tumi

Styleguide

September 2022

Content

TUMI Design concept

Basic idea

TUMI is enabling traffic and trans-
port projects in order to improve
living standards in the global south.

TUMI's vision is a sustainable
mobility for all. An integrated
transport system based on public
transportation (img. 1 & 2) alongside
individual active mobility solutions.

The new TUMI corporate design
embodies mobility connections and
networks. Everyone's first move is
walking, regardless of their transpor-
tation mode which makes transport
generally a multi-modal matter. The
TUMI logo represents transportation
networks and connection points of
traveling individuals. The additional
design elements, our so called TUMI
lines, visualize the path and move-
ment of an individual in motion.

The TUMI colours stand for
diversity, are bright, positive and
unique. Also the colours are
inspired by colours of public
transport maps.
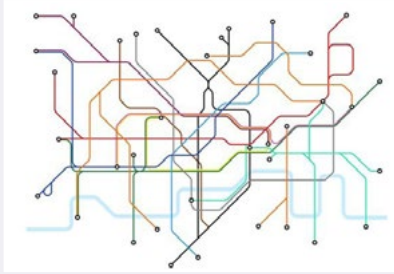
img. 1

img. 2

img. 3

img. 4

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TUMI Design concept

Basic idea

The design concept is based on the idea of transport and movement. That is why we use additional design elements that are guiding the eye through the design.

The lines (how to use: p. 20) are a vital part of the design and are free to use in any media. The white (or dark blue) dots represent stations in public transport. They also represent connection points in general. Their transparency towards one end underlines the idea of being mobile. It is a visual representation of a motion blur (img. 4, p. 3).

The TUMI Logos

Logo versions

The standard version for the logo is the one with the two-line subline.

The single-line subline is used mainly for internal communication.

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In **various kinds of media** we use the logo with the two-line subline. It is the standard version. It is obligatory to use it if placed smaller than 5 cm in width.

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In a few cases this logo version can be used. For example on large formats such as on **exhibition walls** or for **internal communication.**

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We use the TUMI Logo without designation on **social media** and in contexts, where it's 100% clear out of the resource, what TUMI stands for.

The TUMI Logos

Logo and designation of the brand

Instead of using a claim beneath the logo, we write the designation of the brand under the logo where necessary.

The designation reveals TUMI's goals and intention.

The designation can be used under the logo, no matter the size of the logo: If the logo is used in small sizes (up to 5 cm width) it has to be used with the two-lined designation (img. 3). If used in bigger sizes both versions are possible (img. 1 &2).

Social Media Postings

Transformative Urban Mobility Initiative

Din A4 Publications
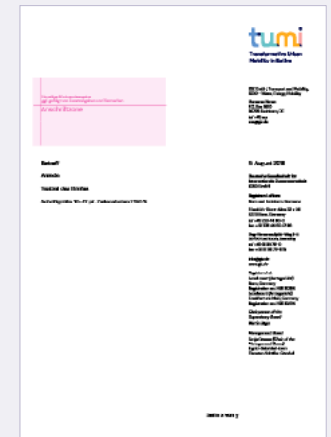
Transformative Urban Mobility Initiative

Exibition Walls

The TUMI Logos

Logo protection zone

The protection zone (magenta area) ensures the representative function of the logo. No other graphic elements such as other logos, photos or texts may be placed in this space. The size of the protection zone corresponds to the height of the letter i without its dot (distance x).

x = x–height of "i"

The TUMI Logos

Coloured logo

There are two coloured versions of the logo, one optimised for bright, the other for dark backgrounds.

Always use the logo with the blue dots on bright backgrounds and the logo with white dots on dark backgrounds.

The logo always has to be placed on a background that guarantees enough contrast. Messy pictures can't be used as a background for the logo. Photographs which don't supply enough contrast to the logo can't be used either.

On bright Background

On dark Background

On images

The TUMI Logos

Monochrome logo

This version of the logo should be only used where absolutely necessary.

If the colourful logo can't be used, the blue logo version should be used. For example for single–colour–prints (pantone blue on merch, screen printing on tissue).

