

1.0

# Brand Guidelines.



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## Tagline

# "Transforming Spaces, Elevating Skylines"

## Brand Vision

At Tintek Roofing & Cladding, we envision ourselves as the paradigm of modern roofing excellence in Australia, harmoniously blending function with elegance. Our mission is to redefine the roofing experience by providing innovative metal solutions that cater meticulously to both aesthetic desires and practical needs, with a distinctive specialization in skylight installations—turning the ordinary into extraordinary. We hold trust, professionalism, and approachability as our core values, ensuring every interaction builds enduring relationships. As a youthful, forward-thinking entity, our goal is not just to meet expectations but to surpass them through responsive service and precise preliminary assessments. By leveraging cutting-edge techniques and nurturing a team of passionate experts, we project to set an unparalleled standard within our industry, illuminating homes with integrity and style.

## Brand Voice

**Confidently Approachable:** We're friendly experts. Think of us as your roofing companions, ready to guide you with warmth and professionalism at every step.

**Trust, Elevated:** Our integrity beats at the heart of every skylight and roof we craft. We're committed to providing clarity and transparency, building trust through every panel we lay.

**Youthful Precision:** With an eye for sleek, modern design, we breathe new life into every home. Our youthful energy meets precision, ensuring a beautifully executed, innovative roofing service.

**Responsive Reliability:** Count on us to respond swiftly and knowledgeably to your needs. We make it a point to be as reliable as the roofs we install.

**Your Necessity, Naturally:** We're not just a service; we're a necessity. Our roofs not only shelter, but also transform homes, creating sanctuaries of light with our unique skylight installations.

2.0

# Brand Logo.



# Lockup Logo.

The Lockup logo typically refers to a design featuring a symbol or wordmark that is tightly structured or “locked” together to communicate strength, security, or unity. A “lockup” can involve the combination of graphic elements, such as an icon and text, arranged in a fixed way to convey a brand’s identity or message cohesively.



# Lockup

## Logo Mark.

A lockup logo mark typically refers of a logo (symbol or mark). This is the graphic element or symbol that represents the brand. It could be a custom-designed icon, abstract shape, or visual element that carries the brand’s identity.



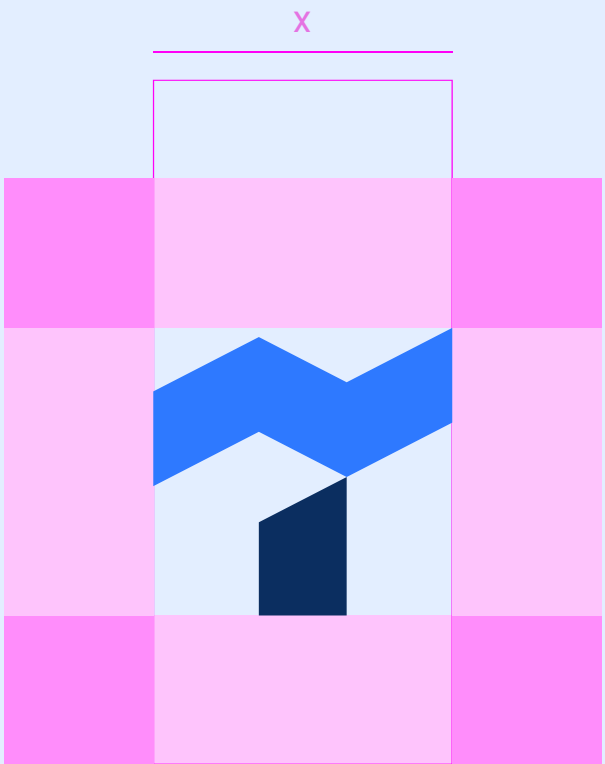
# Clearspace Logo.

Clearspace logo is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clearspace is to ensure that a logo maximizes visibility and impact. Maintaining proper clearspace helps ensure the logo looks professional and doesn't lose its visual impact in crowded designs.



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3.0

# Brand Colors.



# Primary Colors.

These are the core colors of the brand or design. They are the most prominent and are used frequently across the brand materials, such as logos, websites, and packaging. A primary color palette usually includes key colors.

