

Brand Guidelines



Identity manual

All of Young Tinker's brand features are proprietary.

If you opt to use any trademarks, logo, designs, and/or other brand features, you acknowledge your acceptance of the terms in the brand guidelines.

Brand Guideline VI.1

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Who are we?

Young Tinker is a tinker space where students collaborate and learn hands-on skills of the future. It was founded to accelerate the nation's educational revolution. With ingenuity and drive, our graduates have invented technologies, launched new startups, and created milestones by winning some of the coveted challenges, championships and competitions. Young Tinker Academy is always known for its alumni and students' achievements.

The backstory

Tinkering. Thinking. Tinkering.

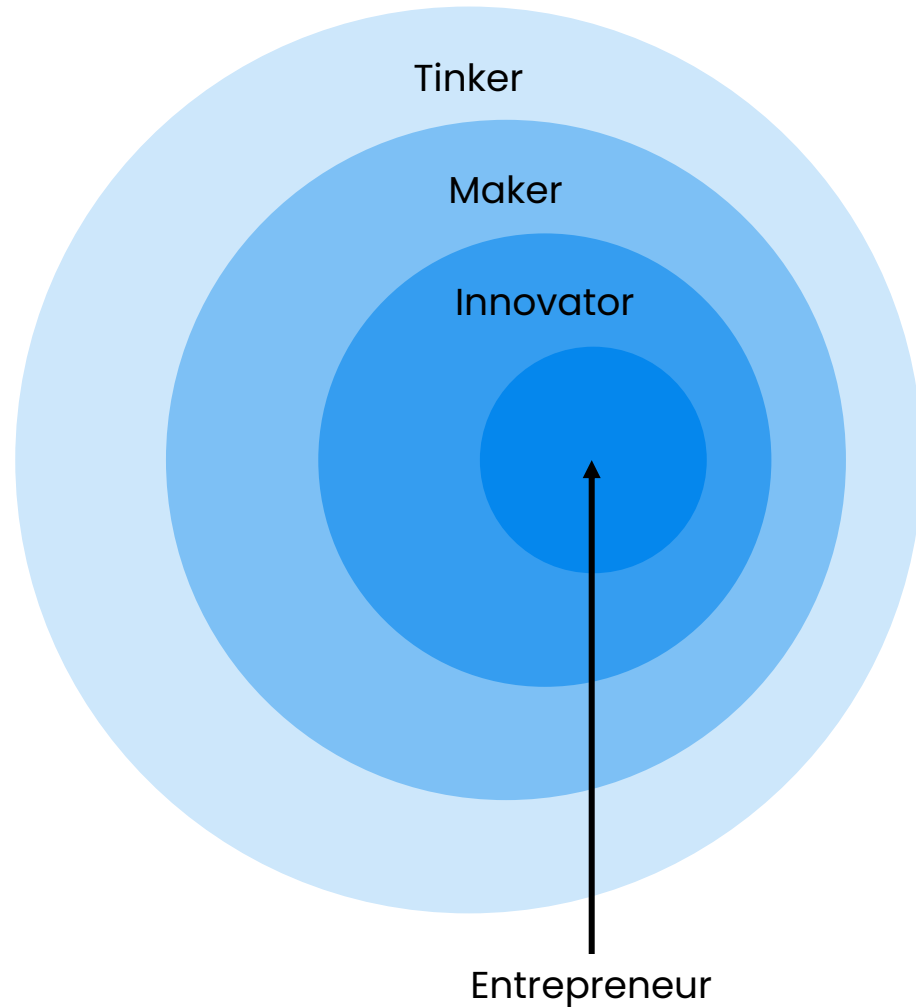
It all starts with children, who are filled curiosity, questions, uncertainties, and ideas. Do you remember going to the playground, as youngsters playing around with the slide, the sea saw, the monkey bars? In the real world, outside our imagination is a playground of tinkering where youngsters play around by repair, and improving and fidgeting to create, innovate, and apprehend. Young Tinkers yearn for success, a hope to achieve.