For printouts at home or other similar applications the logo can be used in all black or all white.

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The TUMI Logos

When to use a vector format

- Where upscaling to large sizes is necessary

- When working with professional service providers (e.g. printing houses)

- When a transparent background is necessary in printing

General format traits

- Handling is more complex

- Can only be opened and edited with special programmes (e.g. Adobe Illustrator)

When to use a pixel based format

- When inexperienced people work with the logo

- When used in certain programs which are not optimized for vector graphics

General format traits

- Quality loss with upscaling

- Can not be converted into vector

When to use the cmyk logo

- Whenever something is supposed to printed you use the cmyk logo.

When to use the rgb logo

- Whenever one is working only on screen (web, social media, interactive PDF, film and animation) the rgb logo should be used.

The TUMI Logos

Animated logo

There is also an animated logo.
It is available as a GIF, MP4 and
MOV file. Depending on the use of
the logo one can choose the right
file category.

GIF file (1:1)

This format is used e.g. for websites, social
media profiles and e-mail signatures.

MP4 file (1:1 and 16:9)

This is one of the classic video file formats,
which can therefore be used in all common
programs.
Areas of application are full-screen use
in a presentation (16x9) and the use on a
small display in the marginal area of a
presentation (1x1).

MOV file (1:1)

Unlike the other two file formats, this file
format contains a transparent background.
Since the file size is significantly larger
than that of the other files, you should
refrain from using it on the web, as this can
increase loading times. Exemplary areas
of applications are backgrounds that are
not white or blue (e.g. on a picture or video
material).

The TUMI Logos

Watermark

The watermark is placed in the lower right corner. It is advised to use the logo without subline (img. 1) or with the two-line subline to ensure readability.

The watermark can be placed on images or video footage.

img. 1

img. 2

The TUMI Logos

TUMI Focus Areas are provided with an own logo, consisting of an written 'ad–on'.

The Focus Area Logos form a unit with the TUMI logo and create a new logo together.

Wherever necessary the Focus Areas are places in mono colours.

The TUMI Focus Areas are spelled like this in longer texts:

TUMI E–Mobility
TUMI Data
...
and so on.

Default placement in colours

tumi E-MOBILITY

tumi DATA

tumi LABS

tumi FRIENDS

tumi INFRASTRUCTURE

tumi E-MOBILITY

tumi DATA

tumi LABS

tumi FRIENDS

tumi INFRASTRUCTURE

Placement black

tumi E-MOBILITY

tumi Friends

tumiFRIENDS

tumi FRIENDS

The TUMI Logos

Additional logos: TUMI Partner Logos

For TUMI publications, on behalf of BMZ and implemented by GIZ, the following needs to be considered: The TUMI logo cloud has to be used in many layouts.

The logos have to have a minimum distance to each other. The distance is the double height of the logo bodies (x).

The logos can be aligned at the top/ centrally (img. 1), or left/centrally (img. 2) depending on the layout.

