



Turning Point Branding Guidelines

TABLE OF CONTENTS

- About Us..... 2
- Typography 4
- Logo Suite..... 6
- Colour Palette..... 11
- Image Strategy13
- Graphics & Icons.....15
- Brand Touchpoints... 18





About Us

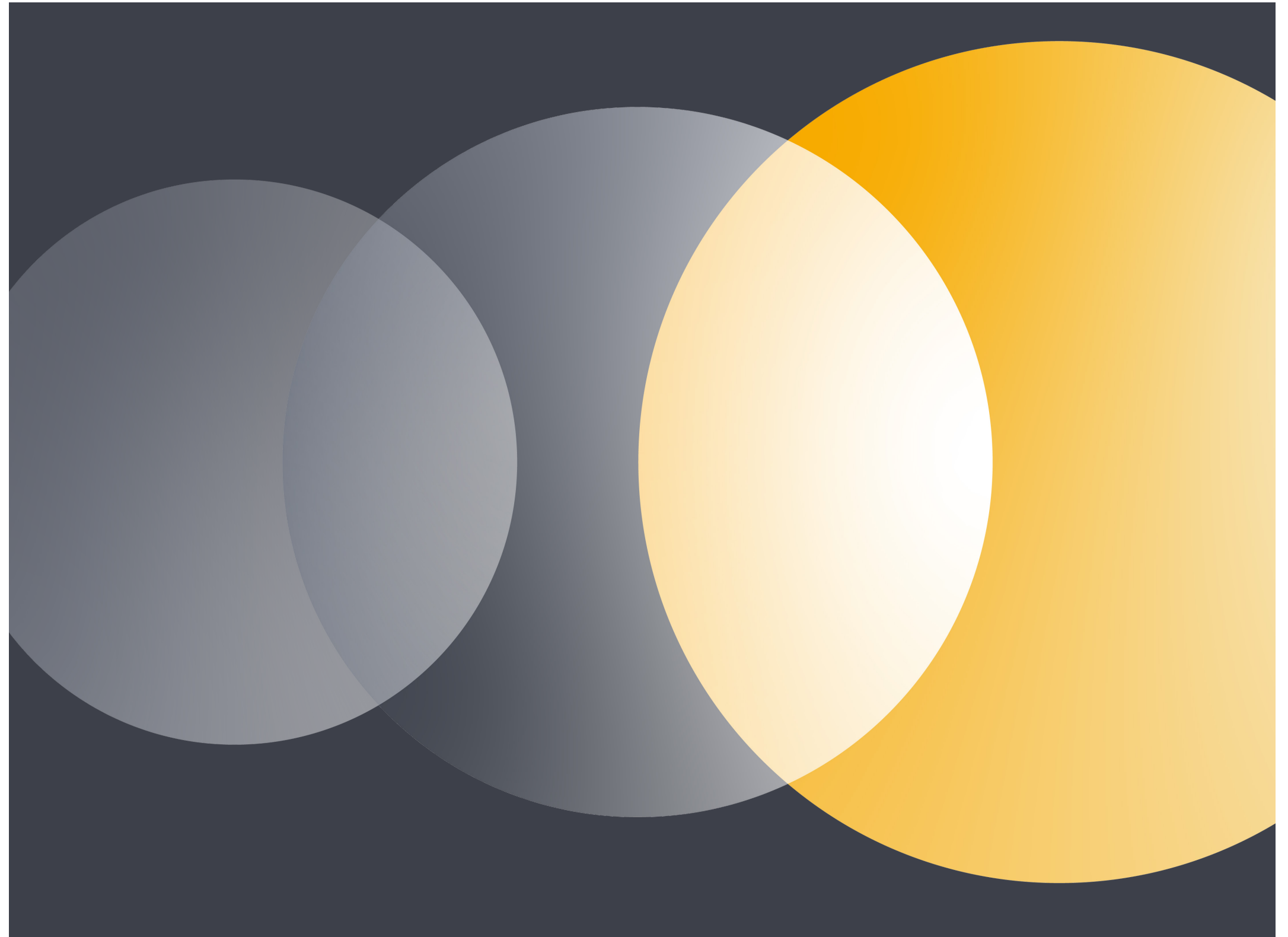
Mission Statement

YOUR DIGITAL TOMORROW. TODAY

Rooted in a vision toward positive change in the IT industry, we are committed to finding better client-centred ways to solve problems.

