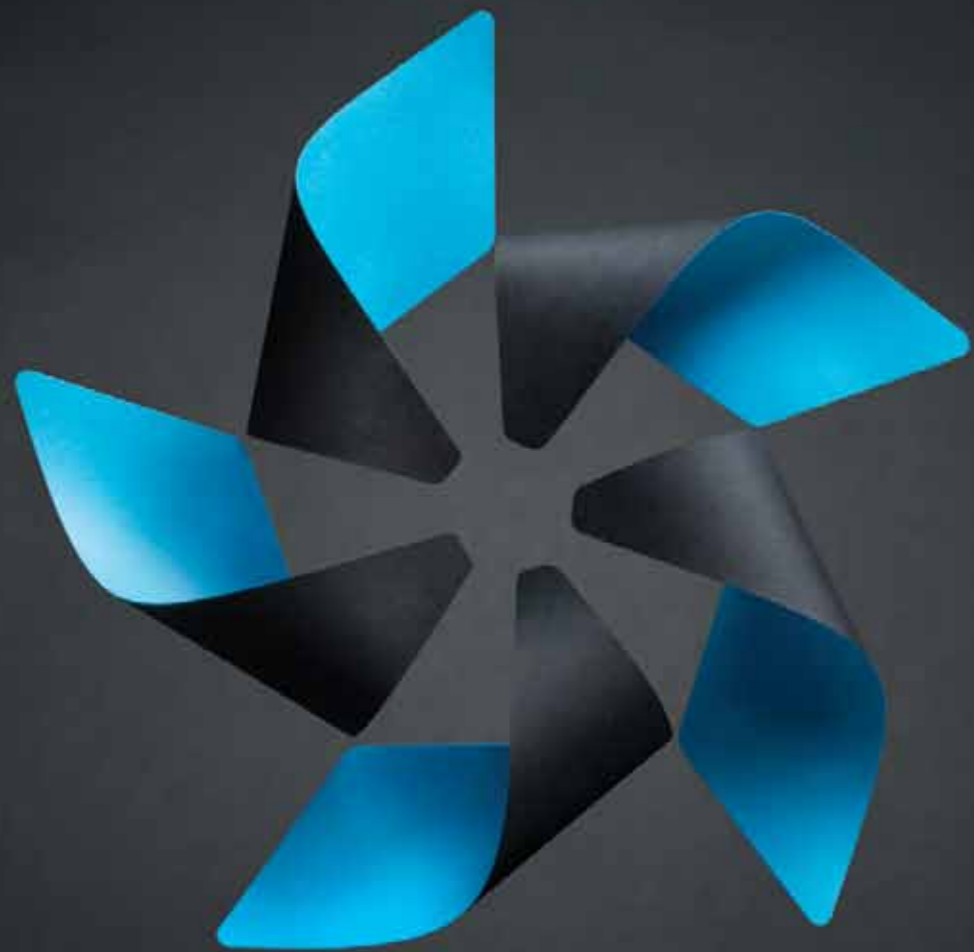
EXAMPLES OF USE

Colour can be introduced through text, graphic elements or photographic imagery. Please be aware of legibility when using colour in text with a similar tone background. Please see 'Primary/Secondary photographic elements' for more detail on use.