The word Young originates from Proto- Germanic word jungaz which means "youthful, young; recent, new, fresh." Youngsters have open-minded and "fresh" perspectives and thoughts which can be useful for the future innovations and creations. Our customized Young Tinker logo depicts a young thinker who tinkers around putting hands-on at the heart of learning and approaching.

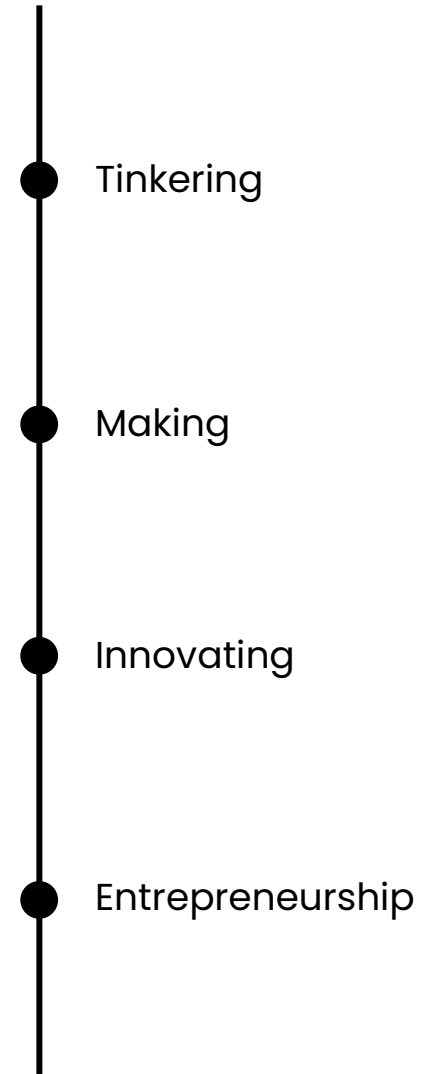
Slowly, our graduates have invented technologies, launched new start-ups, and created milestones by winning some of the coveted challenges, championships and competitions.



Venn diagram



Fellowship path



Our vision

Our vision is of a innovative world, a world where every student tinkers and aims to create something new and leads a sustainable community.

Our mission

Our mission is to spark ideas, develop skills, and instill leadership in children and youths by bringing hands-on S.T.E.A.M. (Science, Technology, Engineering, Arts and Mathematics) education, skill development and startup ecosystem across the globe.

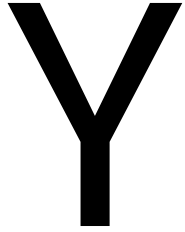
Our values

We believe every student is different from one and other and our tinkering learning curriculum allows student to self discover and find their true potentials.

Our logos



Logo construction



Letter Y



Medal



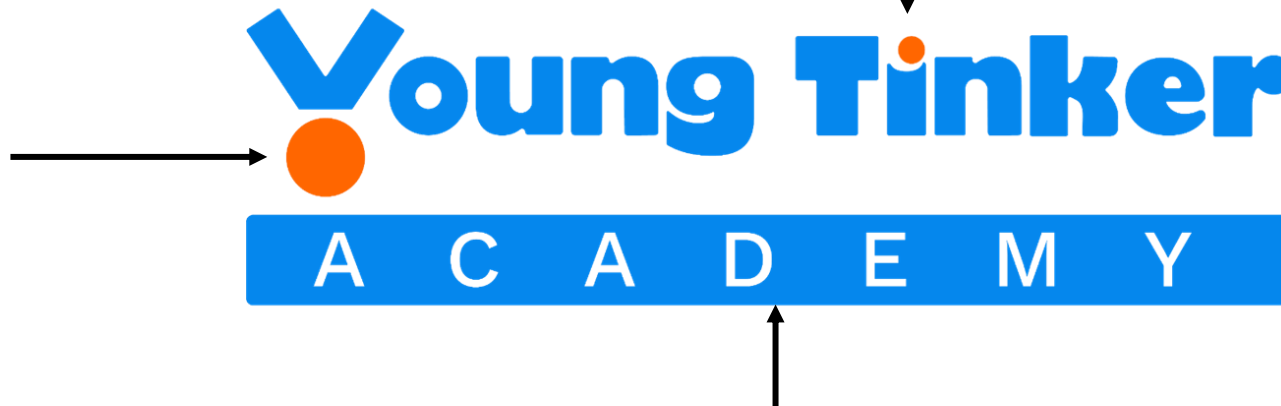
YTA Medallion

The letter Y stands for “young” which implies a fresh and open-minded mind. It insinuates positivity by hinting the word “YES,” yes, I can do it! To a student, yes makes them believe nothing is impossible.