We strive to future-proof our clients' IT ecosystems, ensuring scalability, flexibility, and resilience in the face of evolving technology landscapes.

Experience the difference with Turning Point, where innovation meets integrity, and results speak for themselves.





Typography

Typography

PARAGRAPH STYLES

The typeface used throughout the Turning Point branding is Montseratt, a modern clean geometric sans serif. Montseratt is used in regular, semibold and bold weights and with the bold weight it is used in the All Caps case to allow for variation. Montseratt is a highly readable typeface both digitally and in print.

Montseratt

HEADING 2 **Your Digital Tomorrow. Today**

HEADING 1 **Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

HEADING 3 **LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED QUIS VENENATIS LOREM.**

PARAGRAPH Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis venenatis lorem. In feugiat nibh sed tortor suscipit, sed tempus odio euismod. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Etiam quis enim sagittis, convallis tellus et, viverra dui. Donec nunc metus, cursus sit amet facilisis ac, interdum ac orci. Fusce molestie non augue at placerat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque elit dui, ornare a pretium nec, ultricies in dolor. Vivamus id velit et lacus venenatis fermentum ut ultricies nibh.



Logo Suite

Logos

LOGO WORDMARK

The primary Turning Point lockup features a circular abstract design created with the letters T and P connecting together. The typeface used for the workmark is Unison Pro Bold Round. It was chosen as it's wide curved lettering reflects the wide p in the logo and reflects the grounded mature dependable nature and of the company. The primary logo, as shown here, is intended to be the main logo lockup used to represent Turning Point Technology Services however alternative designs and their appropriate usage can be found on the following pages.



Logo uses



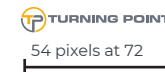
CLEAR SPACE

Clear space frames the logo to be sure that no other elements such as headlines, text, images and the outer edge of printed materials can encroach on the logo design. The marked space of two T's the same distance and height as the T in The of the logo should be the minimum clear space maintained and whenever it is possible allow more than the minimum space.

IMPROPER USAGE OF THE LOGO

TURNING POINT

Using the wordmark by itself without the logo is not permitted as it does not communicate the brand clearly enough.



MINIMUM REPRODUCTION SIZE

In the primary logo the lockup should be no smaller than 0.75 inches in width. In digital applications the minimum size of the logo lockup is 54 pixels in width at 72 dpi.



Do not distort the logo in any way



Do not attempt to type the wordmark yourself



Do not use extra words with logo

Welcome to



Do not screen the logo. It should always print at 100% opacity



Do not change colors of the logo other than the specified monochrome dark and light variations



Logos

BRANDMARK

The Turning Point Technology Services brandmark is the secondary logo featuring a capital T and P in an interlocking circular pattern with the branding colours of Medallion yellow and Pewter.



Monochrome Logos





Colour Palette

Colour Palette

PRIMARY PALETTE

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<p>R=254 G=190 B=16 HEX fe be 10 RGB 254 190 16 CMYK .31% 27.15% 99.28% 0% LAB 81 -14 -80 GrayScale 25.47%</p>	<p>R=129 G=133 B=143 HEX 81 85 8f RGB 129 133 143 CMYK 52 43 35 4 LAB 55 0 -6 GrayScale 48</p>	<p>R=106 G=112 B=124 HEX 6a 70 7c RGB 106 112 124 CMYK 61 51 40 11 LAB 47 -1 -8 GrayScale 56</p>	<p>R=79 G=83 B=92 HEX 4f 53 5c RGB 79 83 92 CMYK 69 59 49 28 LAB 35 -1 -6 GrayScale 68</p>	<p>R=60 G=65 B=74 HEX 3c 41 4a RGB 60 65 74 CMYK 74 64 53 41 LAB 27 -1 -7 GrayScale 75</p>	<p>R=45 G=49 B=58 HEX 2d 31 3a RGB 45 49 58 CMYK 77 68 55 55 LAB 20 -1 -7 GrayScale 81</p>
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<p>Medalion</p>	<p>Charcole</p>
<p>Pewter</p>	<p>Graphite</p>