Next page, Extend

EXTEND

PRIMARY PHOTOGRAPHIC ELEMENTS

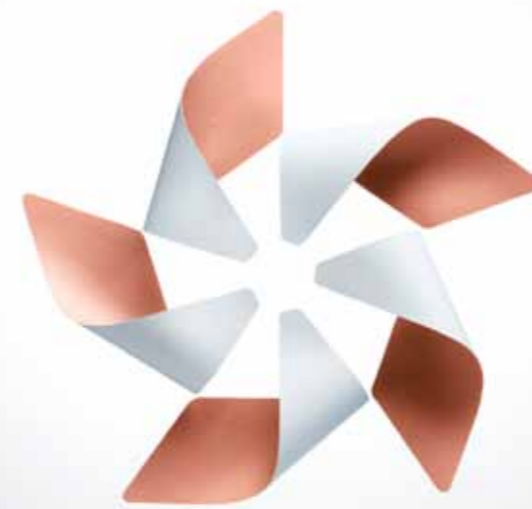
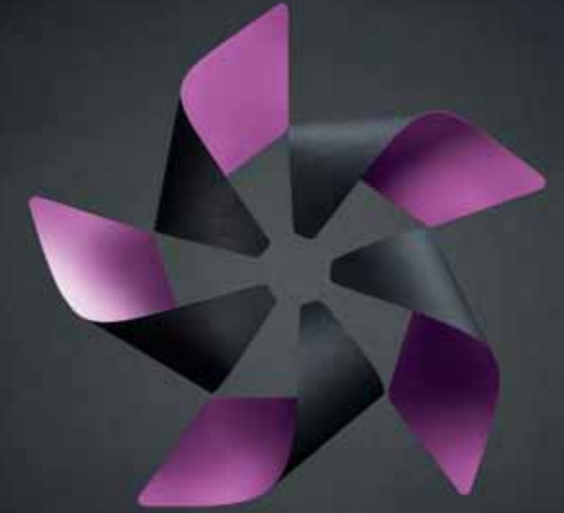
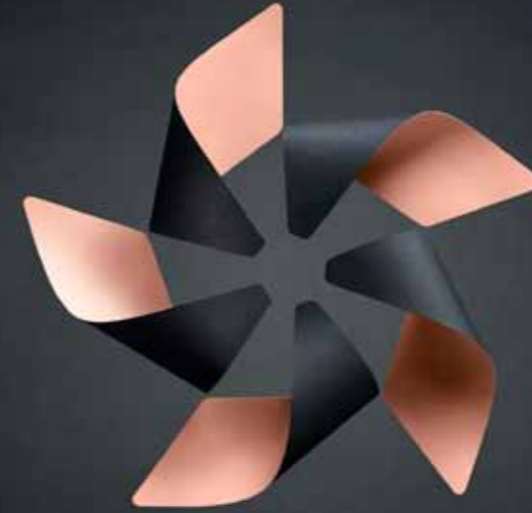
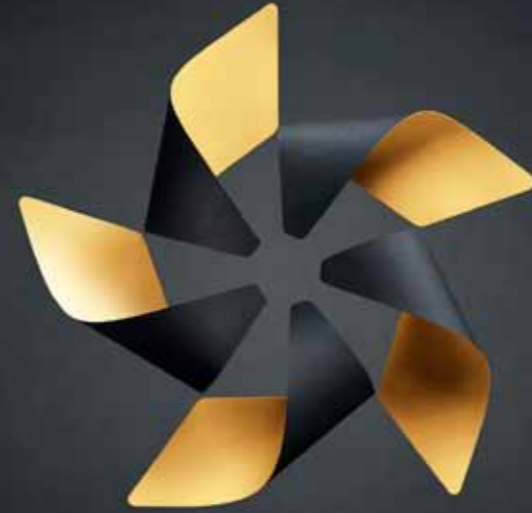
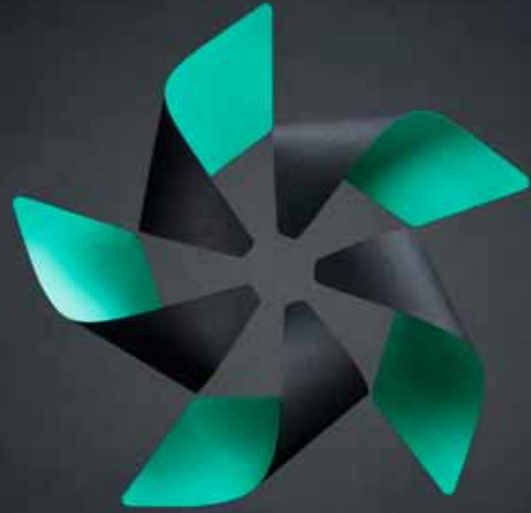


PINWHEEL

Available for use are photographic versions of the Pinwheel, in both black and white. These are used when a richer interpretation of the Pinwheel is required, on screen and in print.

The Tizen wordmark can be used alongside the photographic version of the Pinwheel. However, we never duplicate the Pinwheel by showing a vector and photographic version in close proximity.

Next page, Colour Options



COLOUR OPTIONS

Secondary colour palette versions of the Pinwheel are available for use. These give the opportunity to create sub-categories and campaigns, maintaining flexibility within the brand.

Next page, In Use

IN USE



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SECONDARY PHOTOGRAPHIC ELEMENTS

THE VISIBLE INVISIBLE

THE VISIBLE INVISIBLE

The secondary photographic property depicts the Pinwheel in environments which celebrate its movement, bringing the Pinwheel to life.