Primary Color - 01

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX  
#E3EEFF

Primary Color - 02

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX  
#2E79FF

Primary Color - 03

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

-

HEX  
#000000

Primary Color - 04

Primary colors are the foundation of color theory. They are colors that cannot be created by mixing other colors together. They serve as the building blocks for all other colors.

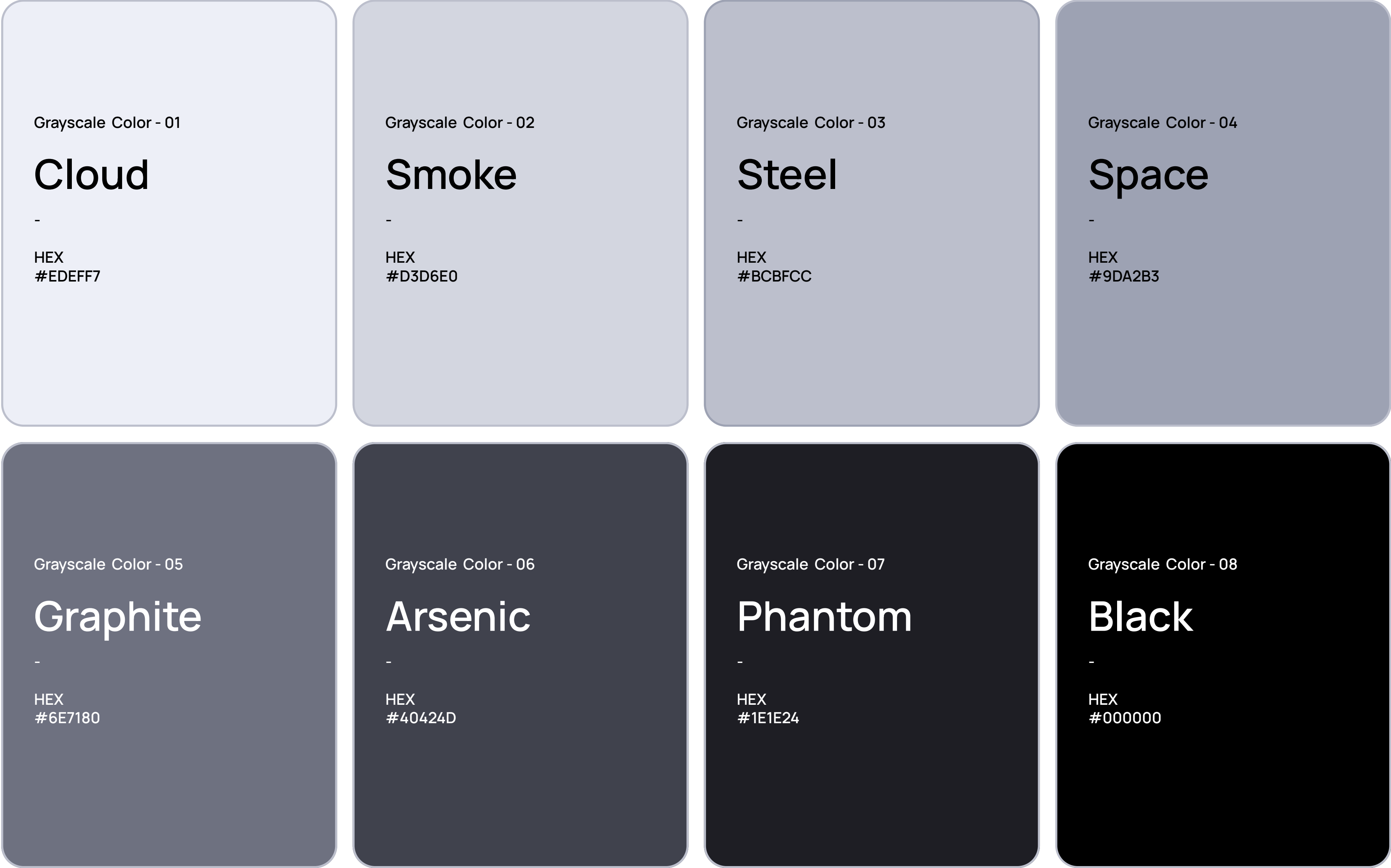
-

HEX  
#0B2E60



# Grayscale Colors.

A grayscale color palette consists of varying shades of gray, ranging from pure black to pure white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.