img. 1

Logos top aligned

x = height text body
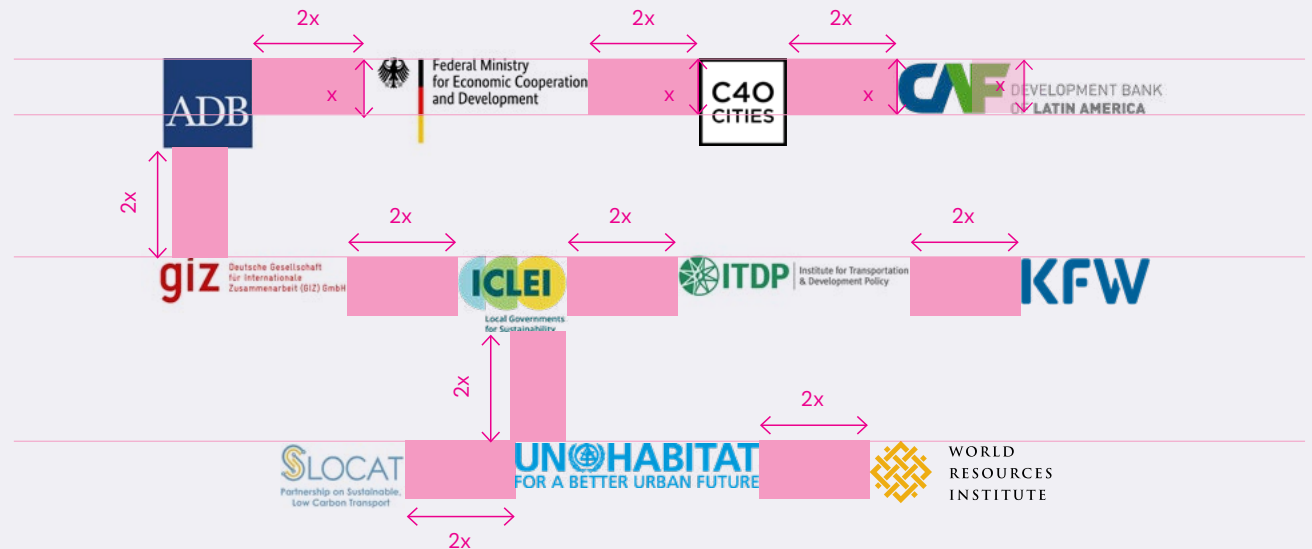
Logos left aligned

img. 2

The TUMI Logos

Additional logos

The TUMI Logo cloud has to be placed in proper distances as well.

The logos have to have a minimum distance to each other. The distance is twice the height of the logo body (x, here logo height of CAF logo).

Typography

Font

The **DM Sans** font is used as the main font. It is a Google Font and can be downloaded for free. It is used in regular, medium and bold.

DM Sans Medium is used for headlines as well as for emphasizing certain areas of text. The regular font style is always used for subheadlines and continuous text.

DM Sans Italic can be used in exceptional cases. Usually it is not the preferred choice.

Dowload DM Sans Font Family:

https://fonts.google.com

DM Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÄËÖÜÁÇÔØ
abcdeghijklmnopqrtuvwxyzäöüáôçø
1234567890[{(,.;:!?€&ß-*@)]ƒ

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWX YZÄËÖÜÁÇÔØ
abcdeghijklmnopqrtuvwxyzäöüáôçø
1234567890[{(,.;:!?€&ß-*@)]ƒ

Typography

H1 as a format (DM Sans Medium, usually 33 pt with 115 % of line spacing) is used for covers or for page headlines.

H2 (DM Sans Regular, usually 18 pt with 115 % of line spacing) is used as a subheadline or for chapters in the text.

H3 (DM Sans Medium, usually 10 pt, always in the same fontsize as the continuous text with 130% of line spacing) is used as a headline between paragraphs of texts or to highlight certain text areas.
H3 can be also placed in bright blue whenever used on a bright background. H3 has to be placed either in dark or bright blue in a layout, never use both colours.

Longer texts are usually placed in 10 pt in Regular with a 130 % line spacing.

The appearance of the font may not be changed. Text effects such as contours, shadows or distortions in width or height are not allowed.

H1: Lorem ipsum dolor sit amet

H2: Ut enim ad minim veniam

Lorem ipsum dolor sit amet, consectetur adipisici elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodi consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

H3: Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipisici elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodi consequat.

H3: Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipisici elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodi consequat.

H1: Lorem ipsum dolor sit amet

H2: Ut enim ad minim veniam

Lorem ipsum dolor sit amet, consectetur adipisici elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodi consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

H3: Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipisici elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodi consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Typography

Typographical use and formats

The headlines are not spelled in all capital letters but in upper and lower case. Wherever possible TUMI dark blue or white are being used in a layout as a text colour.

The three paragraph formats are usually being used in 33 pt, 18 pt and 10 pt.

Lists are indented with a tab of 5 mm and start with a bold letter or number in each line.

Bright blue can be used to high-light text areas, such as quotes. For quotes or important facts it can be placed in 18 pt as a single paragraph.

