

Version 1



# Brand Guidelines

---

IDENTITY MANUAL

---

Design by Raphael Koch, 8 December 2019



---

# 01

Brand  
Personality

---

# 02

Brand  
Colors

---

# 03

Logo &  
Usage

---

# 04

Font  
Pairings

# 01 Brand Personality



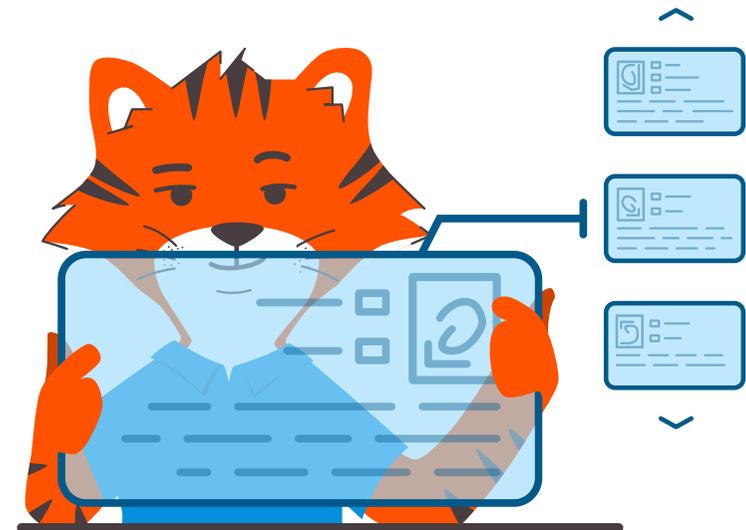
# Tigers & Jungle

---

TigerJython is meant for young people to learn the basics about programming. To empathize with this aspect, the main color palette of TigerJython contains fresh and bright colors.

The name TigerJython is a combination of “Tiger” and “Jython”, which is derived from “Python”. Tigers and Pythons are generally associated with Jungle that is why “Jungle” is a major topic in the identity of TigerJython.

The Tiger was also chosen as the mascot of TigerJython. It is generally depicted as a teenager to further empathize the general age of TigerJython’s users.



# 02 Brand Colors

# Primary Colors

---

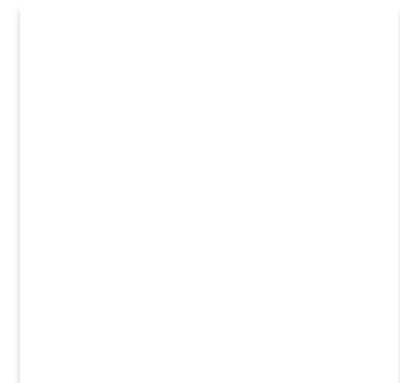
The primary accent of TigerJython is “International Orange”. It is a bright and attention catching color. Further “Dark Puce” and “White” were chosen to extend the primary colors to a complete set of the colors of a tiger.



International Orange  
#FF5200



Dark Puce  
#483D3F



White  
#FFFFFF

# Secondary Colors

---

The Secondary Colors extend the set not only with colors used for the Jungle theme, but also defines colors to ease the usage of the set in cases such as code highlighting.



# Gray Colors

---

#333333	#ABABAB
#454545	#C0C0C0
#606060	#D8D8D8
#808080	#E6E6E6
#9A9A9A	#F0F0F0

# 03 Logo & Usage

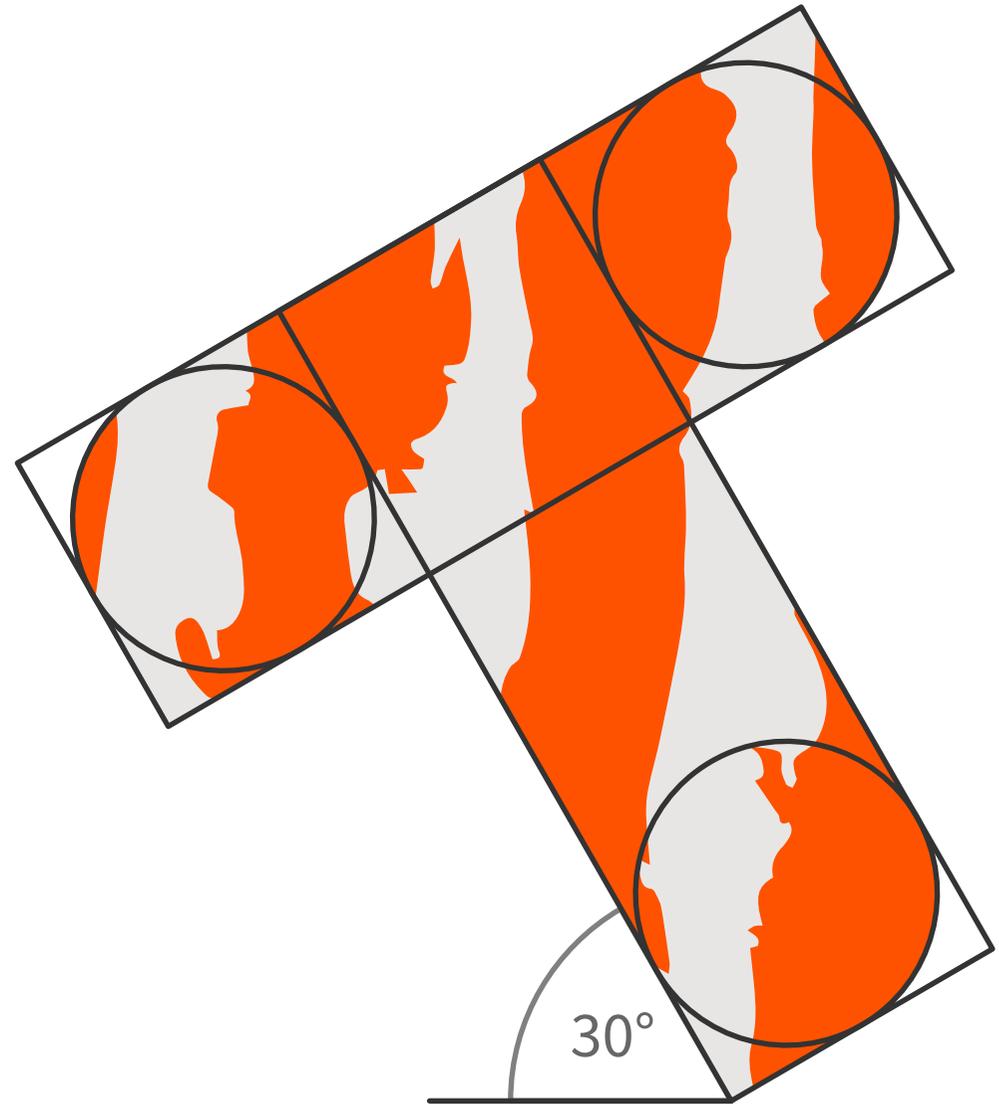
# TigerJython Logo

---



# Logo Construction

---



# Logo Whitespace

---



# 04 Font Pairing

# Headline Font

Aa

Hind

The quick brown fox  
jumps over the lazy dog.

?!()\*&/,;:"'<>+ -=

1234567890

Light

Regular

Medium

Semi-Bold

**Bold**

# Base Font

Aa

## Source Sans Pro

The quick brown fox  
jumps over the lazy dog.

?!()\*&/,.;:”<>+ -=

1234567890

Light

Regular

**Semi-Bold**

**Bold**

**Black**