# P. Colors

## Logo.

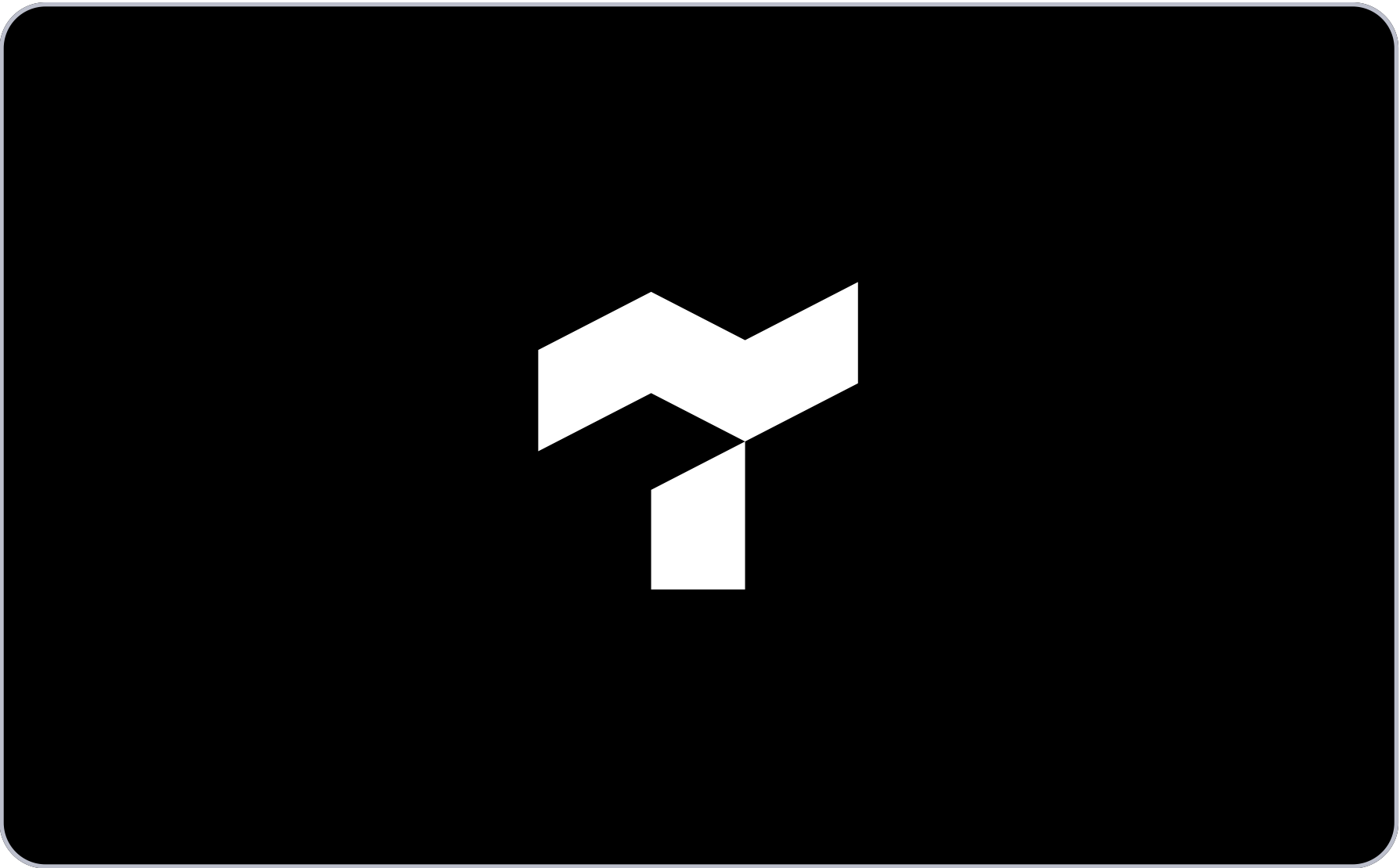
A primary colors logo are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design. These are useful backgrounds for Logos. Make sure that you can use these backgrounds. Only use these types of contrast for your Logo's background.



# P. Colors

## Logo Mark.

A primary colors logo mark are considered basic building blocks for creating other colors and are often used to create a bold and straightforward design. These are useful backgrounds for Logos. Make sure that you can use these backgrounds. Only use these types of contrast for your Logo's background.