Format for chapters or page beginnings in 33 pt

Format for headlines between sections in 18 pt

Continuous text in 10 pt in dark blue. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

H3: List or other section headlines in bold and 10 pt

1. Indented with 5 mm tab
2. Numbers or letters in bold

H3: List or other section headlines in bold and 10 pt

a) **Indented with 5mm tab:** Text parts can be highlighted in bold if necessary.
b) **List:** body text in regular

H3: Section headline in bold and 10 pt

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum.

"Quotes (18 pt) can be placed in medium. Highlight color is light blue."

Author

Typography

In presentations or layouts with up to 40 words on one page it is allowed to highlight text areas in turquoise. The turquoise words should be placed 25% bigger than the rest of the text. It is not allowed in reports or other media with long texts.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Colours

Primary colours

The TUMI primary colours should represent different colours to distinguish public transport lines in network maps.

While dark blue serves mostly as a background colour, the other four logo colours (bright blue, turquoise, yellow and salmon) are used as highlights.

Violett is not used in the logo or in the design elements. It can be used as an alternative background colour in layouts instead of white or dark blue if necessary. It should always be used as a secondary colur.

Bright blue

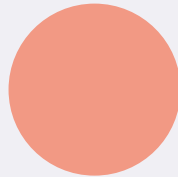CMYK 74.37.0.0
RGB 61.138.201
Pantone 279 C
HEX #3D8AC9

Turquoise

CMYK 68.0.24.0
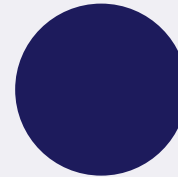RGB 47.191.200
Pantone 319 C
HEX #2fbfc8

Yellow

CMYK 5.28.100.0
RGB 241.184.35
Pantone 7409 C
HEX #f1b823

Salmon

CMYK 1.48.43.0
RGB 242.153.133
Pantone 486 C
HEX #f29985

Dark blue

CMYK 96.100.6.39
RGB 29.27.92
Pantone 2768 C
HEX #1D1B5C

Violett

CMYK 29.30.2.12
RGB 161.155.188
Pantone 7445 C
HEX #A19BBC

Colours

Primary colour proportions

The TUMI dark blue is the main primary colour which has a deep impact on the design: it's used as a base colour for most media. Compared to the other four colours the dark blue has the highest proportion of usage.

If the background for a layout is white (e.g. reports or letters), the four logo colours are simply placed on white background. Bright blue, turquoise, yellow or salmon are never used as a background colour but always as accent colours in combination with dark blue or white.

