

Sintonia

Brand

Guide

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1.0

Introduction



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Sintonia



Sintonia is an open source radio automation software developed by Congegni.

We are a close-knit team of IT passionate people with diverse skills working together to provide tailored technical solutions; we decided to come together in a collaborative atmosphere where horizontality and knowledge sharing are key.

We use our cross-functional skills to solve technical rebuses and build projects. We are graphic designers, network systems engineers, developers, IT consultants—we put care and effort into every aspect of each project.

Our philosophy is based on the use of open source tools, which allow us to offer flexible, reliable and scalable solutions. We share an ethical approach to technology by striving to create sustainable and responsible solutions tailored to our clients' needs.

We are proud to work as a cooperative, because we believe that multiple cogs put together result in otherwise unthinkable contraptions.

As a small cooperative, we created this radio automation software with an eye toward a simple user experience and accessibility.

This document is intended to be an internal guide to the use of Sintonia's graphical elements to maintain stylistic consistency and accessibility over time.

▶ Open technology



We create flexible and sustainable digital solutions based on open source software: accessible to all, designed to make technology easier.

▶ Digital heart



Our purpose is to bring radio automation into everyone's homes with simple and reliable open source software designed for radios of all sizes.

2.0

Logo



▼ Logomark

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▼ Logo lockup

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Logomark

Concept

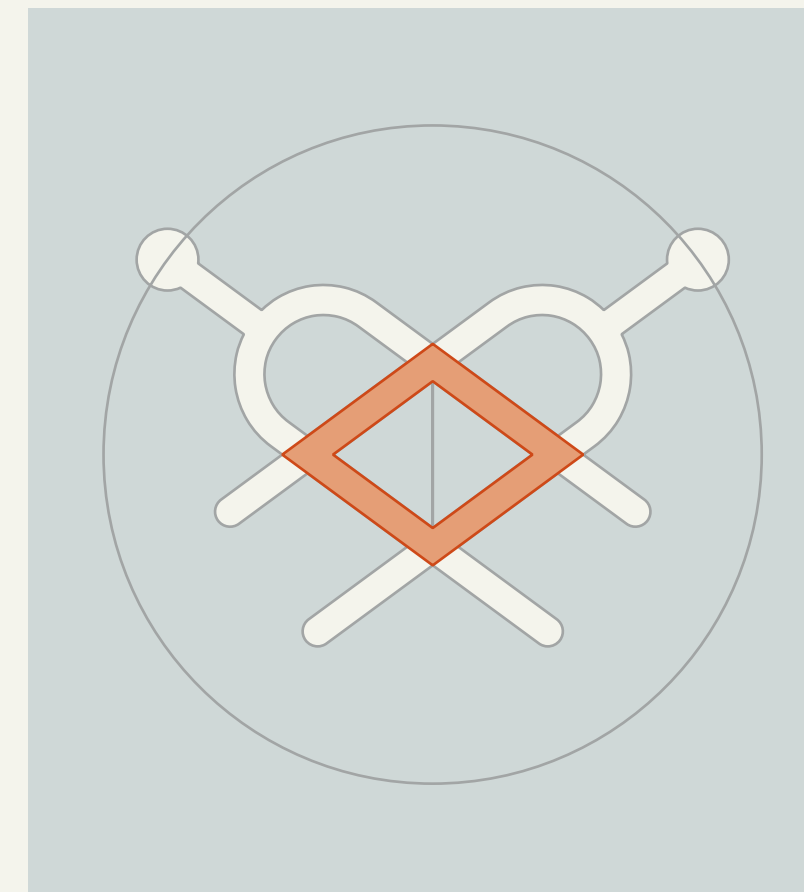
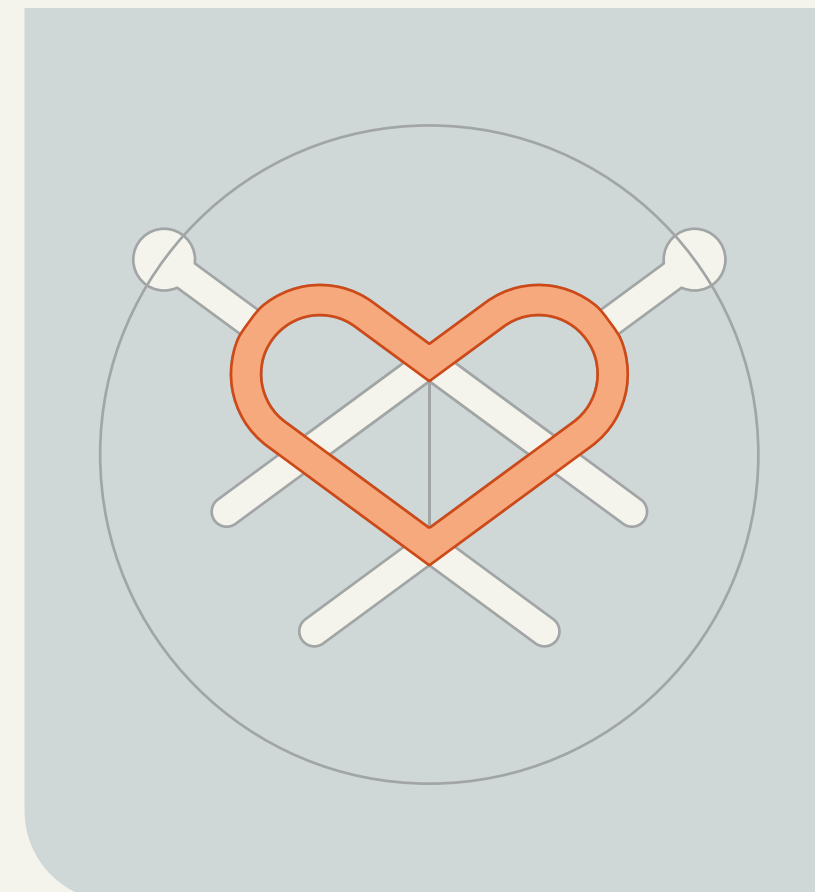
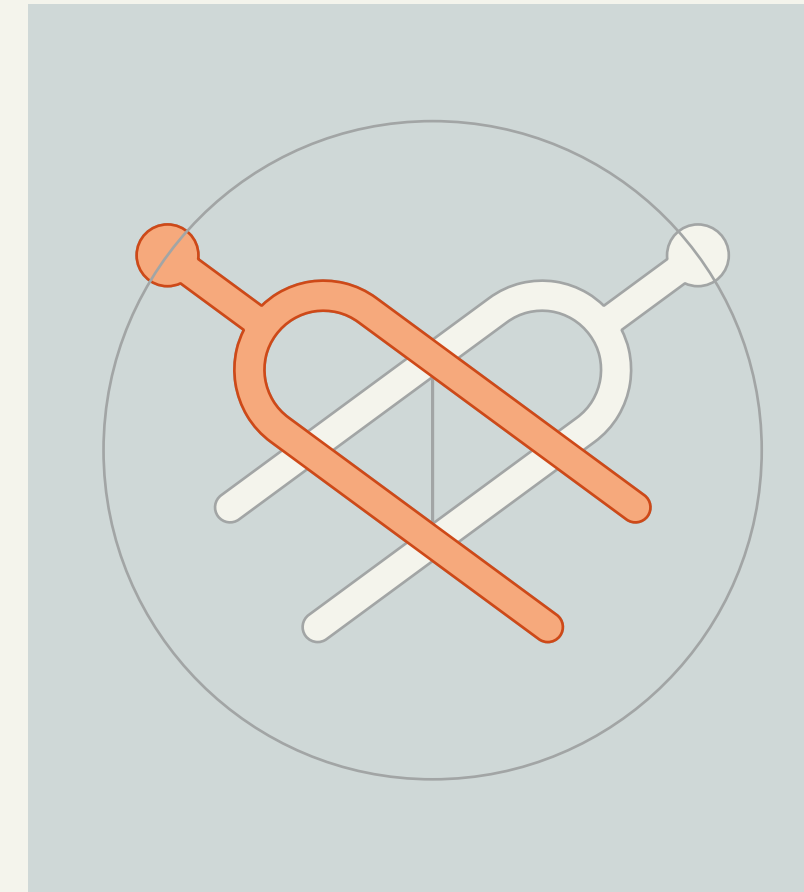
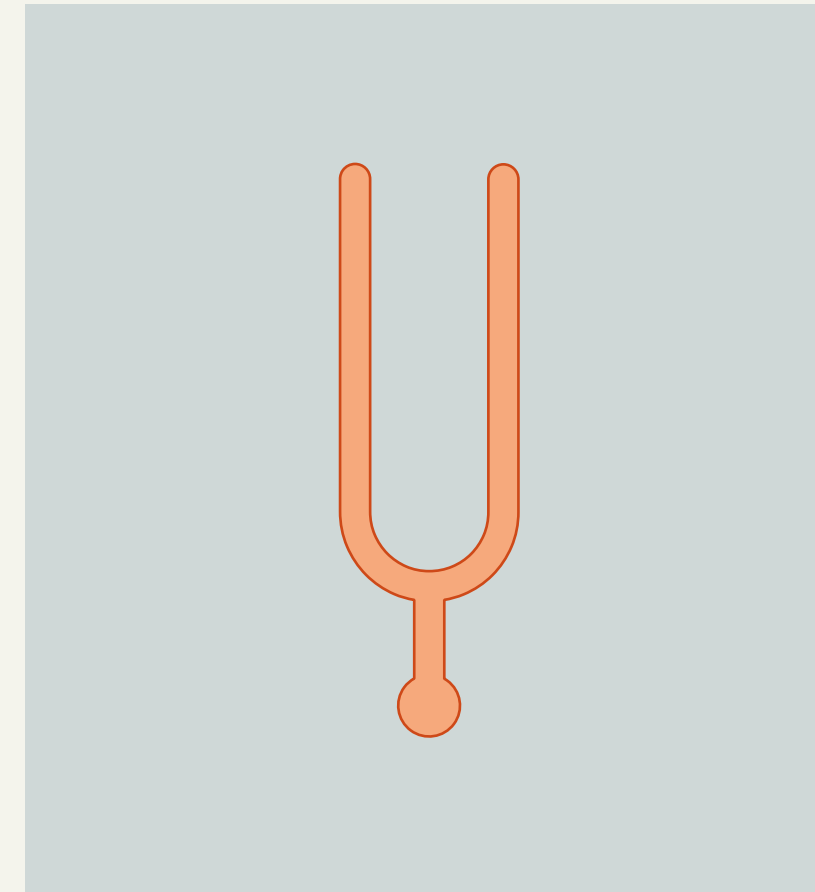