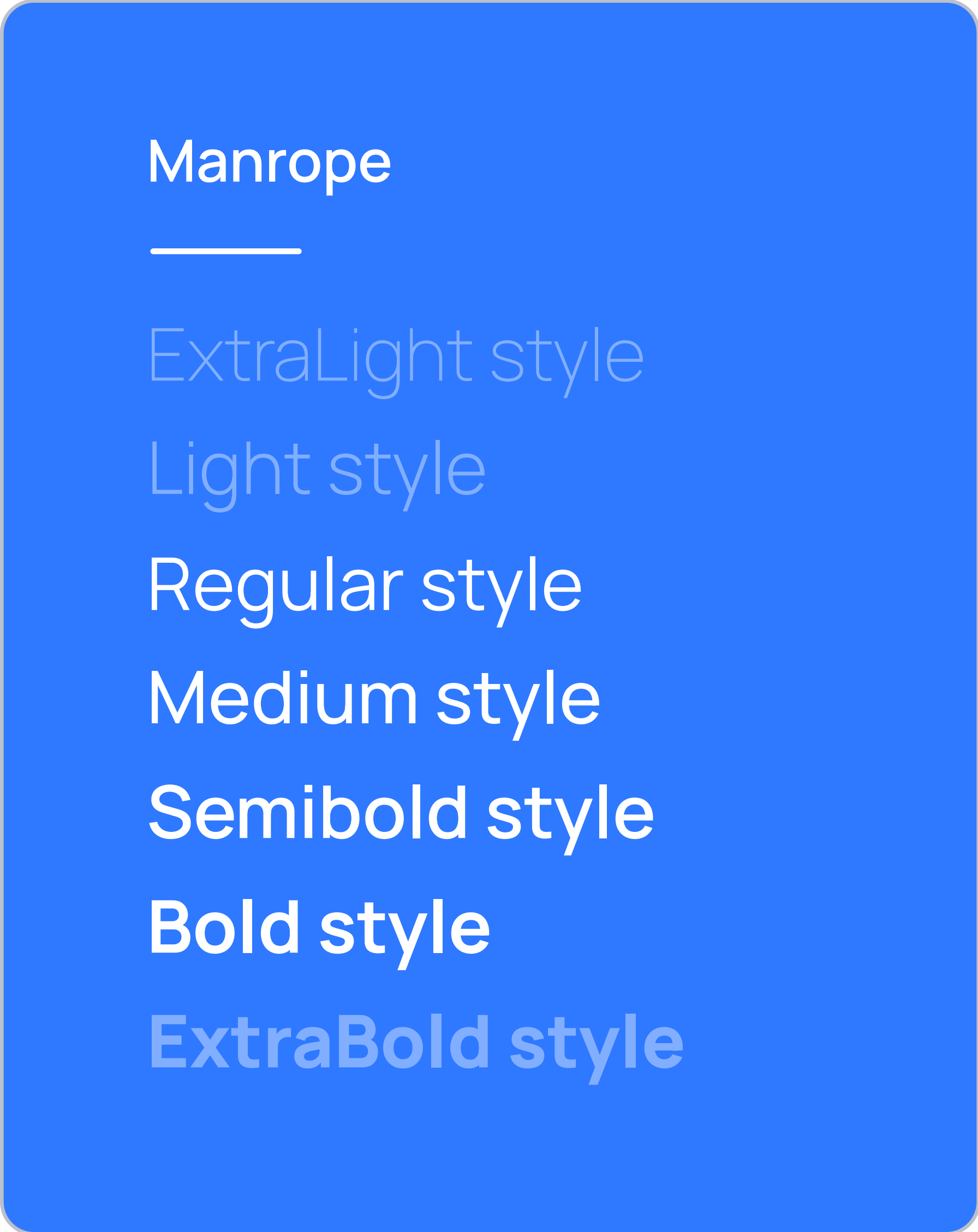