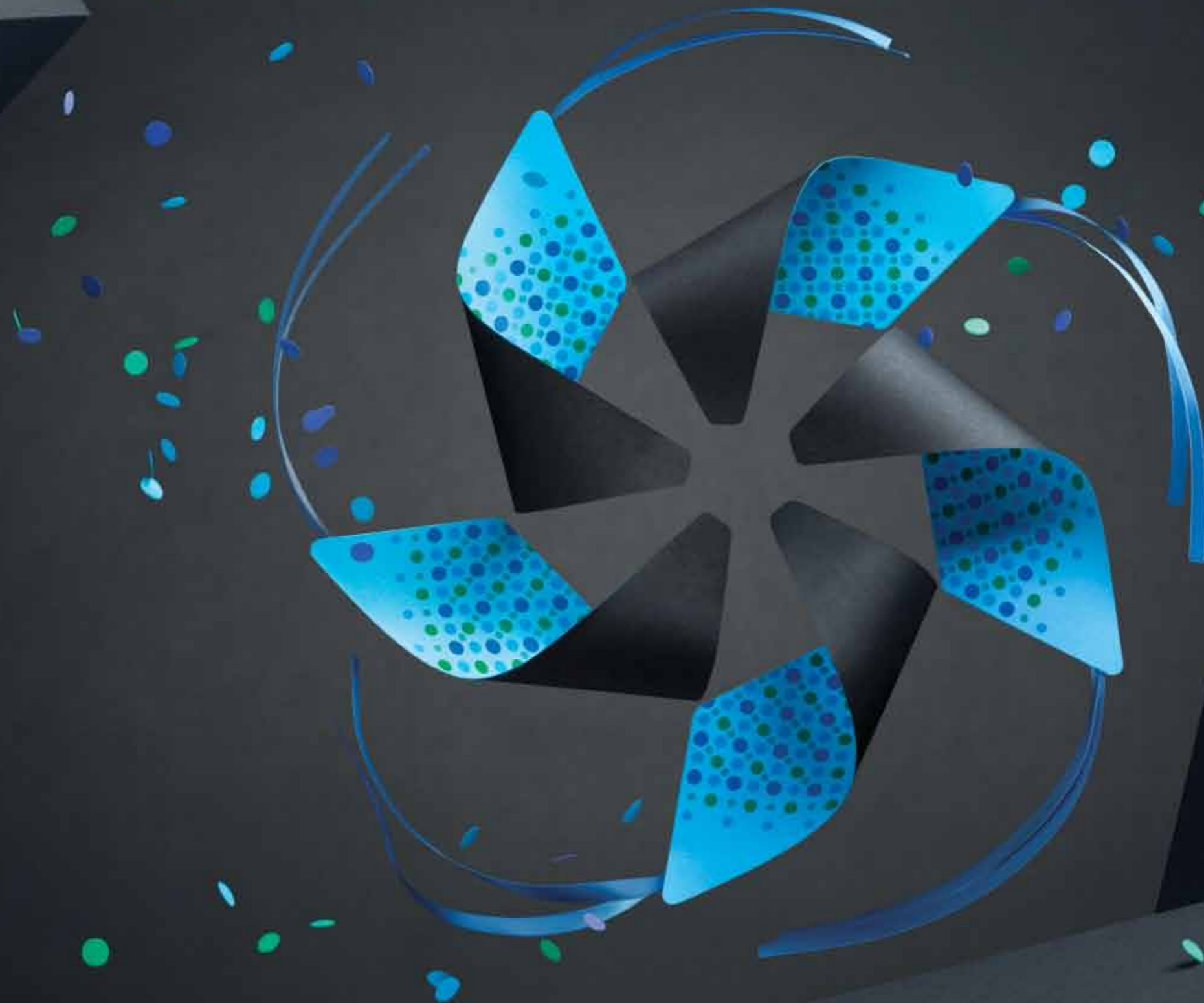
Through pattern, colour and decoration we can illustrate the spinning motion, depicting what powers the Pinwheel. Making the invisible, visible.

These images have been created to add depth to the asset suite and can be used across all communication.

Next page, Continued

FILE NAME

Tizen_Pinwheel_Secondary_Confetti.tif



FILE NAME

Tizen_Pinwheel_Secondary_Ribbon.tif



