The logo

Our modern and impactful logo is a combination of 3 key elements, an abstract representation of a wafer experiencing the Tyndall Effect, the logotype and the descriptor copy. It is created with strong colour combinations of blues with greys and white.
The Tyndall colours, used in the creation of our logo, are a critical part of our brand identity. Our logo is available in three formats:

- **Pantone**: spot colour match used by professional printers eg. merchandise and signage
- **CMYK**: used by professional printers eg. brochures and pull up banners
- **RGB**: used online, on screen and for all office use

### Tyndall dark blue:
- Pantone: 7687C
- CMYK: 100, 78, 0, 18
- RGB: 29, 66, 138

### Tyndall light blue:
- Pantone: 284C
- CMYK: 59, 17, 0, 0
- RGB: 108, 172, 228

### Tyndall dark grey:
- Pantone: 431C
- CMYK: 45, 25, 16, 59
- RGB: 91, 103, 112

### Tyndall light grey:
- Pantone: 429C
- CMYK: 21, 11, 9, 23
- RGB: 162, 170, 173

It is critical that we match the correct format of the logo with its intended use so colours are reproduced accurately.
The support palette contains a broader range of colours which were selected as they best complement the primary palette. They can be used to give flexibility to your designs while maintaining a consistent look and feel throughout the brand. Colour can help to create interest, emphasis or clarity.

The support palette can only be used in conjunction with the primary palette. Be careful not to over use these colours as your communications may end up looking cluttered.

**Tyndall grey wash:**
- Pantone: Cool Gray 1C
- CMYK: 0, 0, 0, 8
- RGB: 235, 235, 235

**Tyndall red:**
- Pantone: 186C
- CMYK: 2, 100, 85, 6
- RGB: 200, 16, 46

**Tyndall purple:**
- Pantone: 262C
- CMYK: 58, 92, 12, 54
- RGB: 81, 40, 79

**Tyndall green:**
- Pantone: 368C
- CMYK: 55, 0, 100, 15
- RGB: 110, 170, 57

**Tyndall light cerise:**
- Pantone: 219C
- CMYK: 1, 92, 4, 0
- RGB: 214, 37, 152

**Tyndall yellow:**
- Pantone: 123C
- CMYK: 0, 22, 83, 0
- RGB: 255, 199, 44
An exclusion zone allows the Tyndall logo to breathe within a designated space.

An area approximately the height of two capital ‘N’ from National Institute to the top, left and bottom of the logo, as well as a four capital ‘N’ heights to the right, are to be kept clear of other design elements.

The extra clear space to the right of the logo is to help optically centre the logo and balance the white space under the wafer icon.
Minimum size

Absolute minimum size:

35mm wide x 13mm high.
There is no maximum size limit.

If you have a requirement to use the logo below this size please contact a member of the MarCom team.

Minimum logo sizes for standard 'A' sizes:

Please refer to the chart opposite for the minimum size the Tyndall logo can be for each 'A' sheet size. For sizes below A5/DL do not go below the minimum size of 13mm 'X' height.

The dimensions do not represent a target size for the logo, but a reference guide for avoiding using the logo too small on a given piece of collateral.

Remember our logo should never be used below a 13mm 'X' height.