

JANUARY 2021

# GUIDING OUR BRAND

TPC Branding Guidelines



Training • Performance • Compliance

# A NEW CHAPTER BEGINS

After many successful acquisitions, TPC Training had exceeded its core training competency and began the extensive work to rebrand the company. The new TPC brand is an important milestone — marking the company's bold new growth and expanded product offering.

These guidelines provide detailed instructions for expressing the TPC brand. When used consistently and effectively, they will maintain the integrity and presentation of TPC across all communications.

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# TPC DEFINED

# TPC = TRAINING, PERFORMANCE, COMPLIANCE

## **Training**

We make individuals and organizations knowledgeable through education and training.

## **Performance**

We improve organization performance and efficiency through workforce management solutions and business consulting.

## **Compliance**

We improve workforce safety by keeping companies and individuals in compliance with professional standards or regulations.

## Mission

We make individuals and organizations safe, knowledgeable and more efficient by providing education, training and workforce management solutions through practical business consulting and advanced technology platforms.

## Values

**Collaboration:** We believe in teamwork and partnering to solve problems and continuously make improvements.

**Hunger:** We do more, want more and are always looking for the next opportunity.

**Integrity:** We are transparent, honest and ethical in all our interactions with employees, clients, consumers, vendors and the public.

**Attitude:** We believe in the power of a positive, can-do attitude. We are open to change and innovation. We have a commitment to the company and a daily focus on helping our customers solve problems.

## Purpose

TPC exists to help companies maximize the safety and full potential of their workforce, developing promising career paths, ultimately leading to company success.

# PERSONALITY & VOICE

## PERSONALITY

A brand's personality is a set of human characteristics people can relate to.

### Attributes

A set of five characteristics defines the TPC brand. These attributes should be considered in the development of all branded communications.

- Human
- Knowledgeable
- Trusted partner
- Forward-thinking
- Dynamic, energetic

### Voice

TPC is a leader in providing safety and skills training. We also have a long track record of successful client partnerships that have helped companies and individuals improve and reach their full potential. This sense of humanity and empathy, along with our deep knowledge, help define our voice and how we express ourselves.

### Expressing our voice: guidelines

Come from the customers' POV. Acknowledge their challenges and how our solutions help, versus just talking about ourselves.

**Conversational:** Talk the way people talk and avoid industry jargon.

**Clear:** As a company focused on sharing knowledge, our communications should be simple and gettable.



# LOGOS

## TPC CORPORATE LOGO

### Our Logo

TPC logo is comprised of three arrows, representing key business areas: training, performance and compliance. The arrows also speak to the positive growth and forward progress our solutions make possible.



### Corporate logo usage

The corporate logo should be used across all TPC communications unless the materials are focused on a specific business segment, i.e. training, performance or compliance. See *sub-brand usage*, page 12.

### Clear Space

The minimum clear space surrounding the logo is equal to one half the height of the letter T in the logo.



## Minimum Size

The minimum print size: 0.75" wide

The minimum online size: 55px wide

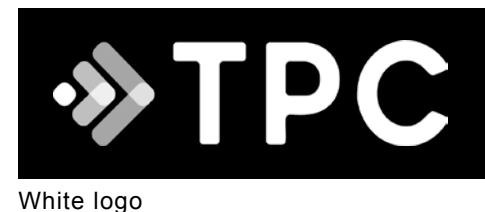


## Color Standards for Logos

The TPC logo should appear in one of three ways — full color, white or black. **Never alter the colors of the logo.**

On white backgrounds, the full-colored logo must be used. When placed on photography or solid color, the logo may be either white or black.

When printing a black and white application (e.g., fax), use either the white or black logo. Do not use the full color logo because it will print gray.



## Improper Use of the Logos

The following are examples of unapproved logo applications and alternatives.



## TPC SUB BRANDS

The logos for TPC's sub brands reinforce key areas of business: training, performance and compliance.

### Sub-brand usage

Sub-brand logos should only be used for communications materials focused on a specific business segment. For example, a presentation exclusively about our training capabilities should feature the TPC Training logo.

For training-specific materials



For performance-specific materials



For compliance-specific materials



### Minimum Size

The minimum print size: 2.5" wide

The minimum online size: 145px wide



## FUSION

FUSION is our branded technology platform. This platform contains our best-in-class LMS with a SaaS solution. This “fusion” serves as the foundation and delivery method for all TPC products and services.