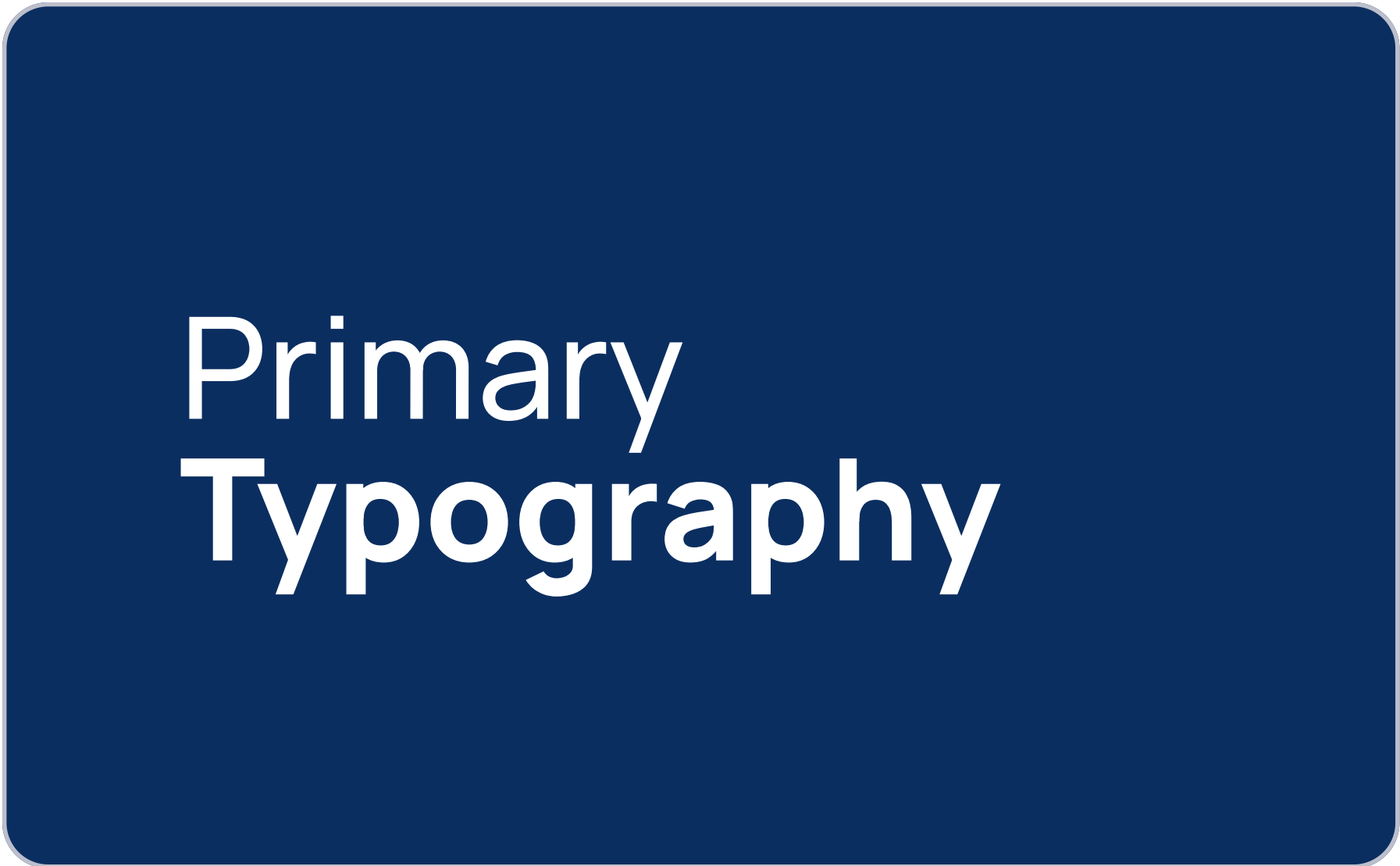
4.0