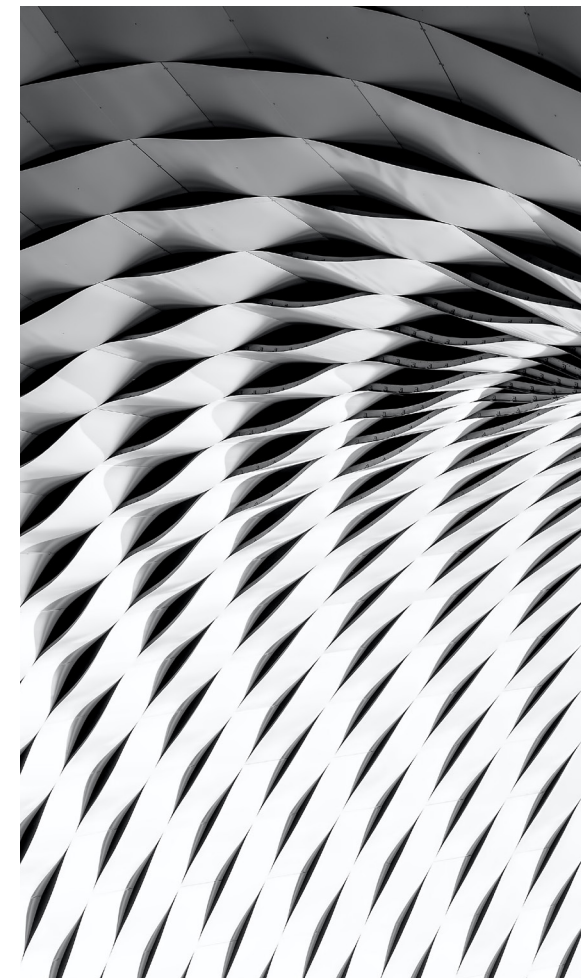
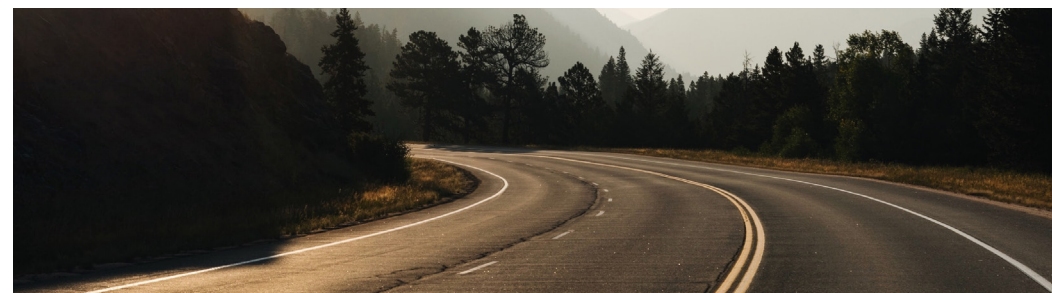
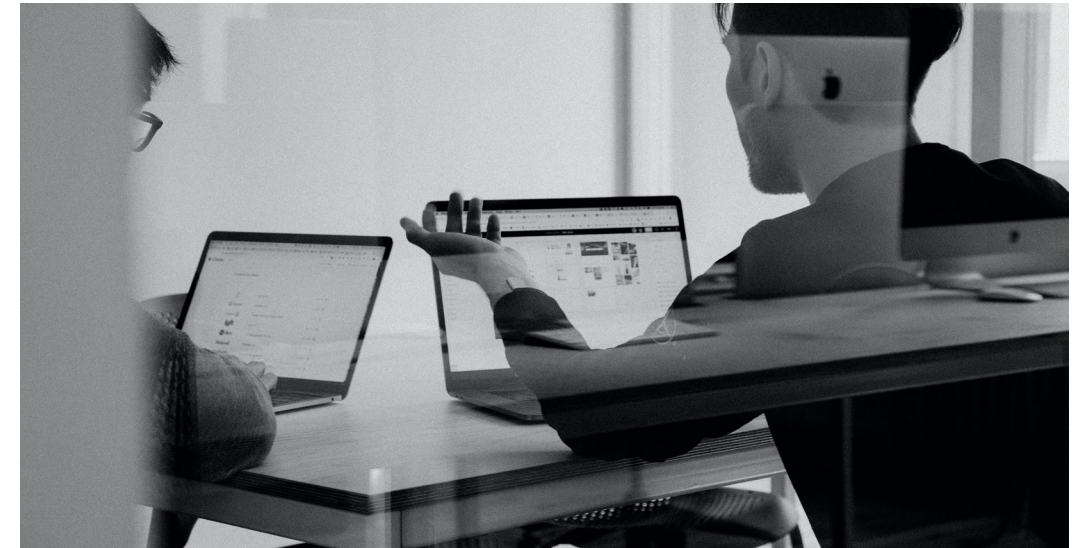