The medal implies success, more wins for the world, inspiration to surpass one’s capabilities and limited boundaries put by oneself.

Logo sense

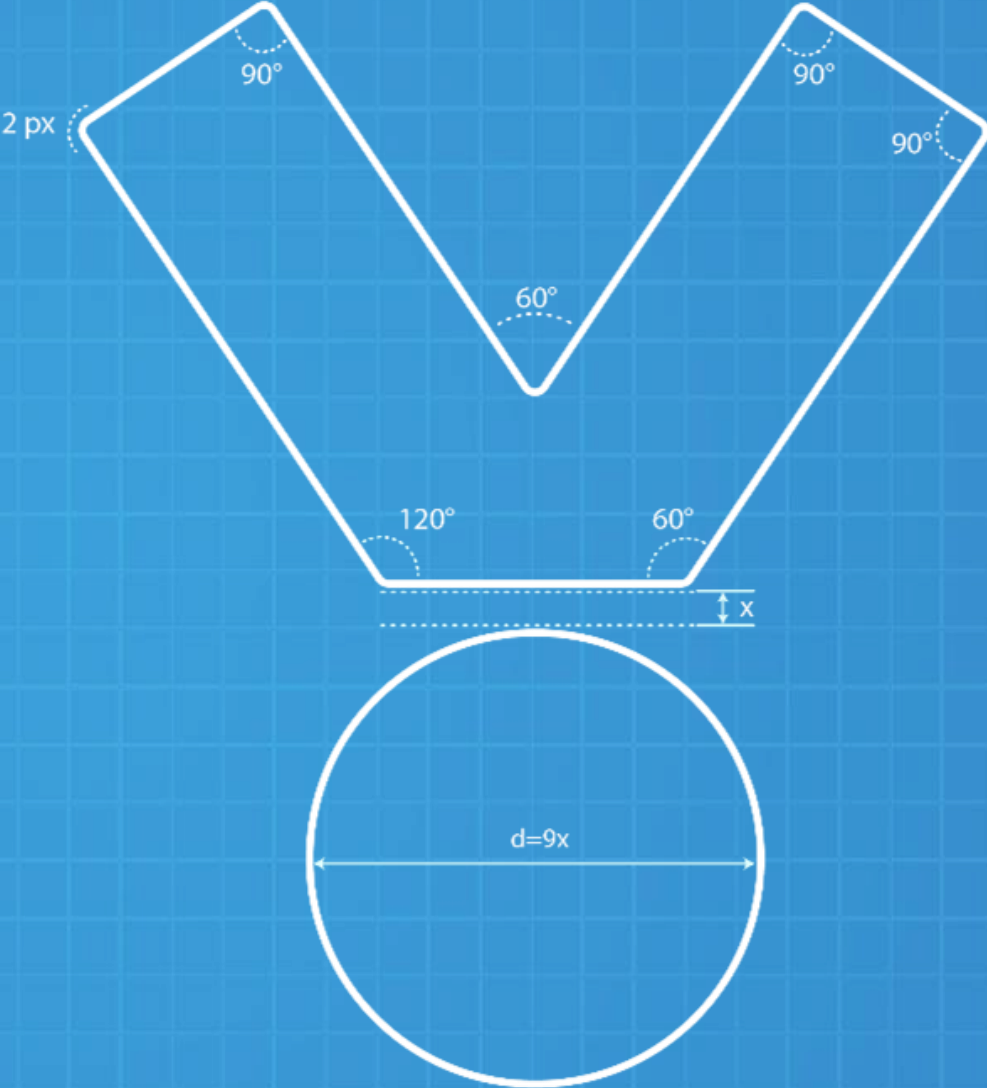
The medal was designed to indicate achievement for students, the future world.