FILE NAME

Tizen_Pinwheel_Secondary_Arrows.tif



FILE NAME

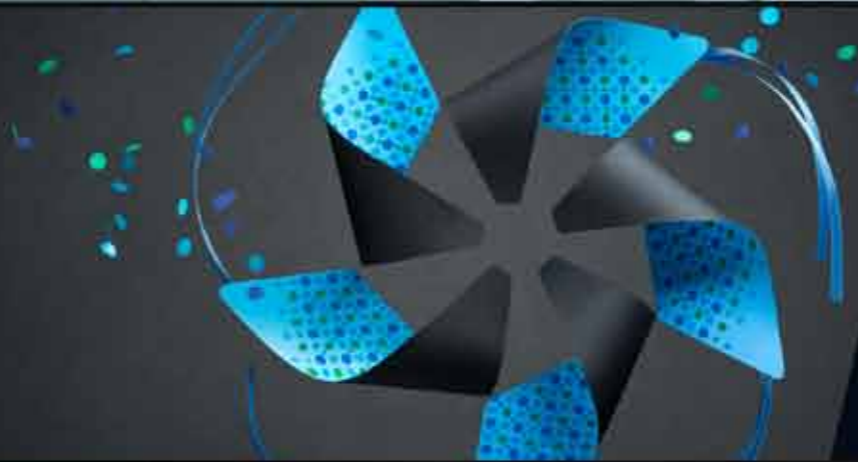
Tizen_Pinwheel_Secondary_Smoke.tif

IN USE





TIZEN™



PAPER FOLDS



PAPER FOLDS

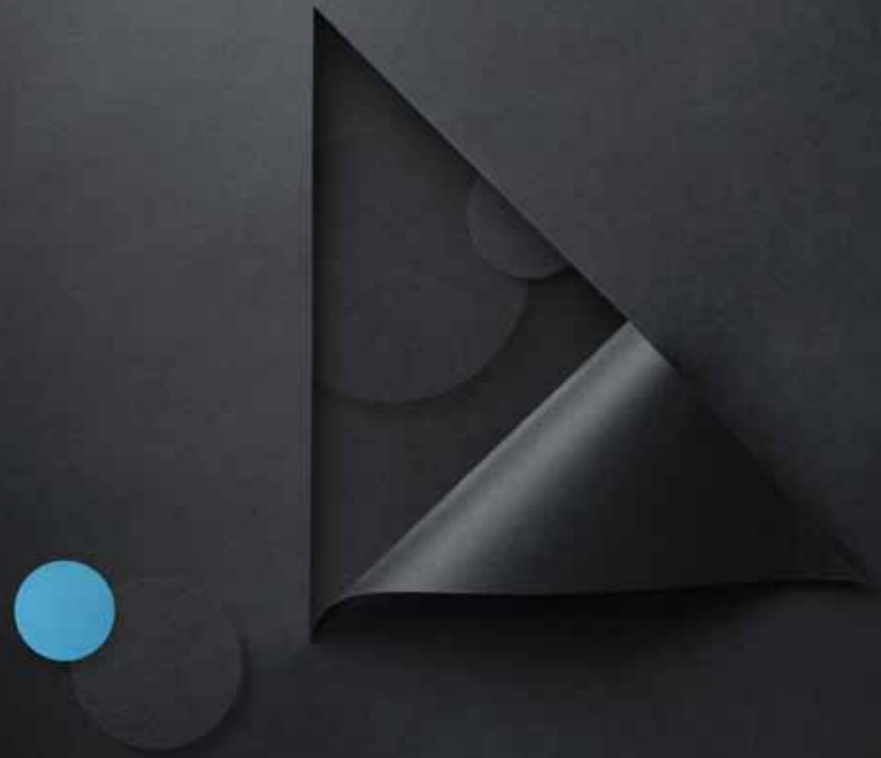
By exploring the language of paper we can extend the brand property further. By using paper folds, we create textural elements, depth and windows for imagery.