Image Strategy

Image Strategy

PHOTOGRAPHY

The Image Strategy for Turning Point Technology Services uses minimal photography. Image subjects are abstract white designs reflecting movement with flowing circular lines and curves or simple black and white. Where there are coloured photographs, they are carefully picked images of subjects with yellow lines showing a sense of movement as a visual metaphor for the movement toward the better and more secure future that Turning Point will provide for their clients.



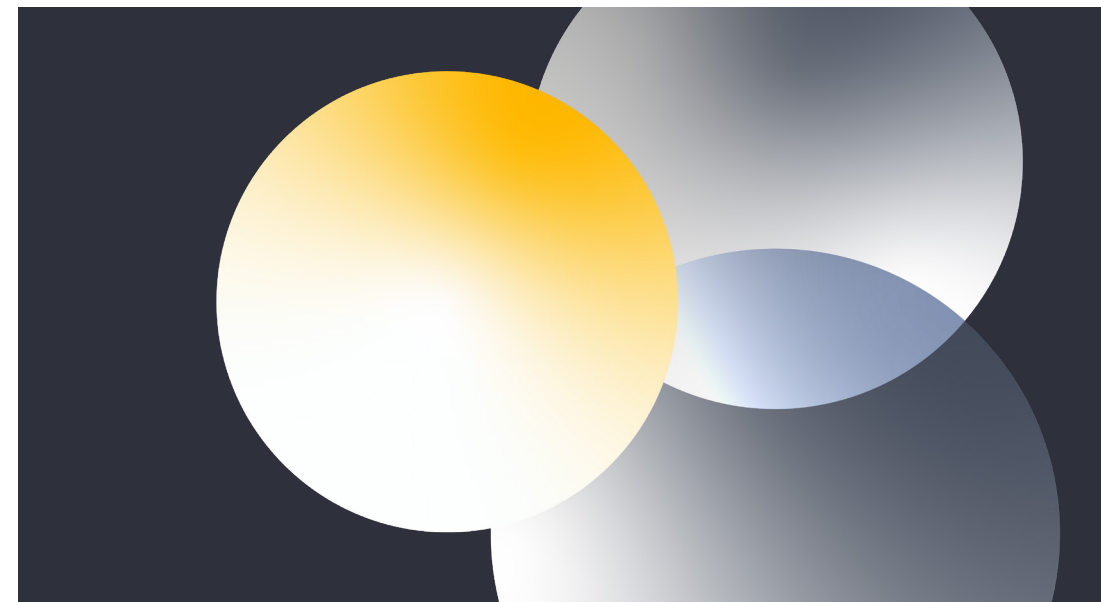
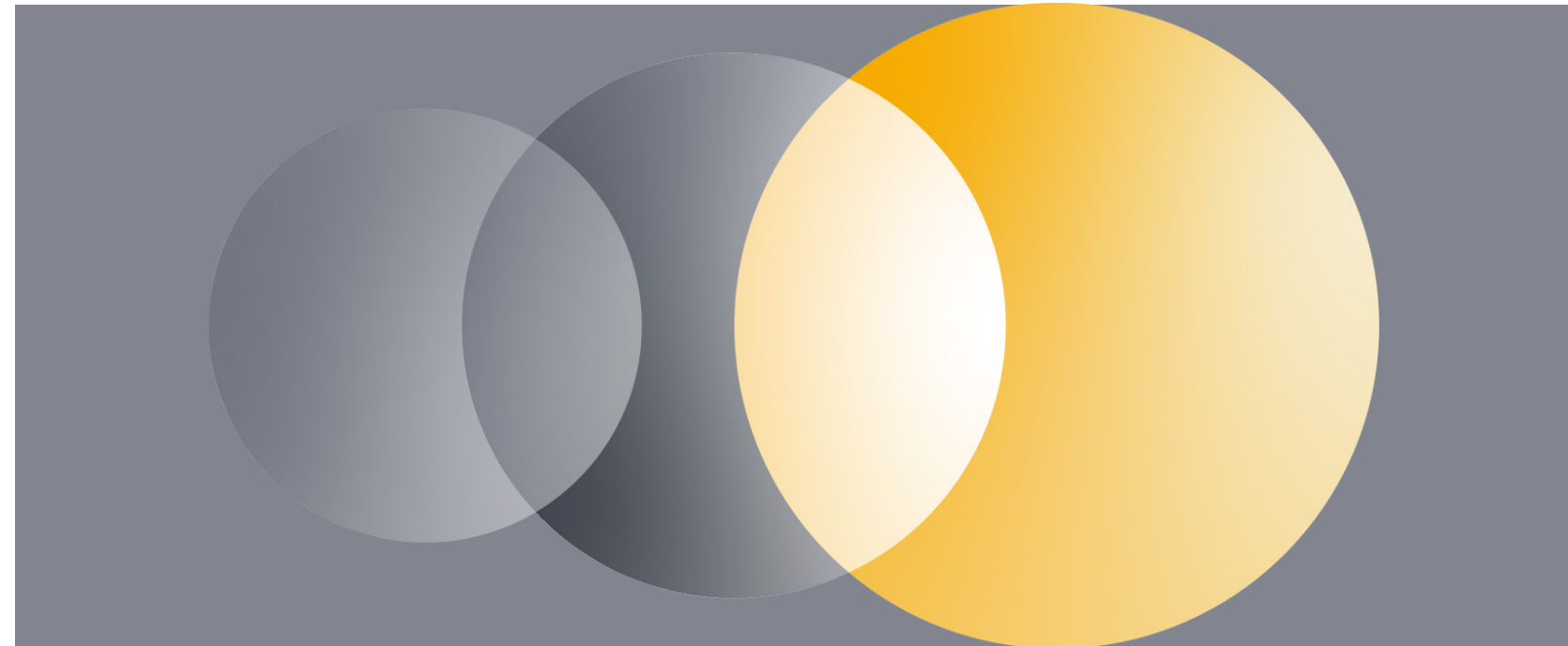