The displacement of the “i” shows how our thinking is twisted, flexible. It should be tilted to the right as the right hemisphere of the brain comprises of creativity and innovation. The dot is jumping because it is telling us, “I am a Young Tinker” in the motion where one nods their head and tilts it.

Academy implies that urban students have the opportunity to be part of our environment and get daily training to become a “Young Tinker.”

Logo blueprint



Logo clear spacing

Only horizontal logo is accepted. It is important to give our brand some breathing space so the meaning of the brand stays at highest importance.



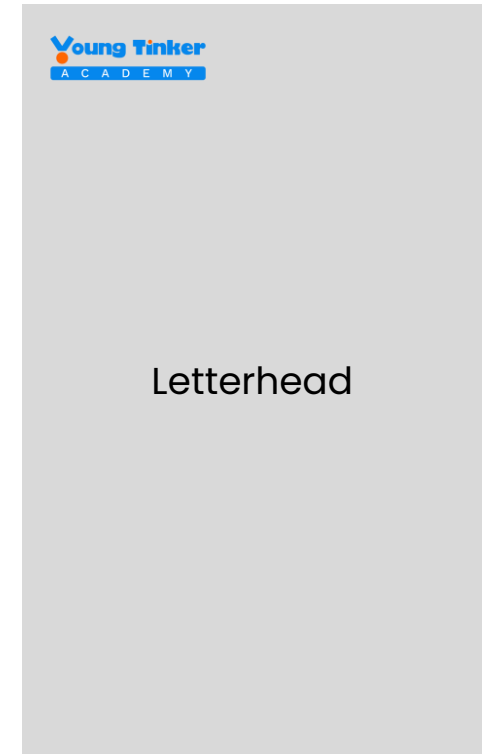
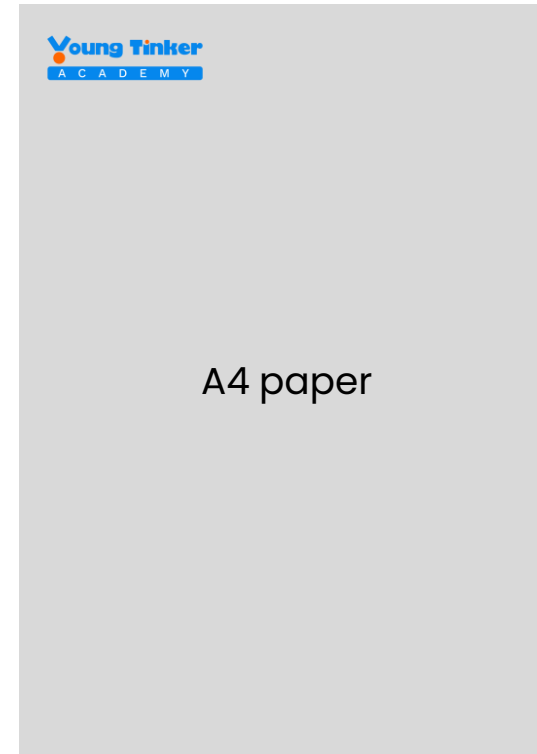
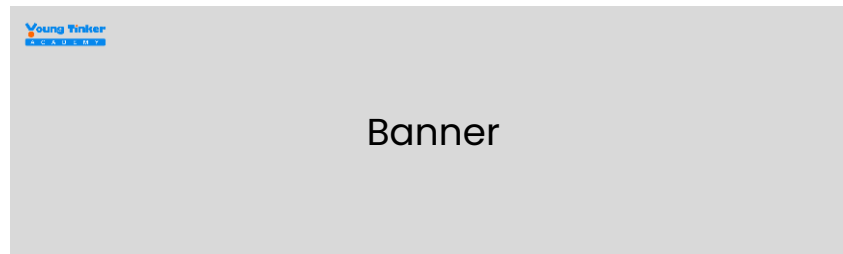
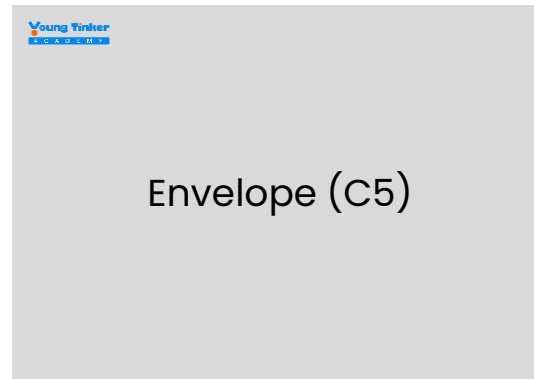
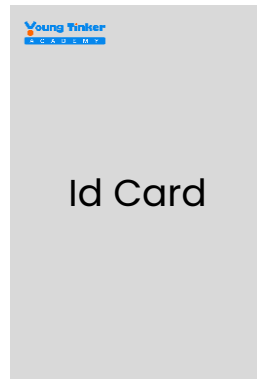
Minimum size