Ten images have been supplied, five in black and five in white.

Next page, Continued

FILE NAME

Tizen_BlackFold_1.tif



FILE NAME

Tizen_BlackFold_2.tif



FILE NAME

Tizen_BlackFold_3.tif



FILE NAME

Tizen_BlackFold_4.tif



FILE NAME

Tizen_BlackFold_5.tif



FILE NAME

Tizen_WhiteFold_1.tif



FILE NAME

Tizen_WhiteFold_2.tif



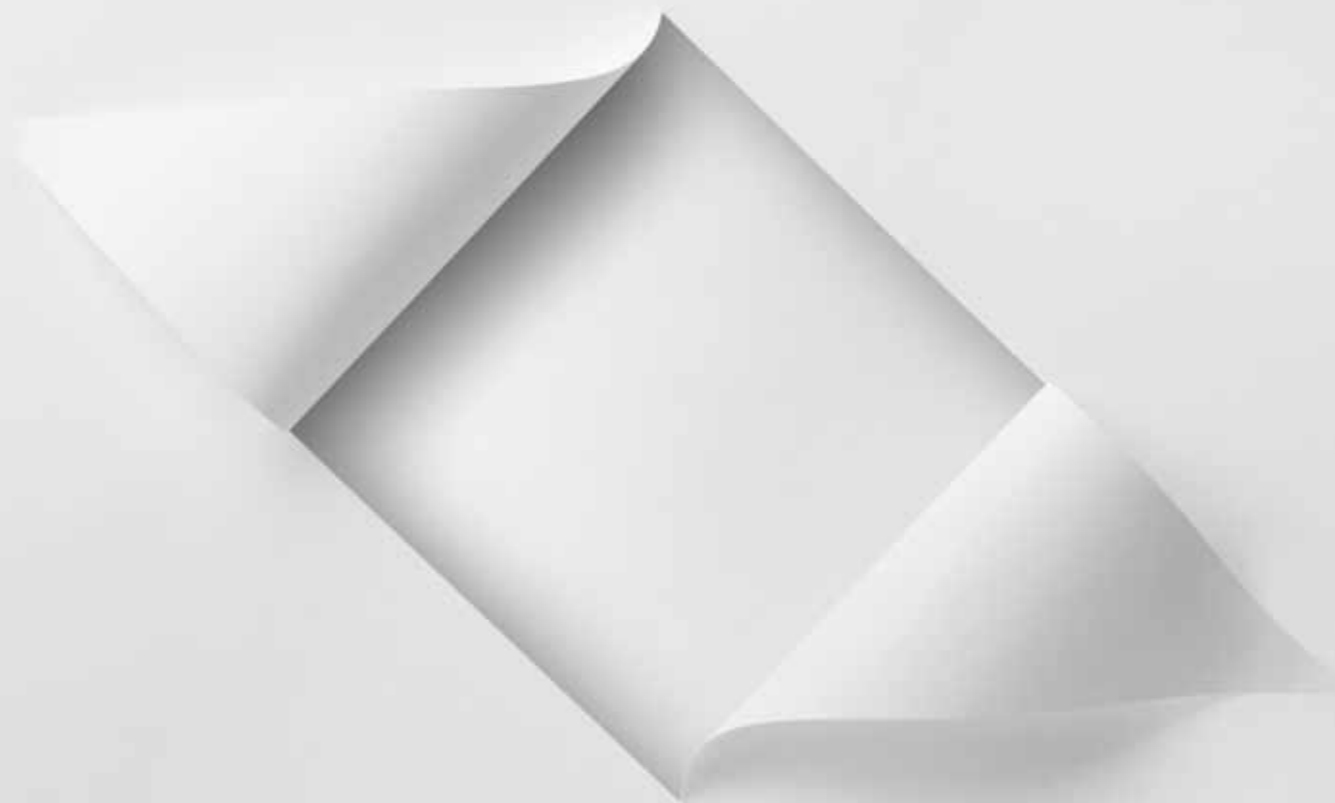
FILE NAME

Tizen_WhiteFold_3.tif



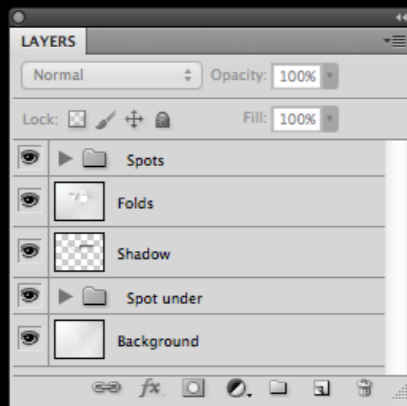
FILE NAME

Tizen_WhiteFold_4.tif

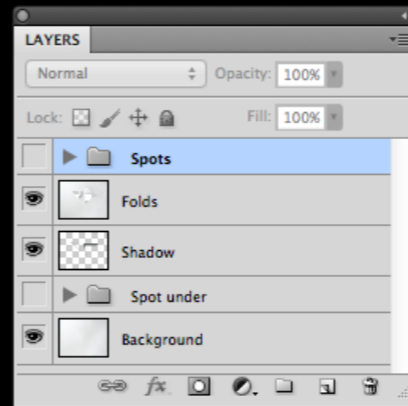
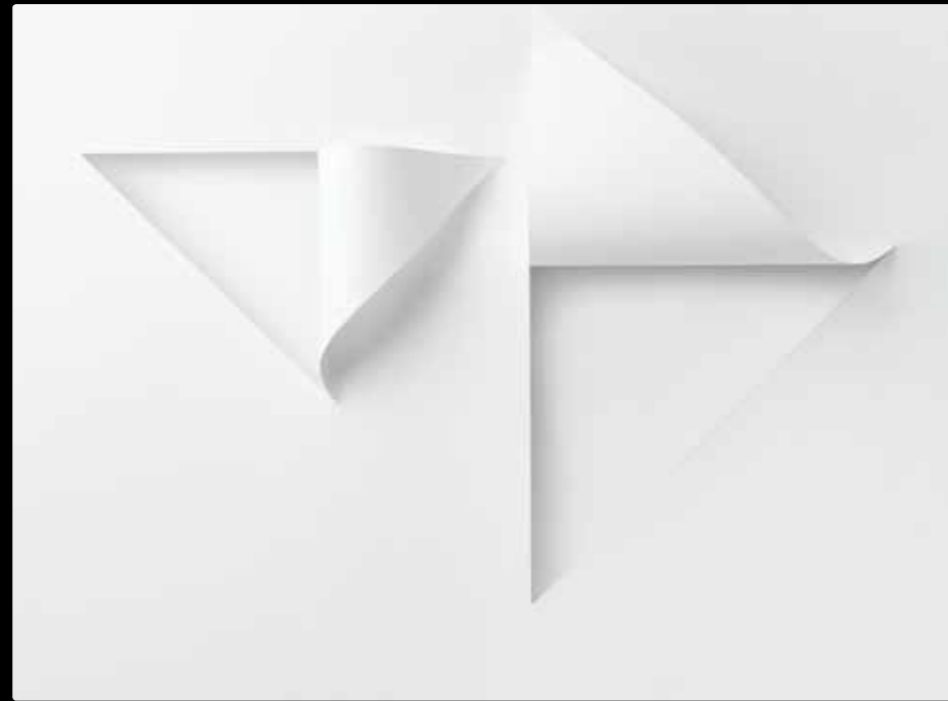