Graphics & Icons

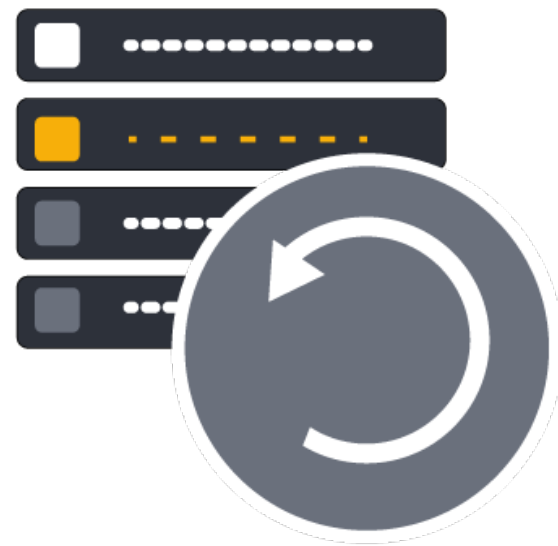
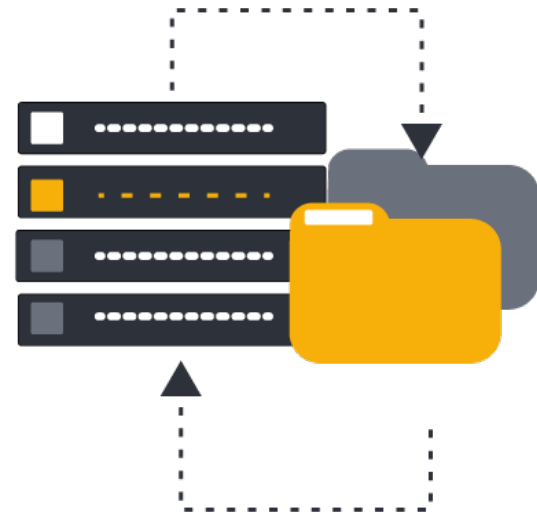
Graphics

ABSTRACT CIRCLES

Throughout the Turning Point branding environments there is a reoccurring interlocking gradient abstract circle pattern based on various Venn Diagrams. This pattern reflects the circular abstract pattern of the logo.