### FUSION logo: about

The FUSION logo reinforces the TPC brand in two ways. First, it utilizes the same logotype as the TPC logo. Second, it carries the identifier, “A TPC Solution.”

### FUSION usage in body copy

- FUSION should always appear in all caps
- The first reference should reinforce TPC; here are some examples:
  - “FUSION, TPC’s technology platform combines a best-in-class LMS and SaaS solution.”
  - “TPC’s technology platform, FUSION, delivers training, performance and compliance solutions.”

## Clear Space

The minimum clear space surrounding the logo is equal to one half the height of the letter F in the logo.



## Minimum Size

The minimum print size: 1" wide

The minimum online size: 75px wide



## Color Standards for Logos

The FUSION logo should appear in one of three ways — full color, white or black. **Never alter the colors of the logo.**

On white backgrounds, the full-colored logo must be used. When placed on photography or solid color, the logo may be either white or black.

When printing a black and white application (e.g., fax), use either the white or black logo. Do not use the full color logo because it will print gray.



Full-color logo



Black logo



White logo

## ACQUIRED BRANDS

Over the years, TPC has acquired many brands. While some have retained their original names, their logos have been updated to reflect and reinforce the TPC brand.

### JADE Learning

JADE Learning is one of TPC's acquired brands. The new logo features a more vibrant green, a modern typeface and the endorsement, "A TPC Company."

#### Clear Space

The minimum clear space surrounding the logo is equal to one half the height of the letter J in the logo.



#### Minimum Size

The minimum print size: 1" wide

The minimum online size: 75px wide



## Color Standards for Logos

The Jade Learning logo should appear in one of three ways — full color, white, black, or green. **Never alter the colors of the logo.**

On white backgrounds, the full-colored logo must be used. When placed on photography or solid color, the logo may be either white or black.

When printing a black and white application (e.g., fax), use either the white or black logo. Do not use the full color logo because it will print gray.



Full-color logo



Black logo



Green logo



White logo



## National Environmental Trainers

National Environmental Trainers is one of TPC's acquired brands. The new logo features a bright orange, a modern typeface and the endorsement, "A TPC Company."

### Clear Space

The minimum clear space surrounding the logo is equal to one half the height of the letter N in the logo.



### Minimum Size

The minimum print size: 1" wide

The minimum online size: 75px wide



## Color Standards for Logos

The National Environment Trainers logo should appear in one of three ways — full color, white, black, or orange. **Never alter the colors of the logo.**

On white backgrounds, the full-colored logo must be used. When placed on photography or solid color, the logo may be either white or black.

When printing a black and white application (e.g., fax), use either the white or black logo. Do not use the full color logo because it will print gray.



A TPC COMPANY

Full-color logo



A TPC COMPANY

Black logo



A TPC COMPANY

Orange logo



White logo

# COLOR PALETTE

## PRIMARY COLORS



**HEX:** #049AD7  
**RGB:** 4 154 215  
**CMYK:** 76 24 0 0

**PANTONE**

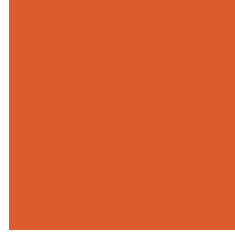
**Coated:** 299 C  
**Uncoated:** 2192 U



**HEX:** #8DC13F  
**RGB:** 141 193 63  
**CMYK:** 51 3 99 0

**PANTONE**

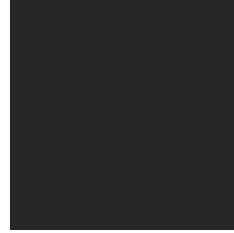
**Coated:** 2299 C  
**Uncoated:** 2291 U



**HEX:** #D85B30  
**RGB:** 216 91 48  
**CMYK:** 10 78 93 1

**PANTONE**

**Coated:** 159 C  
**Uncoated:** 166 U

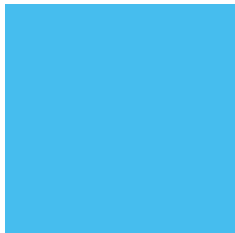


**HEX:** #202221  
**RGB:** 40 40 40  
**CMYK:** 71 65 64 68

*For printing only*

**Process Black:** 0 0 0 100

## SECONDARY COLORS



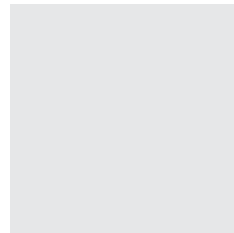
**HEX:** #46bdee  
**RGB:** 70 189 238  
**CMYK:** 61 6 0 0



