

T O M A T I C O

T O M A T I C O

1. PRIMARY LOCKUP



2. ICON ONLY



3. WORDMARK

TOMATICO
SMART LIVING
—

4. COMPACT LOCKUP



DARK MODE

1. PRIMARY LOCKUP



2. ICON ONLY



3. WORDMARK

TOMATICO
SMART LIVING
—

4. COMPACT LOCKUP



LIGHT MODE

5. MERCH / APPLICATIONS





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TOMATICO
SMART LIVING





TOMATICO
SMART LIVING

LOGO

TOMATICO LOGO SYSTEM

01. OVERVIEW

The Tomatico logo represents the fusion between smart technology and organic living, combining a tomato shape with a lightbulb concept.

02. LOGO COMPONENTS



ICON

Tomato + Lightbulb
Represents smart home intelligence



WORDMARK

TOMATICO
Clean, modern, geometric sans-serif



TAGLINE

SMART LIVING
Supports brand positioning

05. CONCEPT

A balance between technology and simplicity.



Smart
represented by the bulb

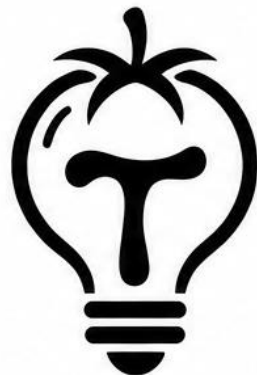


Organic
represented by the tomato



Clean
represented by typography

03. PRIMARY LOGO



TOMATICO
SMART LIVING

Primary logo used for all main brand communications.

04. LOGO VARIATIONS (PREVIEW)



FULL LOGO

Primary



ICON ONLY

Use for app icons, favicons, and small spaces.

TOMATICO
SMART LIVING

WORDMARK ONLY

Use where the icon is already present.

ICON

THE TOMATICO ICON

01. OVERVIEW

The Tomatico icon is a unique symbol that combines a tomato and a lightbulb to represent smart living solutions.

It reflects our mission to bring intelligence, efficiency and simplicity to every home.

02. ICON MEANING



SMART

The lightbulb represents intelligence, innovation and modern technology.



ORGANIC

The tomato shape represents life, nature, freshness and sustainability.



IDENTITY

The letter "T" is at the core of the icon, standing for Tomatico.

03. ICON CHARACTER



SIMPLE

Clean and minimal



BALANCED

Perfect visual balance



TRUSTED

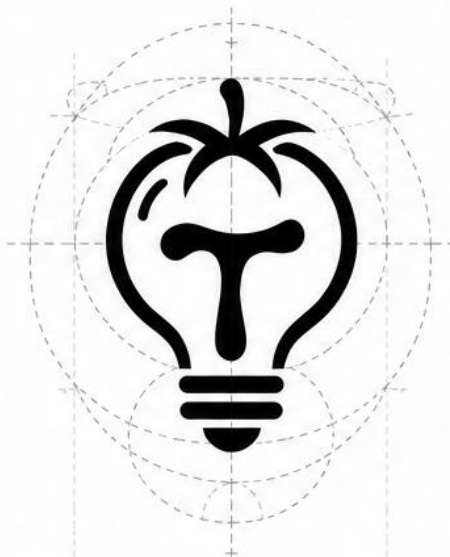
Represents reliability



FUTURISTIC

Forward-thinking and innovative

04. ICON CONSTRUCTION



Tomato shape

Inspired by natural curves and freshness.



Letter "T"

Integrated in the center as the core identity.



Lightbulb base

Symbolizes energy, ideas and solutions.

05. ICON USAGE

The icon is designed to be versatile and clear across all applications.



APP ICON

For mobile applications



FAVICON

For websites and browsers



SMALL SPACES

Maintains clarity, at any size



PRINT & MERCH

For print, labels and merchandise

06. ICON VARIATIONS



PRIMARY

Black icon on light background



REVERSE

White icon on dark background



MONO

Single color monochrome



LIGHT

For subtle backgrounds

07. DO'S & DON'TS

DO

- ✓ Use the approved icon versions
- ✓ Keep clear space around the icon
- ✓ Maintain high contrast and legibility
- ✓ Use on brand approved colors

DON'T

- ✗ Don't change the icon shape
- ✗ Don't change the proportions
- ✗ Don't add effects or shadows
- ✗ Don't use unapproved colors



PATTERN

THE TOMATICO PATTERN

01. OVERVIEW

The Tomatico pattern is a unique visual language inspired by the brand's icon. It reflects connection, flow, and intelligence across the smart living ecosystem.