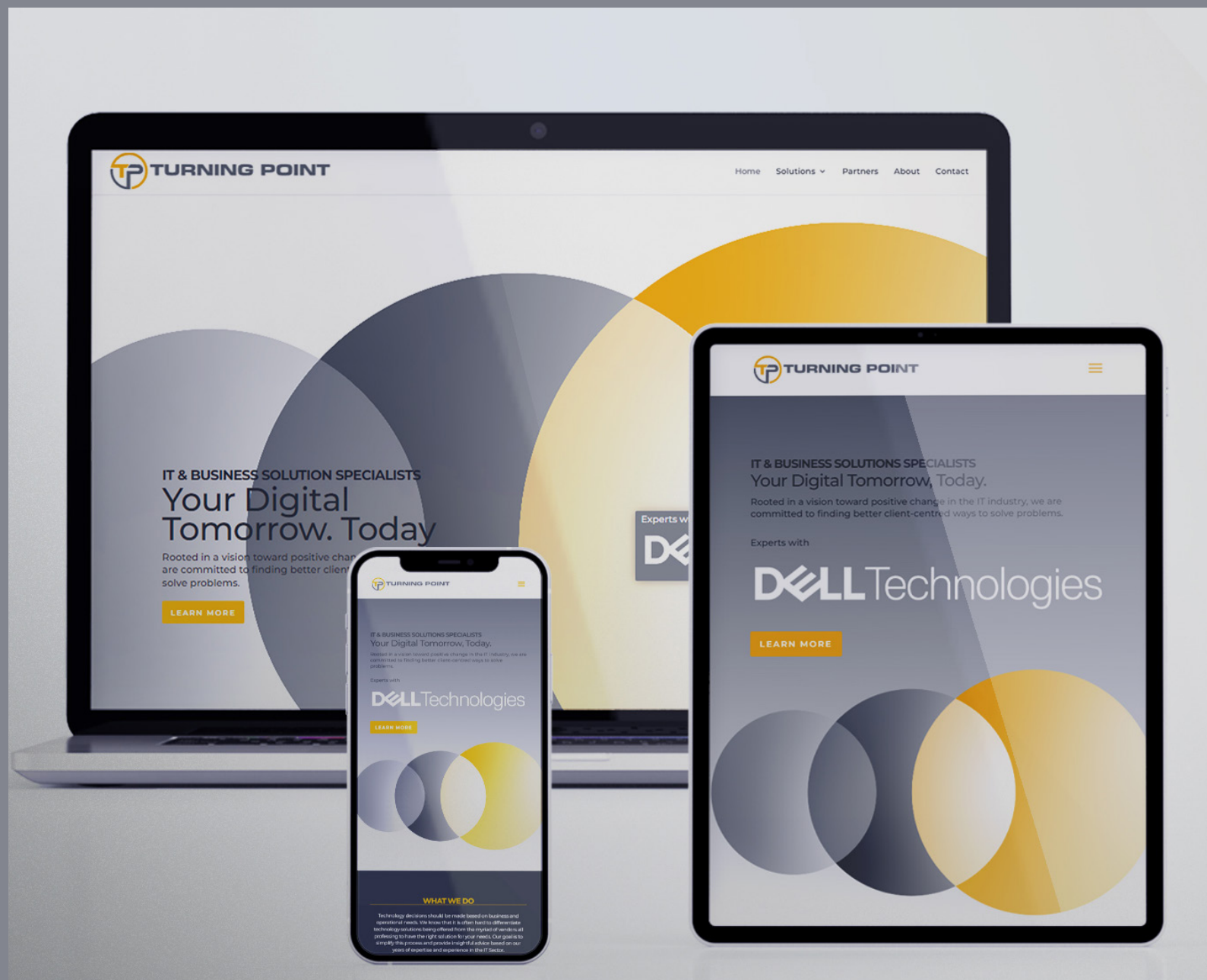


Icons



Brand Touchpoints

WEBSITE



PROMOTIONAL MATERIAL