**HEX:** #8DC13F  
**@ 75%**  
**RGB:** 139 192 63  
**CMYK:** 51 3 100 0



**HEX:** #D85B30  
**@ 65%**  
**RGB:** 218 92 47  
**CMYK:** 10 78 93 1



**HEX:** #e6e7e8  
**RGB:** 230 231 232  
**CMYK:** 8 6 6 0

## GRADIENTS



HEX: #39b2e1

HEX: #049AD7



HEX: #a7ce6c

HEX: #8DC13F



HEX: #e1764b

HEX: #D85B30



HEX: #8DC13F

HEX: #049AD7

# TYPOGRAPHY

## OUR FONTS

Typography is a major asset to any identity and branding initiative. TPC's approved fonts for external use are Mimi, Gibson SemiBold, Gibson Medium, Gibson Light, Gibson Regular, and Arial. These fonts should be used for print and desktop publishing. Arial may be used in documents created internally.

### Mimi Mimi:

For headlines

ABCDE FGHI  
JKLMNOPQRST  
UVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

!@#\$%^&\*()-+[]?/

### Gibson SemiBold:

For headlines, titles, & subtitles

ABCDEDFGHIJKL  
NOPQRSTU  
VWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

!@#\$%^&\*()-+[]?/

### Gibson Regular:

For body copy

ABCDEDFGHIJKL  
NOPQRSTU  
VWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

!@#\$%^&\*()-+[]?/

### Arial:

Alternate digital typeface

ABCDEDFGHIJKL  
NOPQRSTU  
VWXYZ

abcdefghijklm  
nopqrstuvwxyz

1234567890

**Note:** It is up to individual user groups to obtain proper licensing of Mimi and Gibson.

# PHOTOGRAPHY



# PHOTOGRAPHY

When great photography is used, communications are stronger and more resonant. Photography is also an important way to differentiate a brand.

## Guidelines

As a company focused on helping people, it's important for TPC communications to feature people. See the following tips.

**Active:** Use photography that captures employees in their work environment



**Candid:** Not everyone has to be posing or smiling at the camera



**Diverse:** Strive to represent different genders, ages and ethnicities



# GRAPHIC ELEMENTS

## GRAPHICAL ELEMENTS

### Patterns

Below are background patterns that can be used in digital and print designs.



### Icon Abstraction

This icon abstraction may be used as part of the background design and may be used in full color or any single color from the brand palette. It can be rotated any direction as long as it touches one side of the design grid.





## Color / Gradient Overlay for Photographs

Colors and gradients may be used as an overlay on pictures. Overlays should be set to 72% opacity, and images should be in color.