02. CONCEPT



INSPIRED BY THE ICON

Curves and forms are derived from the tomato and lightbulb shape.



CONNECTION

Lines represent a smart network that connects everything.



FLOW

Smooth curves create a sense of movement and harmony.



INTELLIGENCE

Subtle dots symbolize data, systems and smart technology.

03. PATTERN CHARACTER



SUBTLE

Supports content without distraction



CONSISTENT

Built with a clear structure



SCALABLE

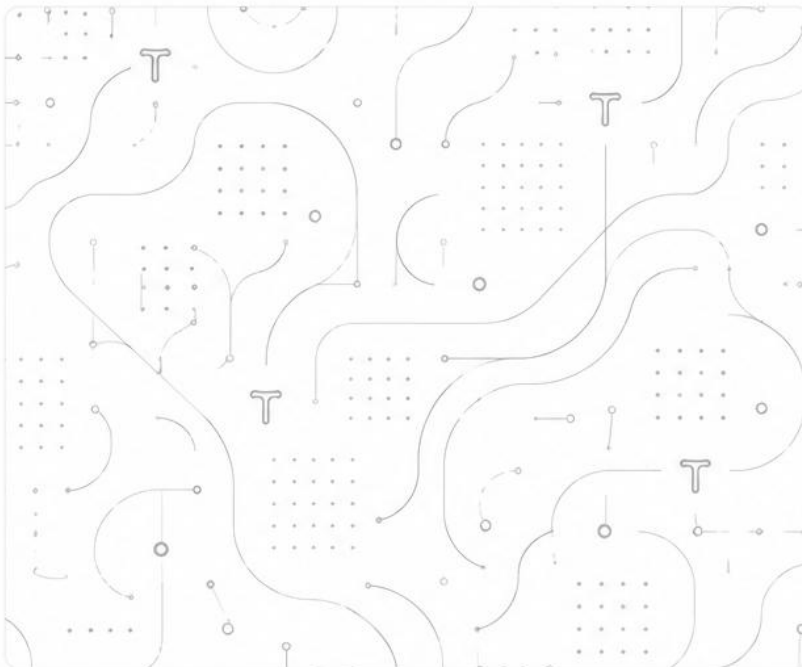
Works at any size



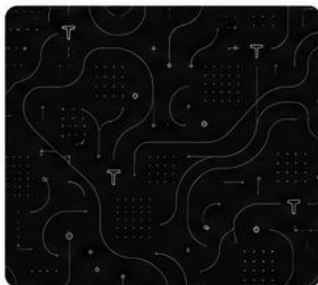
FLEXIBLE

Adapts to different layouts & formats

04. PATTERN DESIGN



07. PATTERN VARIATIONS



DARK VERSION

For dark backgrounds



LIGHT VERSION

For light backgrounds

08. APPLICATION EXAMPLES



PRESENTATION BACKGROUND



STATIONERY & PRINT



MOBILE INTERFACE



PACKAGING & MERCHANDISE

05. USAGE GUIDELINES

The pattern is a background element and should never compete with the content.



USE AS BACKGROUND

Use at low opacity so content remains the focus.



RESPECT CLEAR SPACE

Keep sufficient space around text and key elements.



MAINTAIN CONTRAST

Ensure good contrast between content and background.



USE BRAND COLORS

Use only approved colors for the pattern.

06. OPACITY GUIDE

Use low opacity for a subtle and elegant look.



5%

10%

15%

20%

30%

RECOMMENDED RANGE: 5% - 15%

TYPOGRAPHY

THE TOMATICO TYPE SYSTEM

01. OVERVIEW

Typography is a key part of our identity. It ensures clarity, consistency and a premium reading experience across all brand touchpoints.

02. TYPE CHOICES

PRIMARY FONT (ENGLISH)

Aa

Poppins

Modern · Clean · Geometric
Used for all English text.

PRIMARY FONT (ARABIC)

أب

IBM Plex Sans Arabic

Modern · Clear · Highly Readable
Used for all Arabic text.

03. TYPE PERSONALITY



MODERN

Clean and contemporary with a timeless feel.



CLEAR

Designed for maximum readability and legibility.



TRUSTED

Strong and reliable to build confidence and credibility.



SMART

Represents innovation and intelligent solutions.

04. TYPE HIERARCHY (ENGLISH EXAMPLE)

Heading 1

Poppins Bold
48/56 px
-1% -1%

Used for main titles and hero headlines.

Heading 2

Poppins SemiBold
32/40 px -1%

Used for section titles.

Heading 3

Poppins Medium
24/32 px 0%

Used for subtitles and blocks.

