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TIGON aims to achieve a smooth deployment and integration of intelligent DC-based grid architectures within the current energy system while providing ancillary services to the main network.

For the identity system we took inspiration from these core concepts:

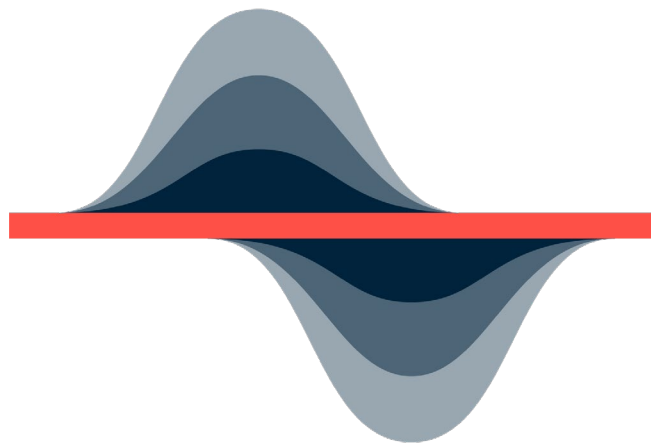
- hybrid
- grid/network
- energy/power
- integration



The conventional representations of AC (sinusoid) and DC (straight line) blend together, creating the hybrid symbol for the new grid architecture provided by TIGON. The powerful and bright orange makes the DC stand out as the pivotal aspect of the project. The shades give a sense of movement/transformation.



This variant of the logo splits the word TIGON in TIG(er) and (li)ON, highlighting the hybrid concept connected also to the naming of the project.

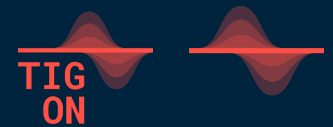




Use this version with white backgrounds.



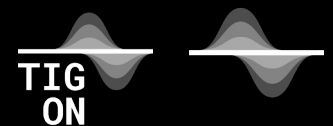
Use this version with dark plain backgrounds.



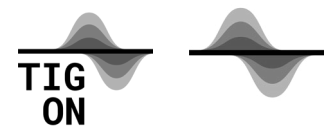
Use this version with orange plain backgrounds.



Use this version only on pictures.



Use this version only when technically mandatory.





Use the logo on pictures only when mandatory. Use the white version of the logo or the icon **provided that legibility is preserved.**

COLOURS

T-Blue

#00243d

R 0
G 36
B 61

C 100
M 50
Y 0
K 75

T-Blue 70%

T-Blue 40%

T-Orange

#ff4f45

R 255
G 79
B 69

C 0
M 80
Y 65
K 0

T-Orange 40%

T-Orange 70%

ROBOTO MONO BOLD (TITLES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Regular (texts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Attention: on MS Office applications (or whenever identity fonts are not available) please use **Arial** font family as a fallback solution.

Please consider that **Roboto Mono** and **Roboto** are Google Fonts and you can freely download them here:

<https://fonts.google.com/specimen/Roboto+Mono?query=roboto>

<https://fonts.google.com/specimen/Roboto?query=roboto>



The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules.

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