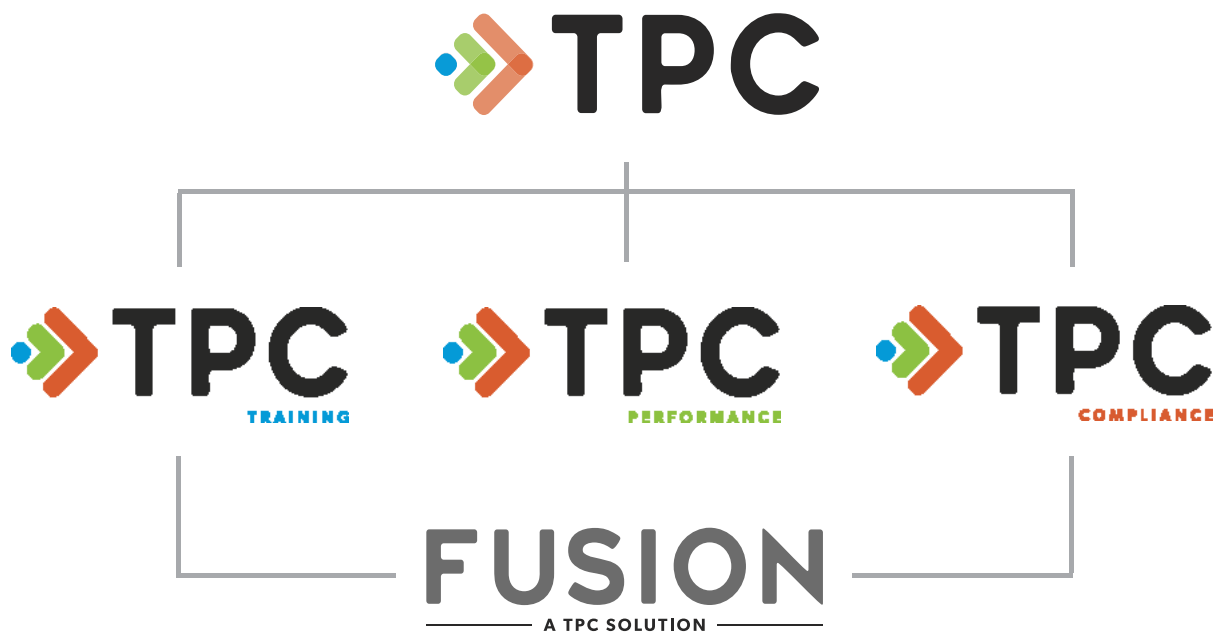


# ARCHITECTURE

# BRAND ARCHITECTURE

Brand architecture is a system that organizes brands, products and services to help an audience access and relate to a brand. The TPC brand architecture shows the relationship between the TPC corporate brand and sub brands.

## TPC brand architecture: high-level



## TPC PRODUCT FRAMEWORK

This architecture shows how TPC solutions support each of the three business areas: training, performance and compliance.





# BRAND APPLICATION

# CORPORATE LETTERHEAD



TPCTRaining.COM

Rebecca Oistad  
750 W. Lake Cook Road, STE 350  
Buffalo Grove, IL 60089

01/06/2020

John Doe  
CEO  
Company ABC  
1167 Wilmette Avenue  
Suite 201  
Wilmette, IL 60091

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

*Rebecca Oistad*

Rebecca Oistad  
VP of Marketing

## CHICAGO

750 W. Lake Cook Road, STE 350  
Buffalo Grove, IL 60089  
p. (847) 808-4000 f. (847) 808-4003

## DENVER

9540 S Maroon Circle, STE 310  
Englewood, CO 80112  
p. (303) 531-4560 f. (303) 531-4565

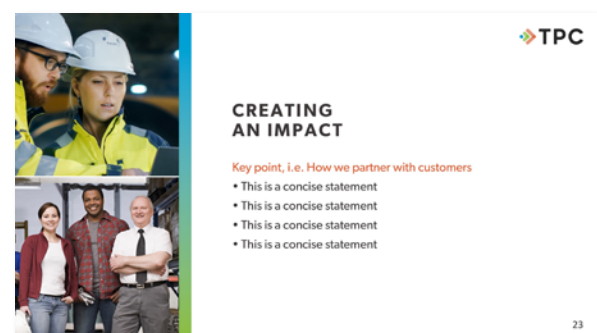
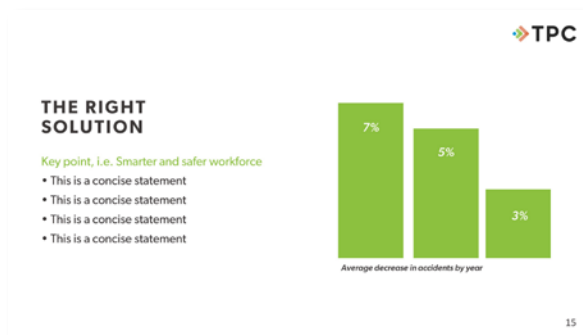
## RALEIGH

11635 Northpark Drive, STE 360  
Waker Forest, NC 27587  
p. (847) 484-8911 p. (847) 484-8912

## CORPORATE BUSINESS CARD



# POWERPOINT



## Key slides

(For access to this template, visit: [tpctraining.com/logo](http://tpctraining.com/logo) or contact Marissa Dankberg: [mdankberg@tpctraining.com](mailto:mdankberg@tpctraining.com)).

# RESOURCES

## CREATING BRANDED COMMUNICATIONS

Maintaining the integrity of the TPC brand is important. If you have any questions or need access to templates, please contact:

Marissa Dankberg, Assistant Marketing Manager, TPC  
[mdankberg@tpctraining.com](mailto:mdankberg@tpctraining.com)