# Primary Typography.



# Primary Typography

Primary typography refers to the main font or typeface that a brand or design uses for its primary text, such as logos, headlines, or key messaging. It plays a crucial role in establishing the brand's personality and visual identity.



In use  
Typography.

In-use typography refers to how a specific typeface or font is applied and utilized in various design contexts, such as in digital and print mediums. It's not just about choosing a font but about how that font is styled, arranged, and integrated into the design to ensure readability, visual appeal, and effective communication.

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NEWSLETTER

## Stay updated in the loop, once a week.

 johndoe@gmail.com

>



# Icons and Typography.

Icons and typography are both essential design elements used to communicate messages visually. They work together in many designs—whether it’s a website, an app, or branding materials—to convey meaning quickly and effectively. Each plays a distinct role, but when paired well, they enhance the user experience and design cohesion.



 Dashboard

 Products

 Customers

 Analytics

 Widgets

 Reports

▼

▼

▼

▼

▼

Continue to Checkout >

 Home

 Search

 Favorites

 Cart

 Settings



Pay in full or pay over  
time. Your choice.

Choose your next product  
in a guided, one-way.



5.0

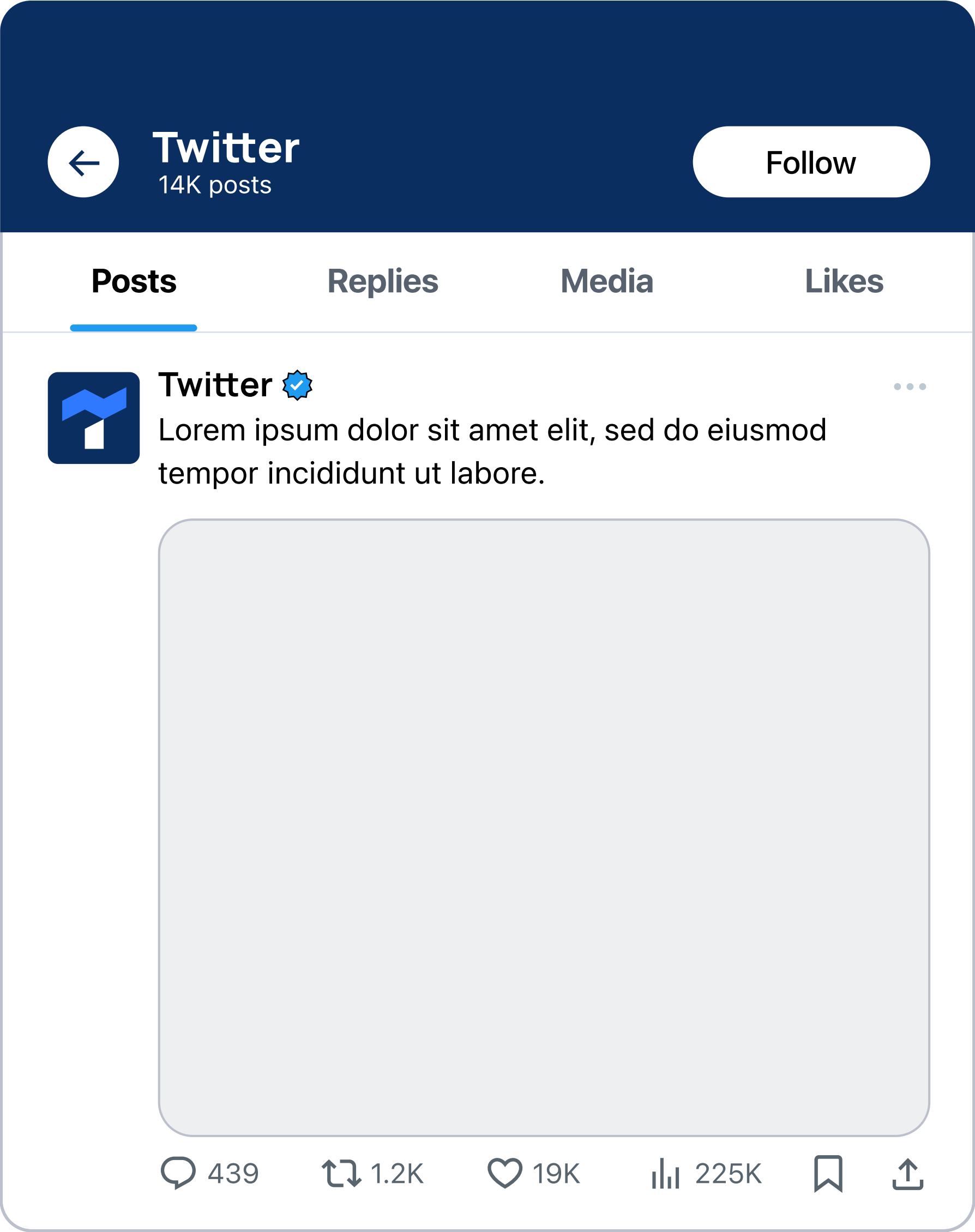
# Applications Icon.



