



Style Guide

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Color scheme and company logo

Colors in printed and digital media

Color	Color Name	C	M	Y	K	R	G	B	Special Color	Hexcode
Main Color / Logo Color (also suitable as background, for fonts & accents)										
	TIS Blue	90	55	0	0	0	104	174	HKS 42 N	#0068ae
For backgrounds, fonts & accents:										
	TIS Medium Blue	100	75	20	10	0	76	132	n.a.	#004c84
	TIS Dark Blue	100	90	40	35	25	41	81	n.a.	#192951
	TIS Light Blue 1	50	30	0	0	140	166	210	HKS 42 N 70%	#8ca6d2
	TIS Light Blue 2	27	16	0	0	195	207	231	HKS 42 N 30%	#c3cf7
	Dark Blue-Grey	75	57	41	19	75	93	110	n.a.	#4b5d6e
	Med Blue-Grey	51	36	29	0	136	149	162	n.a.	#8895a2
	Light Blue-Grey	36	24	20	0	166	177	187	n.a.	#a6b1bb
	White	0	0	0	0	255	255	255	n.a.	#ffffff
	Grey Tones	freely selectable				freely selectable			n.a.	n.a.
									n.a.	n.a.
									n.a.	n.a.
	Rich Black for backgrounds and fonts	60	40	40	100	0	0	5	n.a.	#000005

TIS company logo

Logo colors

Original (and preferred variant)

The original company logo comes in three colors.



Color Variants

Optional display in black or shades of gray or white is allowed.



Spelling in body text (possible variations):

TIS

TIS GmbH

TIS Technische Informationssysteme GmbH

General: TIS Portfolio Logos

TIS Portfolio Logos

TIS Portfolio Groups

TIS software solutions



TIS inhouse-developed accessories



Selected Hard- & Software



TISLOG Product Groups



Software and hardware services, and other TIS services



Software solutions for the headquarters



Software solutions for Intra-logistics



Vehicle-related software solutions for the road



Mobile software solutions

- more value for TISWARE products
- TIS standalone hardware developments (Truckbox, KLIF, etc.)
- TIS communication products (PC optie, DECT products, Bluetooth products)

Examples

- Truckbox
- Vehicle Cradle
- Scan Handle
- Locator
- MD40
-

- tested hardware and software from other manufacturers, as well as third-party accessories (for example, holsters by Böckenholt)
- ALWAYS in their original state, without changes by TIS
- integrated into TISLOG projects or sold independently
- original products and accessories of various manufacturers

Examples

- Mobile terminals
- Printers
- miscellaneous original accessories
- Navigation
- Wavelink
- MDM
-

TISLOG mobile Software Solutions

Enterprise

Mobile Software for Android and ready for other OS

Smart

Mobile software, browser-based, without data storage on the mobile device

PSV3

Mobile Software for Windows Embedded 6.5 devices

TISLOG

TISLOG logo versions - graphic display & body text



Graphic versions of the logo

Logo with subtitles



Logo without subtitles



Upper / lower cases

CONFORM

TISLOG®

alternatively possible:

TISLOG

- TISLOG is written completely in caps
Exception: the present text font enforces use of lower cases.
- The use of the trademark character appended to the term in body text is optional!
- ALWAYS written together, NO separation by spaces or dashes
Exception: Line break enforces separation, which is also preferred to avoid, if possible.



Not conform: TISlog, Tislog, tislog, tisLOG, TisLog, TIS LOG, TIS-LOG

Body text examples

"Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® your drivers are easily integrated into your IT infrastructure."

"Wherever goods flows must be monitored and controlled, TISLOG offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG your drivers are easily integrated into your IT infrastructure."

Printed thin / fat

CONFORM

TISLOG
TISLOG
TISLOG

- Similar to the graphical representation of the logo "TIS" can be lifted optionally in bold. Optionally it is also allowed, as necessary, to represent the full expression in bold, for example in headings.
- Within the same passage of text / documents consistently the same version should be used.



Not conform: TISLOG

Body text examples

"TISLOG - Systematic Telematics

Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® your drivers are easily integrated into your IT infrastructure."

Italic / Straight

CONFORM

TISLOG
TISLOG
TISLOG

- Orientation: Spelling usually follows the body text. But for purposes of highlighting also versions different from the body text are allowed.
- (e.g.: body text normal, TISLOG italic)
- Not allowed is the italic display of individual components of the term
- Within the same passage of text / documents consistently the same version should be used.



Not conform: *TISLOG*, *TISLOG*

Body text examples

"Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® your drivers are easily integrated into your IT infrastructure."

"Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® your drivers are easily integrated into your IT infrastructure."

"Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® your drivers are easily integrated into your IT infrastructure."

Order of the terms in body text

CONFORM

TISLOG Logistics & Mobility®

TISLOG Logistics & Mobility

In body text the subtitles follow the logo term in the same order as in the logo.



Not conform:

TISLOG LOGISTICS & MOBILITY,
TISLOG logistics & mobility

Line width in the text

CONFORM

TISLOG Logistics & Mobility
TISLOG Logistics & Mobility
TISLOG Logistics & Mobility
TISLOG Logistics & Mobility

- The line width is either "regular" or follows the current text font.
- For purposes of highlighting also bold and oblique displays allowed in body text, **however, not applied to isolated parts of the term, but only applied to the full term.**
- Within the same passage of text / documents consistently the same version should be used.



No conform:

TISLOG Logistics & Mobility
TISLOG Logistics & Mobility
TISLOG Logistics & Mobility
TISLOG Logistics & Mobility

Body text examples

"Wherever goods flows must be monitored and controlled, TISLOG Logistics & Mobility® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG Logistics & Mobility® your drivers are easily integrated into your IT infrastructure."