The Sintonia logomark was born from the idea of visually representing the harmony and connection between frequencies that resonate together. This concept is inspired by the natural phenomenon of resonance, in which two elements, coming into tune, influence each other and vibrate in unison.

To express this vision, the symbol is constructed from two tuning forks, instruments that par excellence evoke the purity of sound and its ability to transmit harmonic vibrations. The two tuning forks intersect each other, giving rise to a symmetrical intertwining in the center of the logo. A stylized heart takes shape from this intersection, serving as a visual and conceptual balancing point.

The choice of the heart is not accidental: it represents the point where vibrations merge, where authentic attunement between the parts is born. The symmetry of the intersection emphasizes the balance and reciprocity of the bond, while the flowing, continuous lines of the tuning forks evoke movement, vibration and coherence.

Overall, the logomark aims to communicate a message of harmonic union of sound. It is a visual synthesis of structure and sensibility, embodying the values and vision of the Sintonia project.



Round logomark

Constuction & clearspace



Sintonia's logomark construction is based on the intersection of lines of the same thickness with round modules, which intersect to create a sense of staticity contrasted with movement.

The center of the main circle corresponds to the center of the rhombus.

The figure is totally horizontally symmetrical, but is made dynamic by the absence of vertical symmetry and the tuning fork rods that anchor to the outer circle.

As indicated by the gray box, it is important that a minimum amount of space always surround the logo, so that no external element can compromise its balance and harmony .

The width of the gray box is the same measure as the height of the "rhombus" created by the central intersection of the two tuning forks of the Sintonia logomark.

This version of the Logomark with the transparent background can only be used on a white or black background of the Sintonia's palette.



Square Logomark

Constuction & clearspace



Sintonia's logomark construction is based on the intersection of lines of the same thickness with round modules, which intersect to create a sense of staticity contrasted with movement.

The center of the main circle corresponds to the center of the rhombus.

The figure is totally horizontally symmetrical, but is made dynamic by the absence of vertical symmetry and the tuning fork rods that anchor to the outer circle.

As indicated by the gray box, it is important that a minimum amount of space always surround the logo, so that no external element can compromise its balance and harmony .

The width of the gray box is the same measure as the height of the "rhombus" created by the central intersection of the two tuning forks of the Sintonia logomark.

This version of the Logomark is designed to be used on all colors other than white or black of the Sintonia's palette



Horizontal logo

Construction & clearspace



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Vertical logo

Construction & clearspace

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3.0



Typography

- ▶ **Light on text** **14**
- ▶ **Typeface** **15**
- ▶ **Weights** **16**

► Light on text



We chose the Atkinson Hyperlegible Next font for its exceptional **legibility and **readability**, designed to maximize **accessibility** without sacrificing **style**.**



Typeface

Atkinson Hyperlegible Next



Accessibility is a core value for us, which is precisely why we chose a font that is able to ensure maximum readability for all people.

Atkinson Hyperlegible Next was designed for the Braille Institute with the goal of improving character recognition and making reading easier for everyone.

Versatile and adaptable, this typeface is available in different styles to meet different communication needs while always maintaining consistency and clarity.

This typeface is used everywhere in our software and in all our communications.

Extra Bold

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 | <{[(\~/)]}>
!?.”';:,*=+^&@%#-_-**

Medium

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 | <{[(\~/)]}>
!?.”';:,*=+^&@%#-_-

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 | <{[(\~/)]}>
!?.”';:,*=+^&@%#-_-

Aa Bb Cc