The minimum size of
Young Tinker logo is XX px



Logo placement

Our preferred location is top left corner because it catches users sight easily when they look at screen.

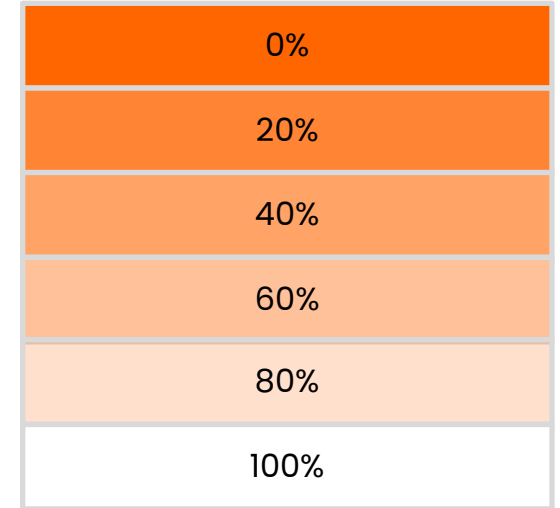
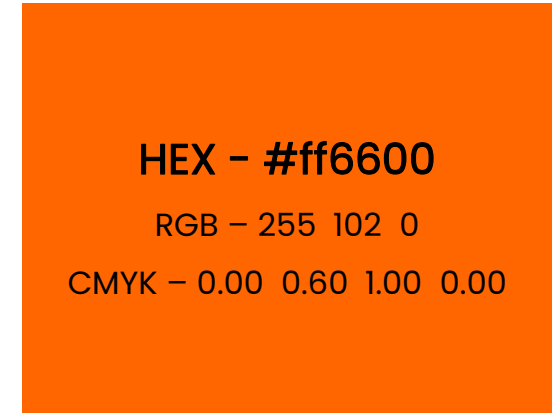
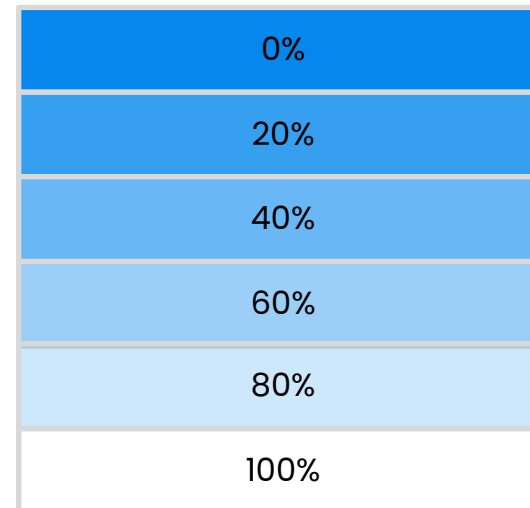


Color Palette

The sea and sky expand beyond what is visible to the naked eye. The expansiveness of the color blue is like our unstoppable and uncontrollable imagination, where we have freedom. We have intuition, inspiration to expand our wings and fly higher. Blue can be considered masculine or feminine thus eroding gender divide. It is not a light shade of blue as that would make Young Tinker's impact focused on trustworthiness and honesty. On the other hand, dark blue may depict richness, sophistication, and elegance. The shade of blue which lies right in the middle, has a hex code of **#0587ed**.