FILE NAME

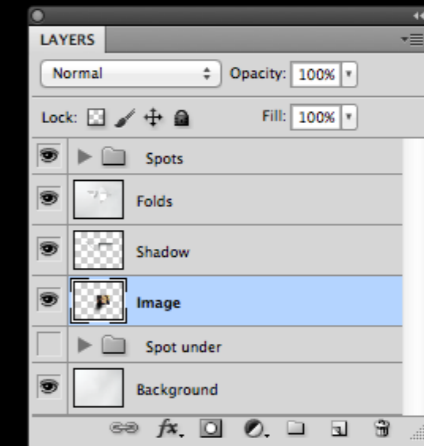
Tizen_WhiteFold_5.tif



1. All elements are supplied on individual layers.



2. The Spot layers can be turned off when not needed.



3. Imagery can be placed on new layer under the shadow. Spots are free to move as required.

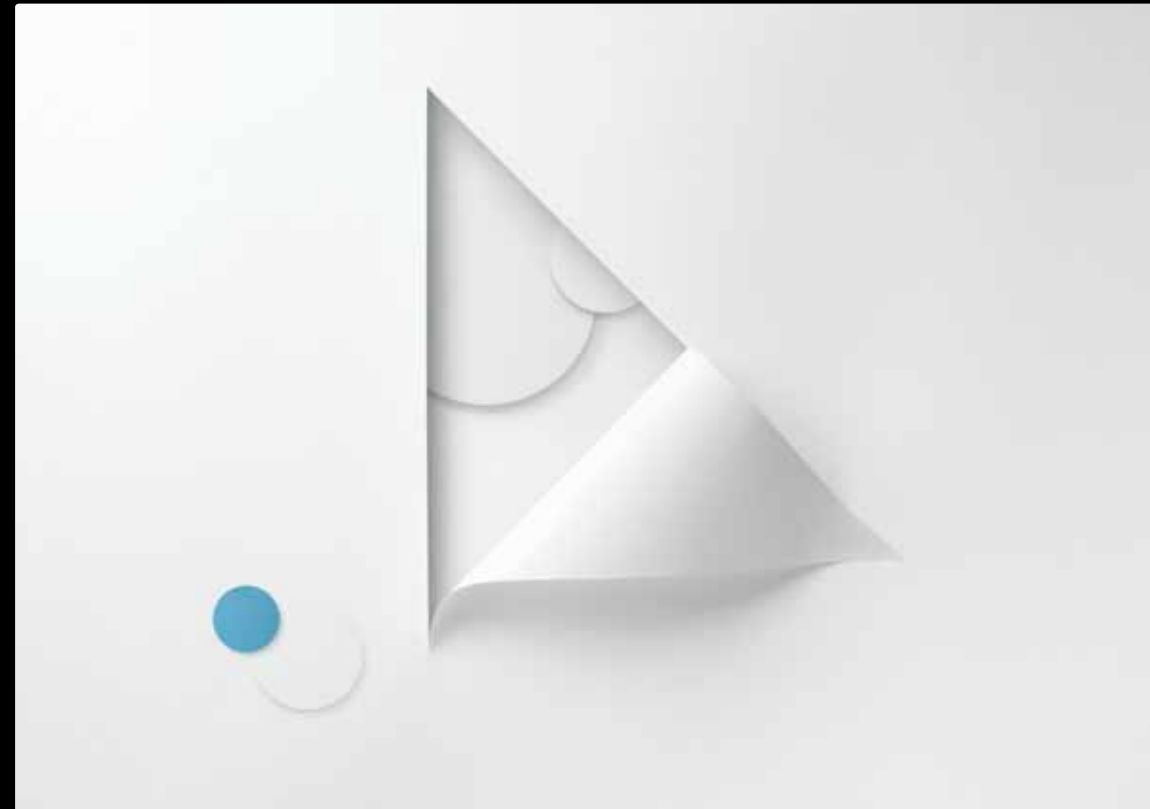
USING THE FILE

The supplied artwork is layered to maintain the most flexibility possible.

Depending on the requirements, spots can be turned off/on and moved position.

Imagery can be integrated into the file by placing these within the windows and positioned over spots.