"Wherever goods flows must be monitored and controlled, TISLOG Logistics & Mobility® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG Logistics & Mobility® your drivers are easily integrated into your IT infrastructure."

"Wherever goods flows must be monitored and controlled, TISLOG Logistics & Mobility® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG Logistics & Mobility® your drivers are easily integrated into your IT infrastructure."

Logo Color

Original (and preferred variant)

The original TISLOG logo is monochromatic completely in TIS Blue.
(#0068ae/ 90/55/0/0)



Color Variants

Optional display in black or shades of gray or white is allowed.



Other color options are NOT allowed!

Color display of TISLOG in body text

CONFORM

TISLOG
TISLOG
TISLOG

Use of acceptable colors for TISLOG follows the body text color

Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution.

Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution.

Colors in body text

- The color display in body text should preferably follow the text color and may also have other colors than black, white or TIS-blue there.
- Optionally, the term can be highlighted from the text in TIS-blue, black (grayscale) or white.
However, highlighting of the isolated term in other colors (yellow, red, etc.) is not permitted
- Within the same passage of text / document is preferred to use consistently the same version.

 **Not conform:** TISLOG, TISLOG, TISLOG ...

NOT CONFORM is the isolated use of forbidden colors to display TISLOG

Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution.

Body text examples

“Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® your drivers are easily integrated into your IT infrastructure

“Wherever goods flows must be monitored and controlled, TISLOG® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® your drivers are easily integrated into your IT infrastructure

Color of the subtitle

CONFORM

TISLOG Logistics & Mobility®

TISLOG Logistics & Mobility

TISLOG Logistics & Mobility®

TISLOG Logistics & Mobility

- In general subtitles have the same color as “TISLOG” when written in body text. **Color combinations are not permitted.**
- Within the same passage of text / documents consistently the same version should be used.



Not conform:

TISLOG Logistics & Mobility,
TISLOG Logistics & Mobility
TISLOG Logistics & Mobilit®,
TISLOG Logistics & Mobility®

Body text examples

“Wherever goods flows must be monitored and controlled, TISLOG Logistics & Mobility® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG Logistics & Mobility® your drivers are easily integrated into your IT infrastructure.”

“Wherever goods flows must be monitored and controlled, TISLOG Logistics & Mobility® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG Logistics & Mobility® your drivers are easily integrated into your IT infrastructure.”

“Wherever goods flows must be monitored and controlled, TISLOG Logistics & Mobility® offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG Logistics & Mobility® your drivers are easily integrated into your IT infrastructure.”

Display of other portfolio components

TISPLUS
Value added Accessories

TISWARE
Selected Hard- & Software

Parallel positioning within the same context

CONFORM

Combination of:

TISWARE
Selected Hard- & Software

TISPLUS
Value added Accessories

The representation of the other portfolio components follows the established rules for TISLOG.

Deviations are not permitted within the meaning of conformity.

If more than one portfolio component is displayed in the same context always an analog presentation is preferred with both the logo usage, as well as in body text.



Not conform:

Combination of:

TISWARE
Selected Hard- & Software

TISPLUS

←
Subtitle is missing!

TISLOG Product Groups

Upper / lower cases



- All additions to the term are lower-cased in body text analogous to the representation in the logo.
- All additives are added without hyphens or other joining compounds, just a blank is left between the term and the addition.



Body text examples

“Wherever goods flows must be monitored and controlled, TISLOG® mobile offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® mobile your drivers are easily integrated into your IT infrastructure.”

Line width in body text

CONFORM

TISLOG mobile
TISLOG mobile

TISLOG mobile
TISLOG mobile

- The line thickness is "regular" or follows the current text font.
- For purposes of highlighting also bold and oblique display are allowed in the text, **however, not applied to isolated parts of the term**, but only applied to the full term.
- Within the same passage of text / documents consistently the same version should be used.



Not conform:

TISLOG mobile
TISLOG mobile

TISLOG mobile
TISLOG mobile

Logo Color

Original

Logo completely in TIS-blue.
Preferred variant.



Color Variants

Optional display in black or shades of gray or white is allowed.



Other color options are NOT allowed!

Product group colors in body text

CONFORM

TISLOG mobile

TISLOG mobile

- Additions to the term in general are written in the same color as "TISLOG" in body text.
Color combinations are not allowed.
- Within the same passage of text / documents consistently the same version should be used.



Not conform:

TISLOG mobile, TISLOG mobile

Body text examples

"Wherever goods flows must be monitored and controlled, TISLOG® mobile offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® mobile your drivers are easily integrated into your IT infrastructure."

"Wherever goods flows must be monitored and controlled, TISLOG® mobile offers a powerful and flexible solution. Systematic Telematics and mobile order management: With TISLOG® mobile your drivers are easily integrated into your IT infrastructure."

TISLOG Software Products

Graphical display of the software product logos

Logo Color

Software for Android handhelds

Original



Color variants



Platform-independent software without data storage on the handheld (browser-based / HTML5)

Original



Color variants



Software for Windows embedded 6.5 Handhelds

Original



Color variants



Other color options are NOT allowed!

Spelling of the software product names in body text

CONFORM

TISLOG mobile Enterprise
TISLOG mobile Enterprise
TISLOG mobile Enterprise

- Product names in body text are arranged similar to the graphic representation in the logo. Upper and lower case also follows the presentation in the logo.
- Product names are written in the text in the same color and the same font weight as the other parts of the name.
- Italic and fat printing is allowed according to the rules established for TISLOG.



Not conform:

TISLOG mobile enterprise
TISLOG mobile ENTERPRISE