TUMI Violett is only being used for details in layouts or as an alternative background colour and therefore has the smallest share (here circle) of all TUMI colours.
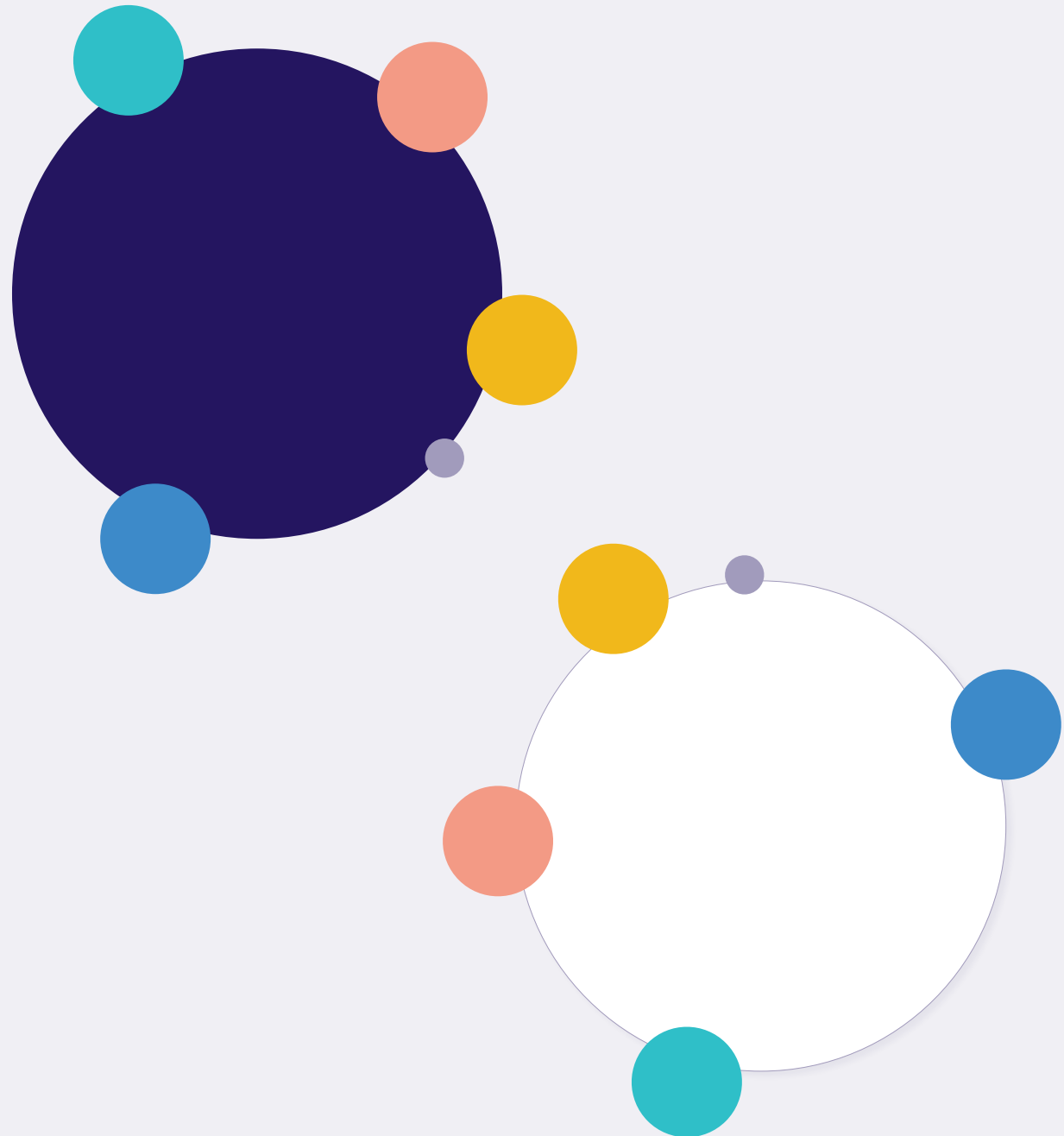
Design and layout

The TUMI-lines

Corresponding to the four main colours of the TUMI logo there are four TUMI elements. These line elements resemble the path of a moving vehicle and at the same time they are symbolizing public transportation networks in an abstract way. They will be called "TUMI-lines" in the following text.

All TUMI-lines are part of the corporate design. They don't have to be used in all media. On most media and in most layouts it is recommended to use two TUMI-lines. There is Line 1, Line 2, Line 3 and Line 4 to choose from.

For simple layouts it is recommen-ded to combine Line 1 and Line 2. They are easy to place and our primary lines. For a more playful look Line 3 and Line 4 can also be used.

The **shapes** of line 3 and 4 should not be combined with eachother. All other combinations can be freely chosen.

The lines should combine as many colours as possible.

