

An abstract graphic of a network or constellation of points connected by thin lines, rendered in shades of blue and white against a dark background. The points vary in size and brightness, with some appearing as bright, glowing nodes. The lines form a complex, interconnected web that fills the upper half of the page.

Styleguide

A guide to understanding and using TNG's corporate identity

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About TNG

TNG Technology Consulting is a values-based consulting partnership focused on high-end information technology.

We support our clients with state-of-the-art tools and innovative ideas. Our mission is to analyze and solve the strategic or routine IT problems our clients have. By relying on teamwork and fast communication, each client can access the whole pool of company expertise.

We hire only the best experts. Our people have the freedom to grow and the responsibility to do so. We believe that a rational cooperation between ourselves and our clients is both achievable and mutually beneficial.



Logos

Main Logos



This is the official logo of TNG. The letters of the logo have been designed individually, so there is no font that corresponds to the font in the logo.



We solve hard IT problems.

Logo with slogan

It can often be useful to use the logo in combination with our slogan, which is then always placed over the entire width below the logo.

The files for download can also be found here: <https://www.tngtech.com/logos/>

Protective Zone



Maintain a **protective zone** around the logo equal to the T-height in "Technology" (vertical clearance) and T-width (horizontal clearance). Use **vector files** to preserve sharpness during scaling.

TNG & Partner Logos



When displaying TNG's logo alongside a partner logo, scale both to match the height of the T in "Technology". Position them side by side with clearance equal to the T's width (no dividers). Respect protective zones of both logos, applying the larger distance where they meet. Always verify **partner CI guidelines**.

Correct Usage



Always display the logo in its entirety.

Do not crop, cut or alter the logo.



Retain the element arrangement.

Do not move, resize, or rearrange any part of the logo.



Use correct logo version for background color.

Use the blue logo on light and the white logo on dark backgrounds.

Correct Examples



Clear and complete.

The logo is shown in its entirety and stands out clearly.



Proper protection zone.

The logo is placed with sufficient clear space around it and remains legible.



Correct version for background.

The white logo ensures good contrast and readability on dark backgrounds.

Fonts

We use two corporate fonts: tngDIN and Arial.

Arial is available by default in nearly all programs and ensures trouble-free display. However, due to its widespread use, it appears less brand-specific.

tngDIN - our in-house font - offers maximum recognition and brand consistency. It was developed specifically for TNG to ensure a uniform visual identity across all communication channels. Technical documents, presentations, and marketing materials use tngDIN as the primary font.

Please note that the tngDIN font files are not distributed publicly and are provided on request only. If you need access to the font for business purposes, please contact the TNG Communications team.

Incorrect Usage

Please ensure that the logo always remains unchanged and is used **only** in its **official versions**.

The following examples illustrate common incorrect applications and serve as a general guideline.



Header

Subheading

Text

Icons & Key Visuals

TNG provides a collection of official icons and key visuals for use in internal and external communication.

The latest icon set and key visuals can be found here: <https://www.tngtech.com/en/further-information/styleguide-key-visuals-and-icons/>

Only use the provided assets **without modification**. Icons and key visuals must **not** be distorted, recolored, rearranged, or otherwise **altered**. Always use the **official files** to ensure a consistent and recognizable **TNG brand appearance**.

Photography & Imagery

TNG's visual language focuses on **technology, innovation, and collaboration** rather than individual personalities. Whenever possible, use images with a technical, abstract, or conceptual character that reflect our **areas of expertise** and create a **professional, future-oriented impression**.

Do:

- Abstract and technology-related imagery
- Visualizations, patterns, and technical structures
- Team and event photos where the overall context is in focus
- Official TNG photos, branded assets, and approved stock material

Don't:

- Portrait-style images emphasizing individual persons
- Generic business stock photos
- Images that focus on a single person rather than the broader context
- Overly emotional or lifestyle-oriented imagery

Colors

Main Colors

The official colors of TNG are **blue, grey and red**. Blue and grey represent the base colors, red serves only as signal color and should therefore only be used specifically. The colors may only be used in the **gradations** shown here.

Contrast optimization

In order to ensure the **readability** of text, a minimum of **contrast** must always be present when using two colors. Therefore, the following applies to the TNG primary colors:

- Safely readable on TNG-blue: #B5DFFD - #E6F4FE - #F8F8FA - #FAEBEB - #FFFFFF
- Safely readable on TNG-grey: #111315 - #36383D - #140505 - #661A1B - #000000
- Safely readable on TNG-red: #B5DFFD - #E6F4FE - #D1D4DB - #F8F8FA - #F0C2C3 - #FAEBEB - #FFFFFF



TNG Blue (Primary Color)
#0563A5
RGB (5,99,165)
CMYK (93,63,7,0)
PANTONE (2945C)
HSL (205,94,33)
RAL (5017)