Next page, Cropping

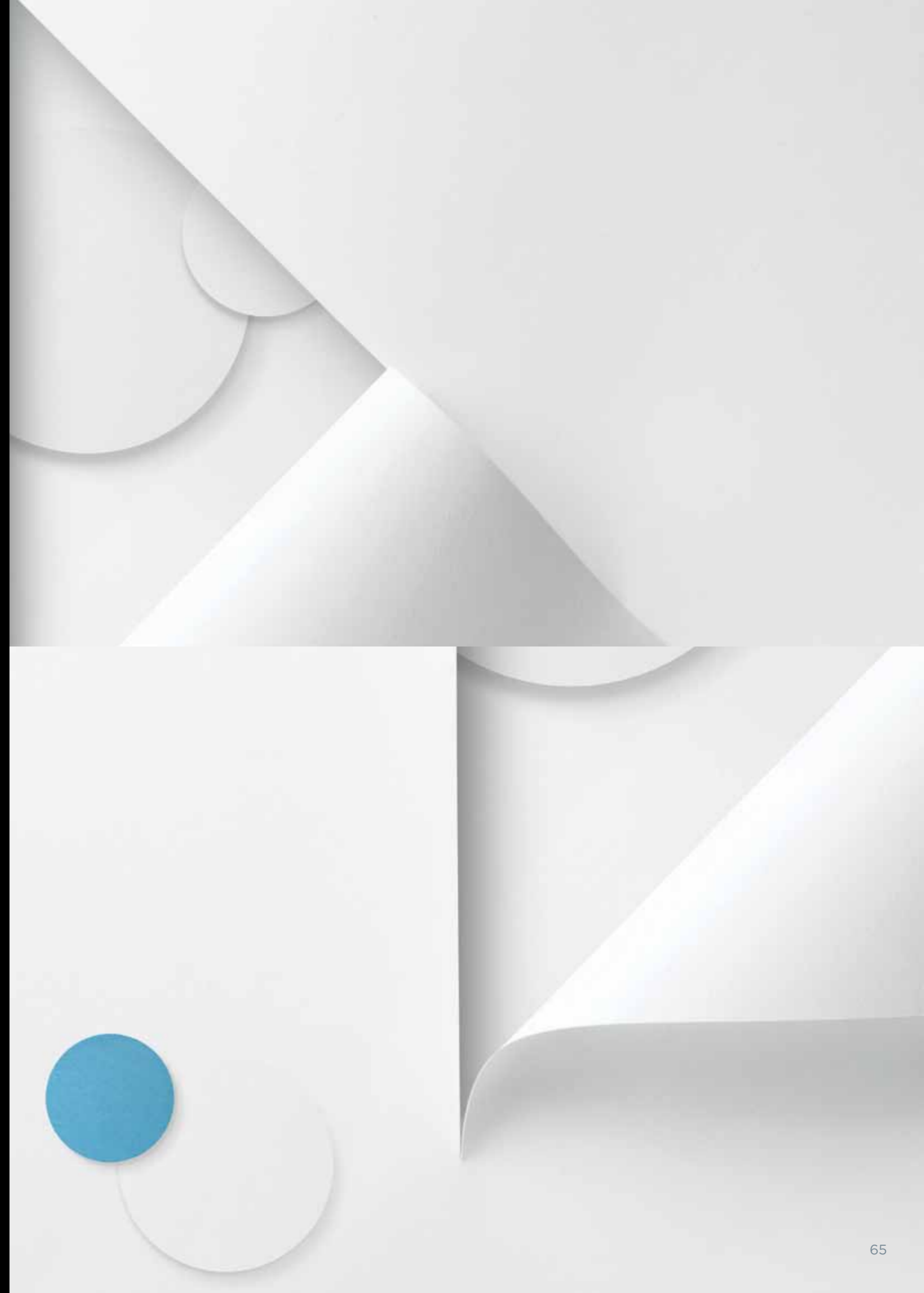


CROPPING

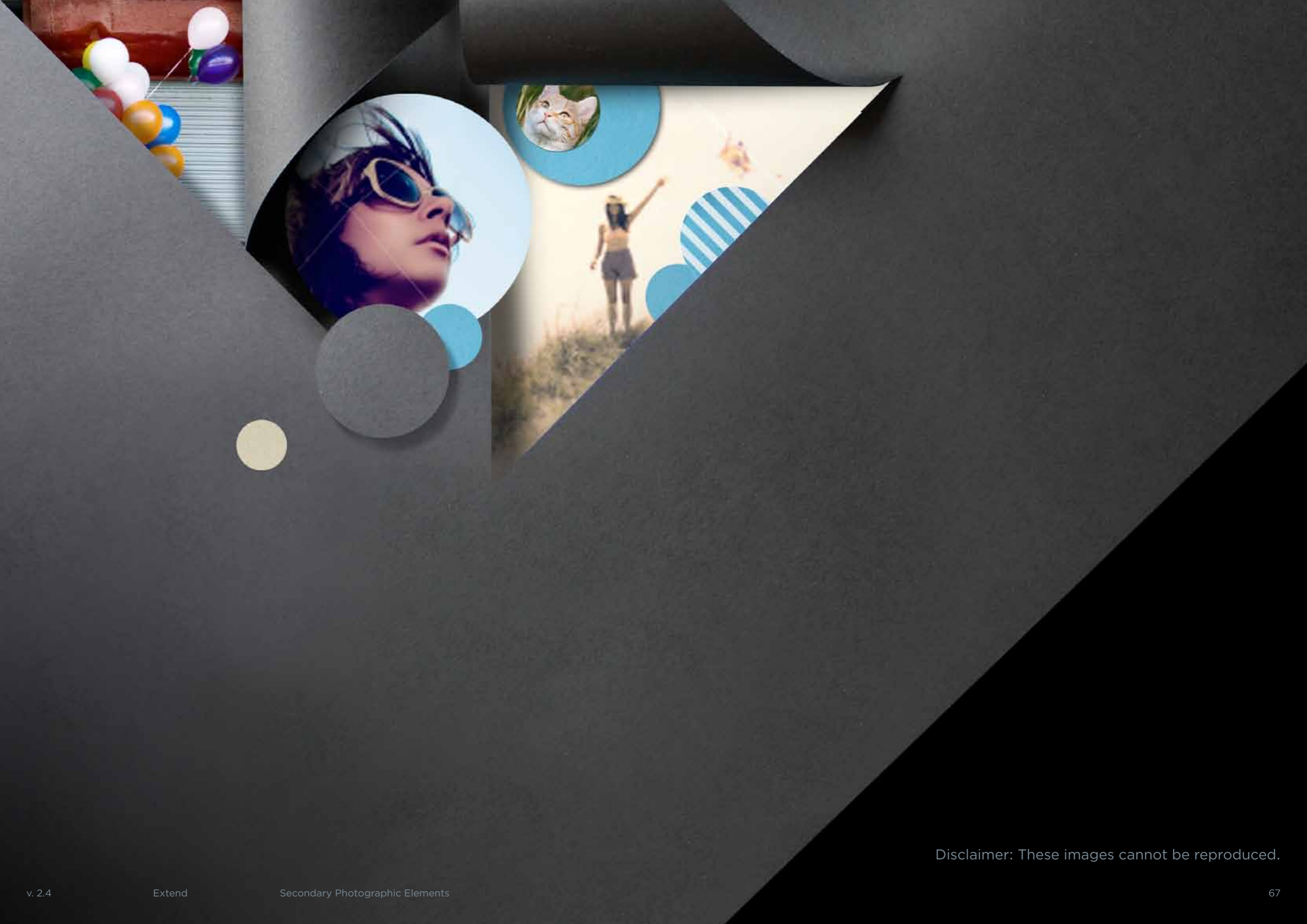
All images are supplied in high resolution and are designed to be cropped to allow for variation in window size and position.

Cropping can produce multiple images from the one original.