Heading 4

Poppins Medium
18/26 px 0%

Used for highlights and small titles.

Body Text

Poppins Regular
16/24 px 0%

Used for paragraphs and long content.

Small Text

Poppins Regular
14/20 px 0%

Used for captions, notes and small info.

05. TYPE HIERARCHY (ARABIC EXAMPLE)

IBM Plex Sans Arabic
Bold
48/56 px -1%

عنوان رئيسي

يستخدم للعناوين الرئيسية والبطولية.

IBM Plex Sans Arabic
SemiBold
32/40 px -1%

عنوان فرعي

يستخدم لعناوين الأقسام.

IBM Plex Sans Arabic
Medium
24/32 px 0%

عنوان ثالث

يستخدم للعناوين الفرعية والمجموعات.

IBM Plex Sans Arabic
Medium
18/26 px 0%

عنوان رابع

يستخدم للتأكيدات والعناوين الصغيرة.

IBM Plex Sans Arabic
Regular
16/24 px 0%

نص أساسي

يستخدم لل فقرات والمحتوى الطويل.

IBM Plex Sans Arabic
Regular
14/20 px 0%

نص صغير

يستخدم للتعليقات والملاحظات الصغيرة.

06. USAGE EXAMPLES

Smart living made simple.

Tomatoco brings intelligence, comfort and security into your everyday life.

Discover More

ENGLISH EXAMPLE

حياة ذكية أسهل وأجمل.

توماتيكو يجلب الذكاء والراحة والأمان إلى حياتك اليومية.

اكتشف المزيد

ARABIC EXAMPLE

07. TYPE PAIRING

Poppins

+

IBM Plex Sans Arabic

Used together to create balance between modernity, readability and functionality.

Perfect combination for bilingual digital experiences.

08. BEST PRACTICES



Use the approved fonts consistently.



Don't use unapproved fonts.



Maintain clear hierarchy in all layouts.



Don't mix too many typefaces.



Ensure good contrast for readability.



Don't use low contrast combinations.



Use appropriate weights for each purpose.



Don't stretch or distort the fonts.

BRAND SYSTEM SUMMARY

THE TOMATICO VISUAL IDENTITY

This is the core of Tomatico's visual identity. Each element works together to create a strong, consistent and recognizable brand experience.



TOMATICO
SMART LIVING

Smart living solutions that connect, simplify and enhance everyday life.

OUR BRAND VALUES

- 

SMART
Intelligent solutions for modern living.
- 

SECURE
Reliable and safe by design.
- 

EFFICIENT
Simplify life and save time.
- 

SUSTAINABLE
Care for nature, care for the future.
- 

HUMAN CENTERED
Designed for people, made for life.

01 LOGO

PRIMARY LOGO



LOGO VARIATIONS



LOGO USAGE

- 

Clear Space
Always maintain clear space around the logo.
- 

Minimum Size
Minimum size ensures logo legibility.
- 

Contrast
Always ensure good contrast for visibility.

02 ICON

PRIMARY ICON



ICON VARIATIONS



ICON USAGE

- 

App Icon
Use in mobile applications.
- 

Favicon
Use in websites and browsers.
- 

Small Spaces
Maintains clarity at any size.
- 

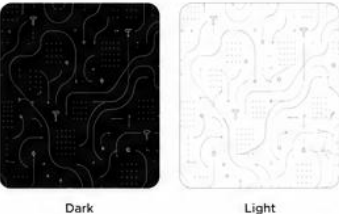
Print & Merch
Use on labels, packaging and merchandise.

03 PATTERN

PATTERN OVERVIEW



PATTERN VARIATIONS



PATTERN USAGE

- 

Background
Use at low opacity behind content.
- 

Clear Space
Avoid text on busy areas.
- 

Contrast
Ensure good contrast always.
- 

Brand Colors
Use only approved colors.

04 TYPOGRAPHY

PRIMARY FONTS

ENGLISH FONT

Aa **Poppins**
Modern • Clean • Geometric
Used for all English text.

ARABIC FONT

أب **IBM Plex Sans Arabic**
Modern • Clear • Readable
Used for all Arabic text.

TYPE HIERARCHY (EXAMPLE)

Heading 1	48/56 px	Bold
Heading 2	32/40 px	SemiBold
Heading 3	24/32 px	Medium
Body Text	16/24 px	Regular
Small Text	14/20 px	Regular

TYPE USAGE

Use typography to create clear hierarchy, improve readability and deliver a consistent brand experience.

BRAND ESSENCE

Smart living, made simple.

Tomatoco brings intelligence, comfort and security into your everyday life through connected, thoughtful and sustainable solutions.