Dark, yet bright, this shade of orange is eye-catching. In order to create or inspire creation or manufacturing, one needs absolute energy and excitement. Orange implies that you are happy with what you are doing. And that's why this stimulating and vibrant shade orange insinuates success. It has a hex code of **#ff6600**

The white color in Young Tinker is put to have contrast with the blue color. The white reduces the complex logo and conveys cleanliness and purity. White represents new beginnings, erasing any negative feelings that may come from brand.



Logo usage



Logo misuse



Don't distort the logo in anyway



Don't add shadow



Don't break the logo

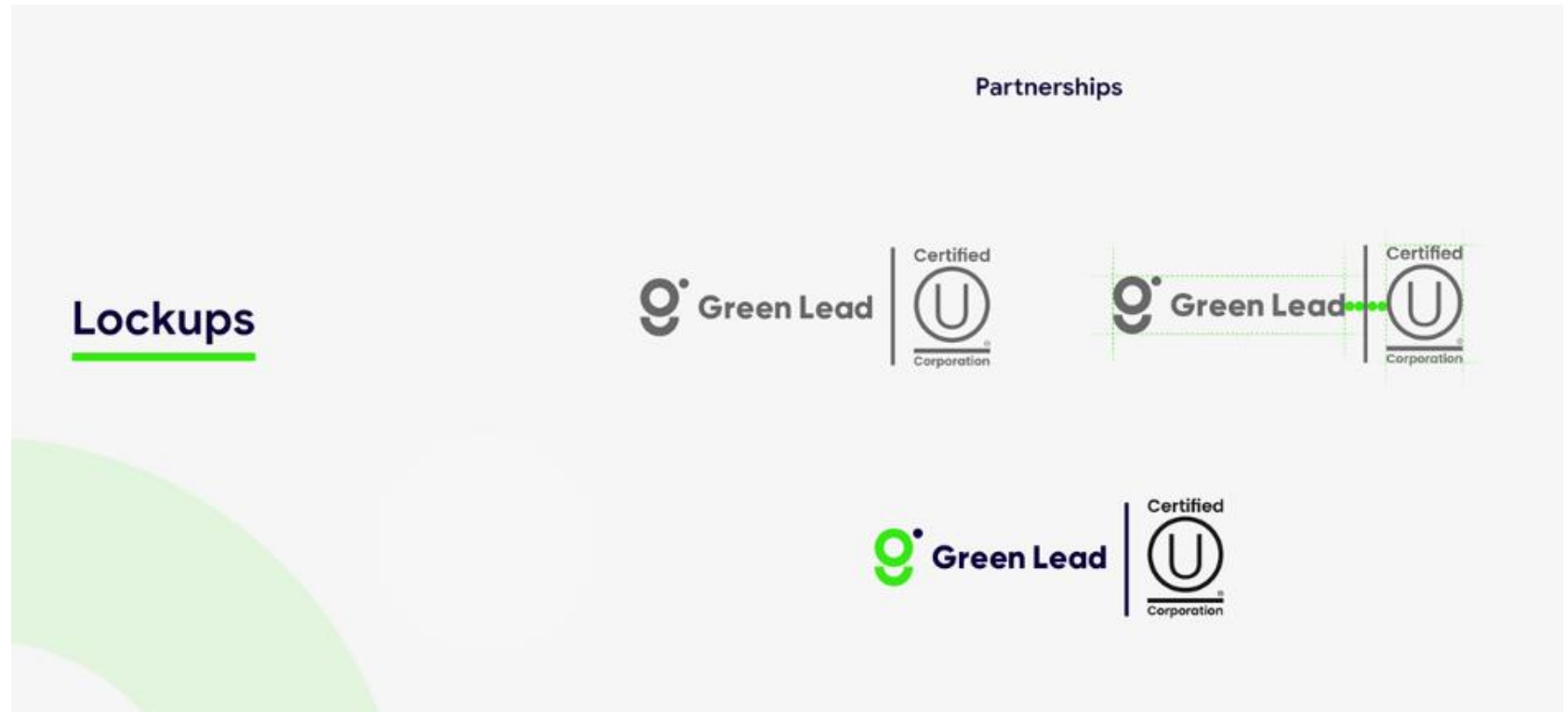


Don't change the original solid color with an outline

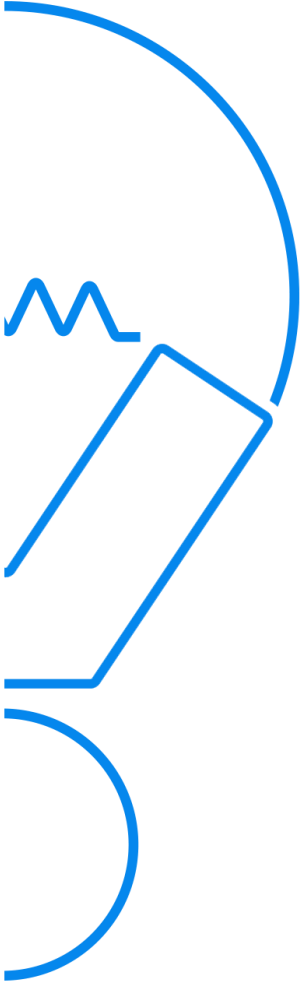


Lockups

Logo use & placement during partnership with other brands



Brand pattern



Explanation