Line 1

Line 2

Line 3

Line 4

Design and layout

The TUMI-lines in layout

The lines should either create an imaginary line through the layout (img. 2) or set an intro and outro for certain elements of importance (img 1).
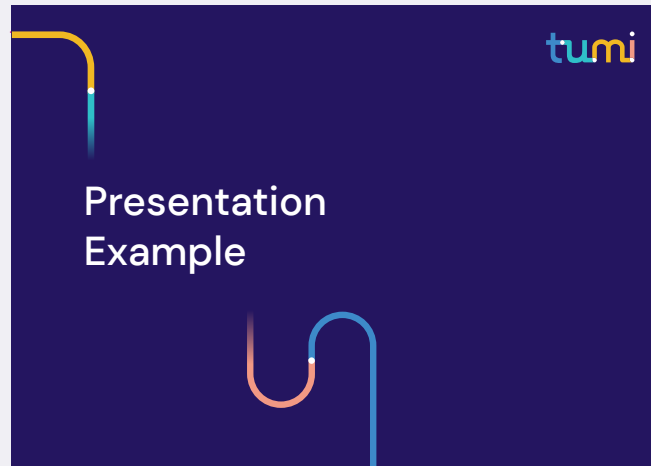
Generally a line can also be cropped, so only a straight line is visible in the layout (img. 3).

The TUMI-lines can be turned and mirrored freely to fit the layout. They also can be cropped towards the edges of the layout. The side of the transparent gradient is never cropped.
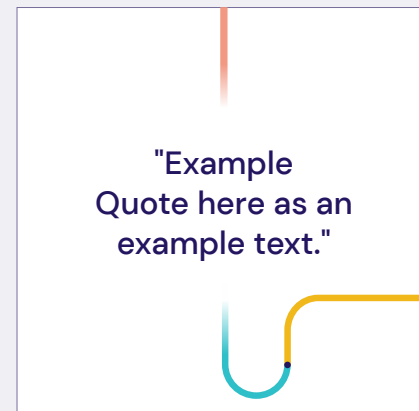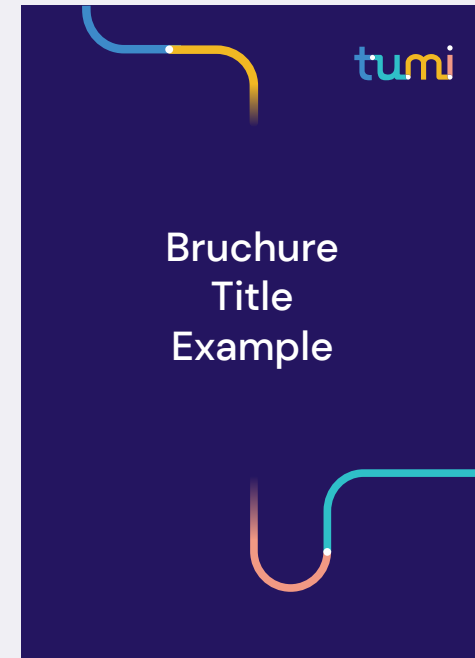
The lines can also be used on white background. Accordingly the connection points are coloured in dark blue.

The size of the TUMI-lines should be corresponding to the line width of the logo's line width (TUMI letters). In small formats the lines can be placed visually pleasing (img. 3) in relation to the content.
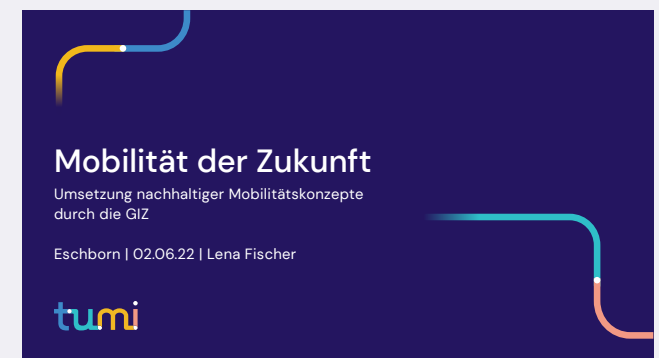
img. 1

img. 2

Presentation Example

Bruchure Title Example

"Example Quote here as an example text."