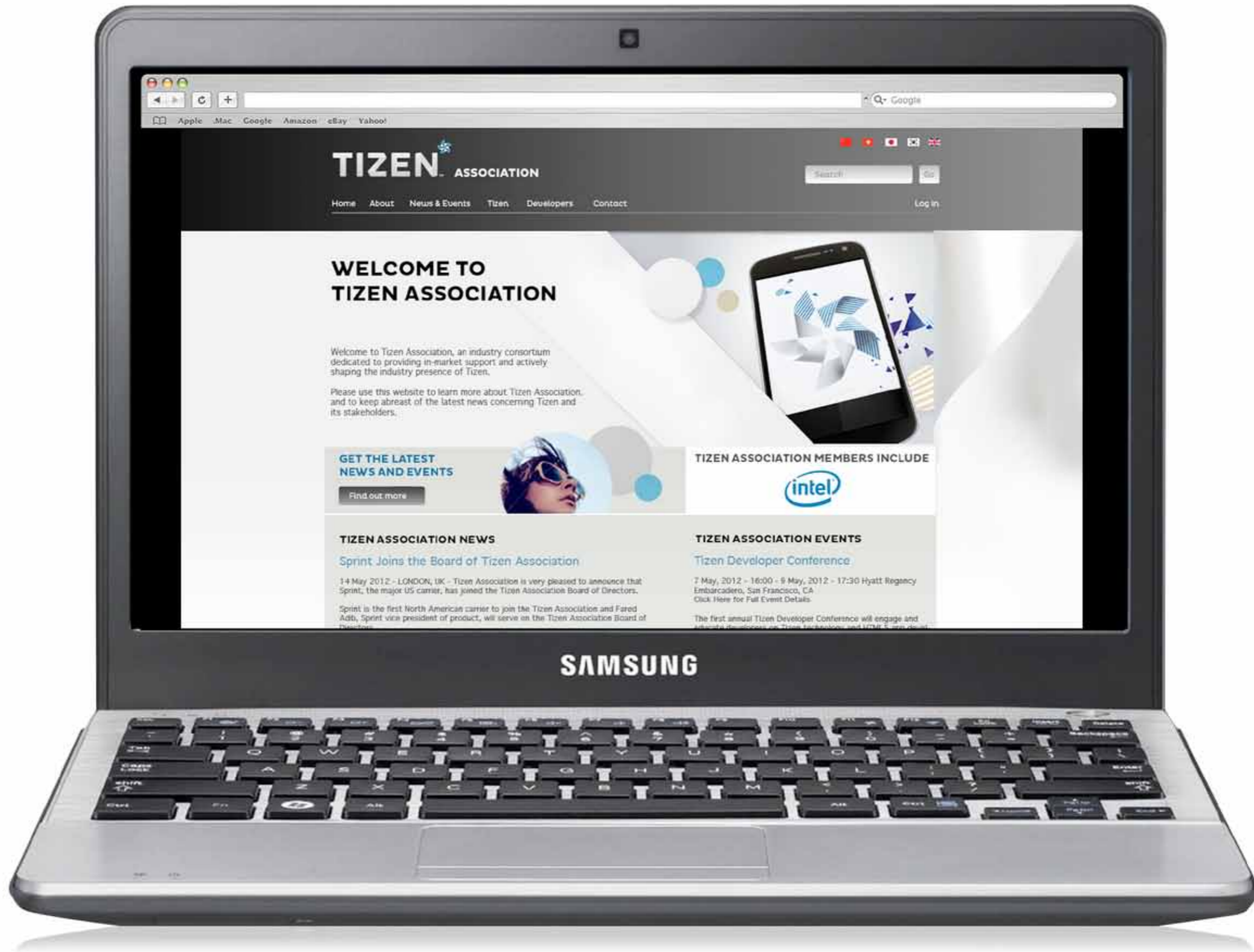
Next page, In Use



IN USE



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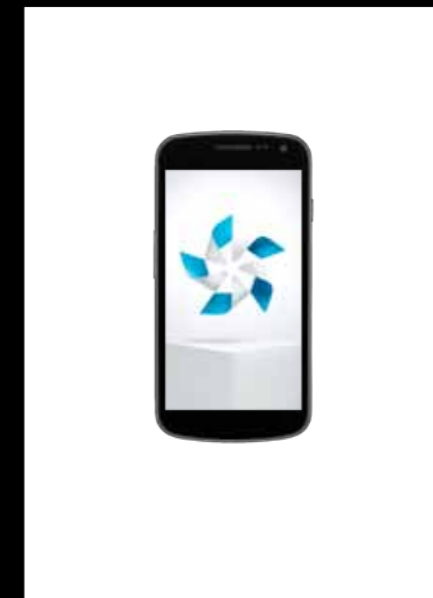
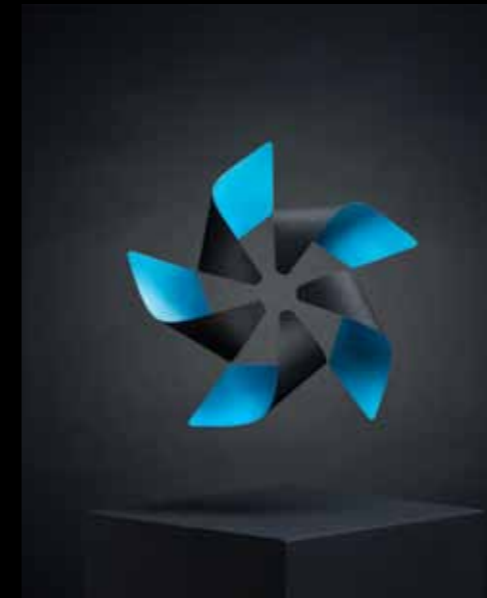


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COLLABORATE



THE SUPPORTING BRAND

When Tizen is the supporting brand, we are represented by the Pinwheel and our lockup.

Two versions of the Pinwheel and one version of our lockup are recommended for use. The graphic version of the Pinwheel and the lockup are used as a 'sign off' and the Primary Photographic Pinwheel should be used when a richer interpretation is required.

Next page, Apply



APPLY





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LET'S CONNECT

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