Typography

Typeface

Our main typeface is Poppins for both presentation & website.

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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Typography



Secondary fonts

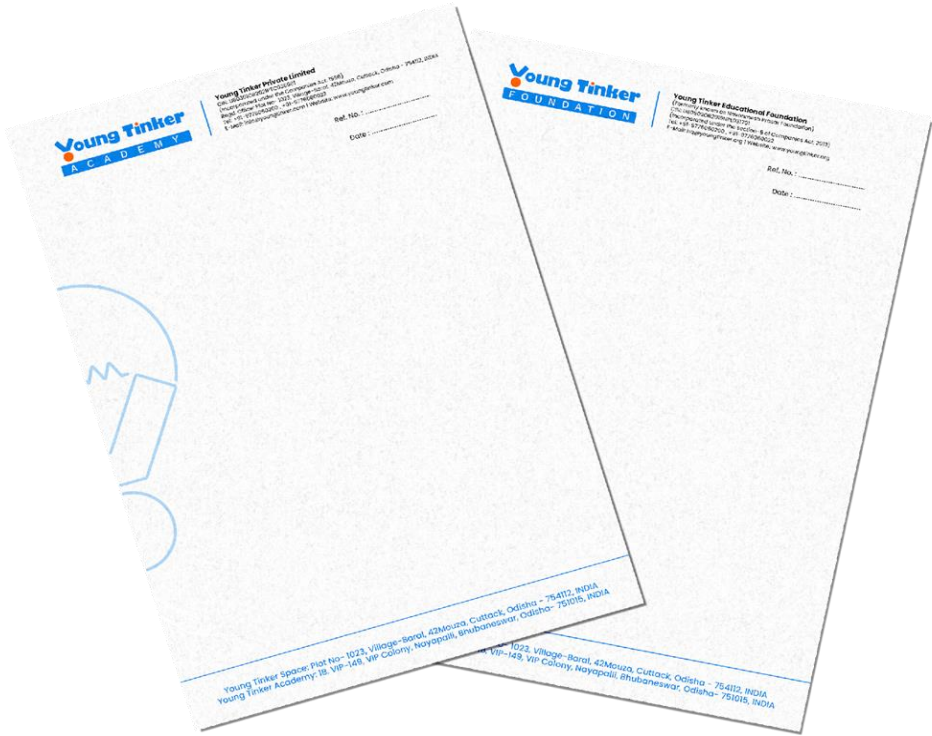
Merchandise



Business card



Letterhead



Terms and Conditions

Young Tinker Academy is World's 1st LIVE online hands-on learning academy. It's a global academy to mobilize efforts to deliver hands-on learning education and learning to the students. The information presented here is confidential and is intended for the addressee only. Any unauthorized use, dissemination of the information, or copying of this message is prohibited. If you are not the intended recipient, or a person responsible for delivering to the intended recipient, be advised that you have received this email in error and that any use is strictly prohibited.