img. 3

Mobilität der Zukunft

Umsetzung nachhaltiger Mobilitätskonzepte durch die GIZ

Eschborn | 02.06.22 | Lena Fischer

img. 4

Design and layout

The TUMI-lines in layout

The TUMI-lines should align to layout elements such as the logo (img. 2) or the headline/text (img. 1 and 3). If the text is centrally aligned, the TUMI-lines should run vertically through the center of the headline or text (img. 2).
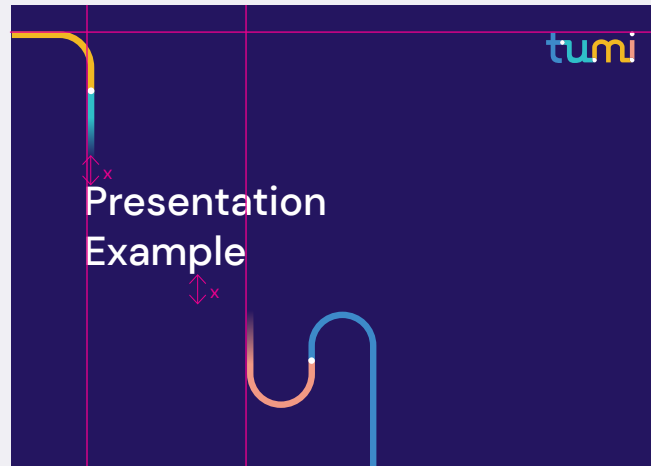
The lower TUMI-line in the layout can be aligned to the bottom of the subline or copy text (img. 3). This can be chosen freely according to the best possible fit in the layout.

In similar layouts as in example img. 1, the lower TUMI-lines align with the ending of the last word of the headline.
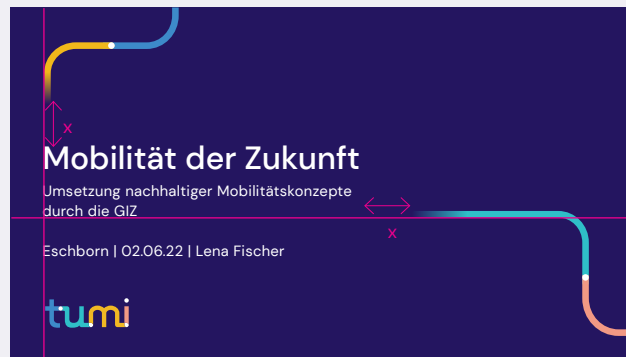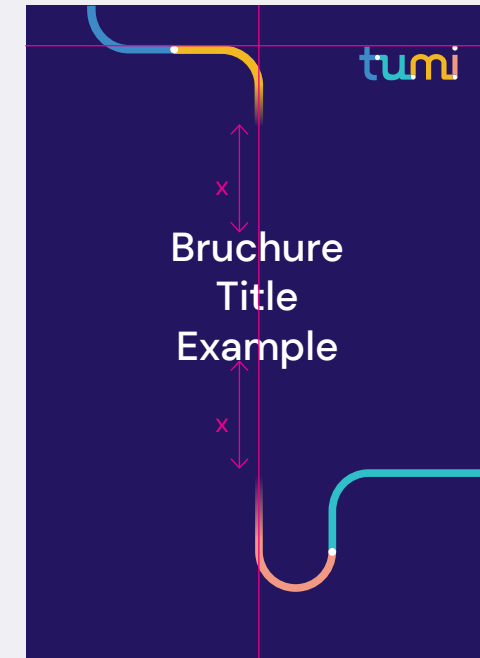
In general, the lines can also be placed more freely. The lines always should guide the eye through the layout (img. 1): One line coming from the upper left corner, the second line coming from the right lower corner.

Distance x (size depends on the format, but x is at least as long as a small letter in the headline) between headline and TUMI-lines should always be the same.

img. 1

Presentation Example

img. 2

Bruchure Title Example

Mobilität der Zukunft

Umsetzung nachhaltiger Mobilitätskonzepte durch die GIZ

Eschborn | 02.06.22 | Lena Fischer
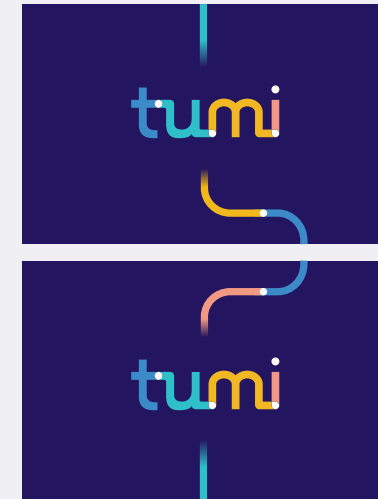
tumi

img. 3

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Design and layout

The TUMI-lines combined with images

The TUMI-lines can also connect pages or media with each other.