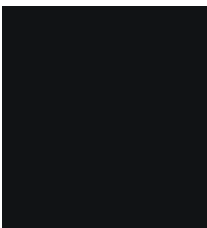
TNG Grey (Primary Color)
#A1A6AE
RGB (161,166,174)
CMYK (38,30,25,0)
PANTONE (7544C)
HSL (217,7,66)
RAL (7001)



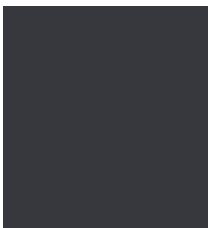
TNG Red (Secondary Color)
#93272C
RGB (147,39,44)
CMYK (8,93,78,33)
PANTONE (7622C)
HSL (357,58,36)
RAL (3013)

Colors

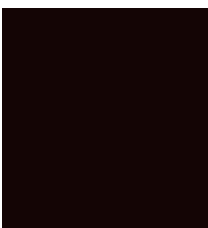
Gradations



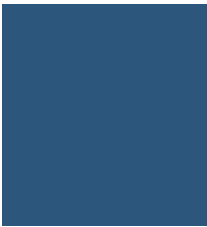
#111315
RGB (17,19,21)
CMYK (73,68,65,81)
PANTONE (Black 6 C)
HSL (210,11,7)



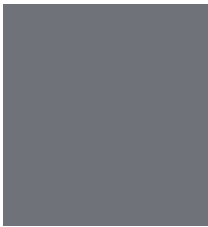
#36383D
RGB (54,56,61)
CMYK (71,64,58,51)
PANTONE (4140C)
HSL (223,6,23)



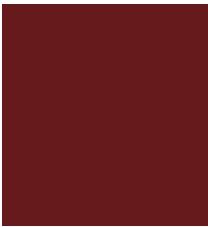
#140505
RGB (20,5,5)
CMYK (65,71,67,84)
PANTONE (532C)
HSL (0,60,5)



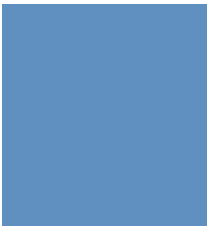
#2D567D
RGB (45,86,125)
CMYK (88,67,31,12)
PANTONE (647C)
HSL (209,47,33)



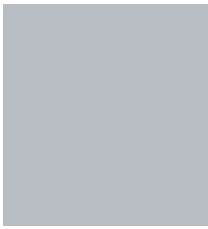
#6F7379
RGB (111,115,121)
CMYK (58,48,44,12)
PANTONE (6213C)
HSL (216,4,45)



#661A1B
RGB (102,26,27)
CMYK (34,93,85,50)
PANTONE (4101C)
HSL (359,59,25)



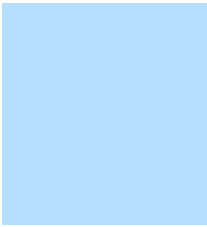
#6090C0
RGB (96,144,192)
CMYK (64,36,7,0)
PANTONE (646C)
HSL (210,43,56)



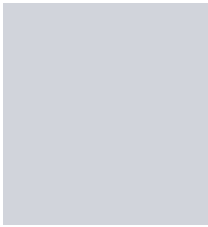
#B8BCC3
RGB (184,188,195)
CMYK (27,21,17,0)
PANTONE (Cool Grey 4 C)
HSL (218,8,74)



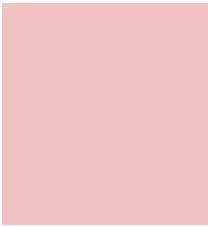
#DB7073
RGB (219,112,115)
CMYK (1,69,46,0)
PANTONE (2031C)
HSL (358,60,65)



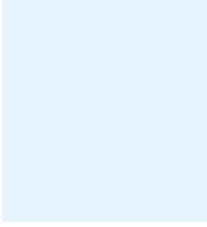
#B5DFFD
RGB (181,223,253)
CMYK (25,3,0,0)
PANTONE (290C)
HSL (205,95,85)



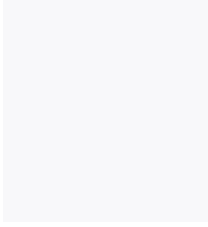
#D1D4DB
RGB (209,212,219)
CMYK (16,13,9,0)
PANTONE (427C)
HSL (222,12,84)



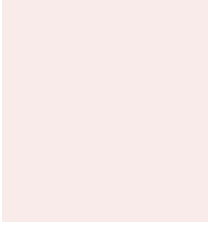
#F0C2C3
RGB (240,194,195)
CMYK (3,27,15,0)
PANTONE (503C)
HSL (359,61,85)



#E6F4FE
RGB (230,244,254)
CMYK (7,1,0,0)
PANTONE (656C)
HSL (205,92,95)



#F8F8FA
RGB (248,248,250)
CMYK (2,2,0,0)
(PANTONE - gibt es nicht)
HSL (240,17,98)



#FAEBEB
RGB (250,235,235)
CMYK (0,8,4,0)
PANTONE (705C)
HSL (0,60,95)