# Icon

## Twitter “X”.

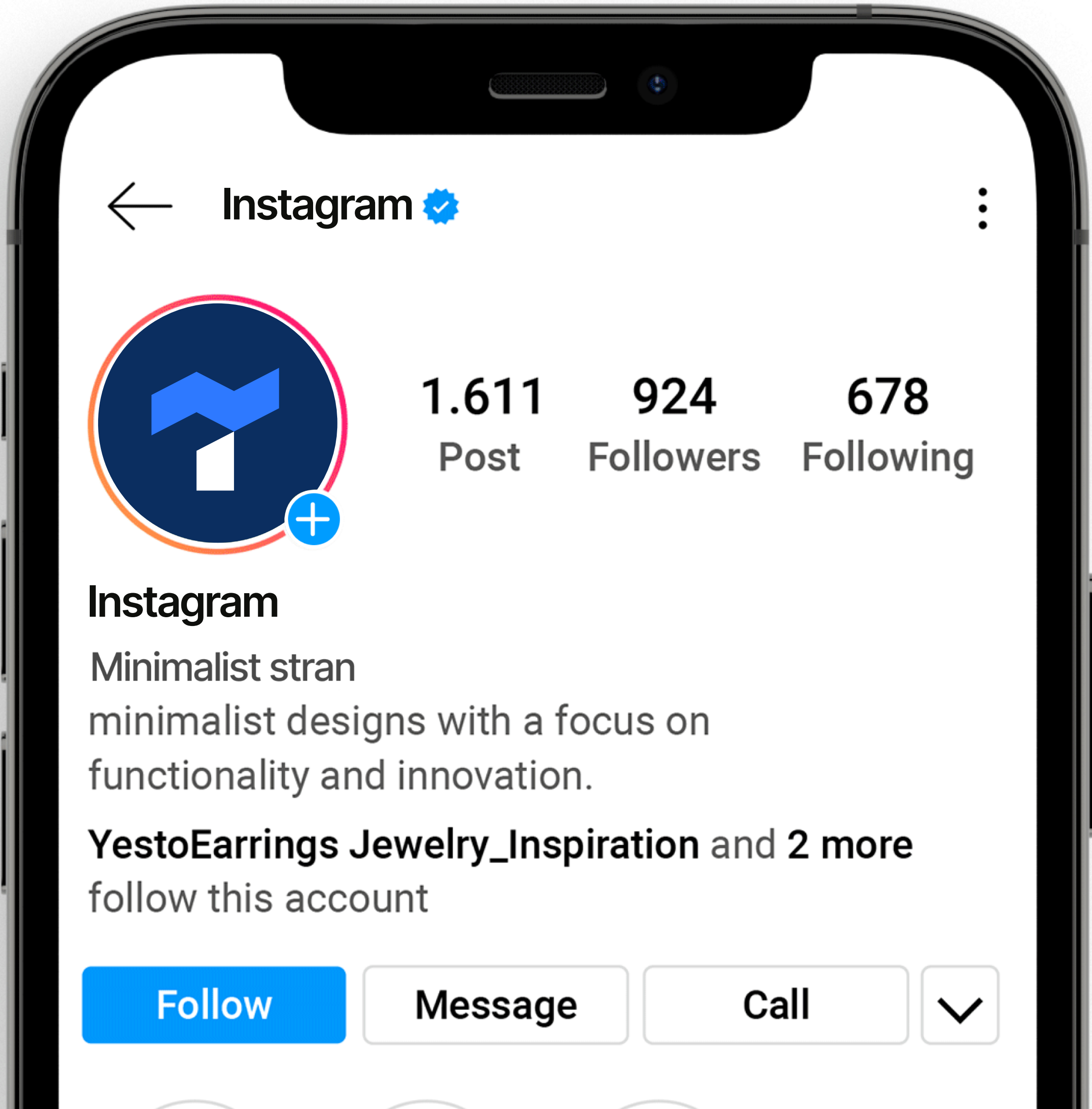
The Twitter profile icon is the image or avatar that represents a user’s account on the platform. It’s a customizable visual element that helps identify the user and set the tone for their personal or brand identity.



# Icon

## Instagram.

The Instagram profile icon is the image or avatar that represents a user's account on the platform. It's a customizable visual element that helps identify the user and set the tone for their personal or brand identity.



6.0

# Backgrounds Logo.









THANK YOU