When used with images, the lines are also intended to guide the eye through the picture.

The TUMI-lines that meet an image are placed above the object. The fading end of the line is always placed towards the object.

Design and layout

Stopper

Stoppers are coloured in bright blue or white. Other colours should not be used for stoppers in order to keep the layout straight and not too playful.

The font size of a stopper cannot be less than 9 pt. The stopper cannot contain more than 18 words.

A stopper in a layout example in bright blue

A stopper in a layout example in white

Einladung zum Kick-off Workshop

20.01.2022
16-17 Uhr
Online

German Partnership for Sustainable Mobility (GPSM) ist jetzt TUMI Friends

Lernen Sie TUMI Friends kennen und erfahren Sie mehr über unsere neuen Formate, mit denen wir Sie bei der Kooperation mit der deutschen Entwicklungszusammenarbeit unterstützen.

Über TUMI
Die Transformative Urban Mobility Initiative (TUMI) ist die weltweit führende Initiative zur Einführung nachhaltiger Mobilität. Als Zusammenschluss von 11 renommierten Partnern verfolgen wir ein gemeinsames Ziel: Die Veränderung der Mobilität zum Wohle von Mensch und Umwelt mit Blick auf die Zukunft. TUMI unterstützt Verkehrsprojekte weltweit und ermöglicht es politischen Entscheidungsträger:innen, urbane Mobilität zu verändern. Wir glauben an eine bessere Zukunft durch nachhaltige Mobilität.

Ansprechpartnerin & Anmeldung
Laura Menzel,
Head of TUMI Friends
laura.menzel@giz.de
+ 49 6196 79-6494

Im Auftrag von

Design and layout

Drop shaped elements/images

The drop shape emerges from the logo. It can be used – just like circular shapes – for shaping photo material. The drop shapes can be used to enhance layouts. However they should not be overused. Mainly they can be placed as a highlight and/or to emphasize certain information in the layout.

Sonal with an academic background in architecture and urban
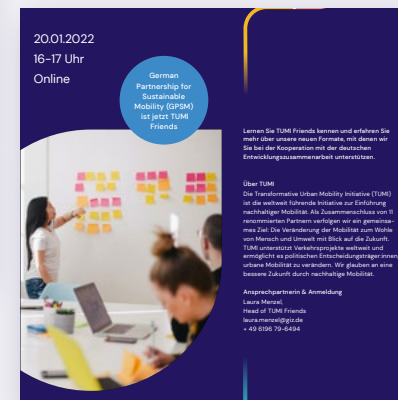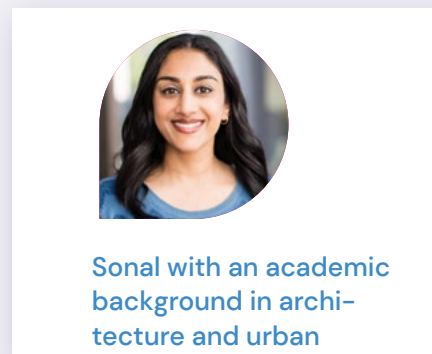
Images

Do's and Dont's

- Gladly use motion blur

- Colourful scheme, perfectly fitting: pictures with a high proportion of yellow, turquoise or cyan

- Picture contrast rather high

- No green cast, no colour desaturation, no black and white pictures

- Not too dark (except situations at night)

- Monochrome colour spaces only towards yellow, blue and peach (logo colours in images)

- No extreme perspectives; light top view is ok, but no drone view: at eye level with people

- No posed pictures (studio) looking at the camera is fine

- No pictures with too many elements, clarity is important

- In layout: switch between close-up perspective and focus on people

Imprint