

# **TPC Training Is Launching Our New Brand Mark**

# New TPC Corporate Mark



- While the company name of TPC Training stays the same, the corporate brandmark, “TPC” serves as an umbrella across all TPC platforms and brands
- The new logo incorporates three colors to demonstrate the triad of Training, Performance, and Compliance offerings available.
- The brand mark reflects forward movement, inspiration, and growth that our customers experience by using TPC products

# TPC Platform and Sub-Brands

**FUSION**  
— A TPC SOLUTION —

**JADE**  
**LEARNING**  
A TPC COMPANY

**NATIONAL**  
**ENVIRONMENTAL**  
**TRAINERS**  
A TPC COMPANY

**SIMUTECH**  
A TPC COMPANY **MULTIMEDIA**

**efood**HANDLERS®

- The FUSION platform carries a designation “A TPC SOLUTION”
- Recently acquired brands now include “A TPC COMPANY” as a tagline.
- As professional brands, JADE and NET carry a similar look/feel
- In June 2021, Simutech will merge with TPC Simulations
- eFoodHandlers will undergo a brand refresh in 2021

# The Organization of Products



**Instructor-Led Training & VILT**

**Online Training**

**Simulations**

**Online Skills Training**

**Printed Course Materials**



**Mobile Forms**

- Skills Verifications
- Preventative Maintenance
  - Safety Audits

**Consulting Services**

- Training Needs Evaluation
  - TPC Operate
  - Custom eLearning

**Employee Management Software**



**JADE Learning**

**National Environmental Trainers**

**eFood Handlers**

**Contractor Management Software**

**Online Safety Training**

**Incident Management Software**

# New Brand Identity Launch Plan

- Launch of new brand identity: Monday, January 11<sup>th</sup> 2021
- Each department has spent the last several months updating documentation with new logos
  - Lists of documents, templates, certificates, etc. have been assigned Tier 1, 2, 3 and 4 priorities
  - All branded documentation identified as **Tier 1** will be updated with the new logo by next Monday
  - If you have a document/material that is not updated that you believe is not on our radar, please notify your designated department coordinator:
    - Content: Amber Verbeke
    - Operations: Jami Harrington or Rick Gonzalez
    - Sales: Brendan Wilkin
    - Technology: Eric Luka
    - HR: Sam Milligan
    - Finance: Jeff Jacobs or Avni Mehta
    - JADE & NET: Amy Bonilla
    - Simutech: Luciana Batallanos
    - Marketing/Other: Marissa Dankberg
- External-facing new brand launch plan includes:
  - E-mail communication to existing customers & prospects
  - Press Release
  - Distribution of a video to highlight the new brand and explain “Who?” “What?” “Why?” “How?”
  - Social media and article distribution with topics to support new identity for 3-4 weeks after launch

# Sample New Brand Imagery







## Email Signature

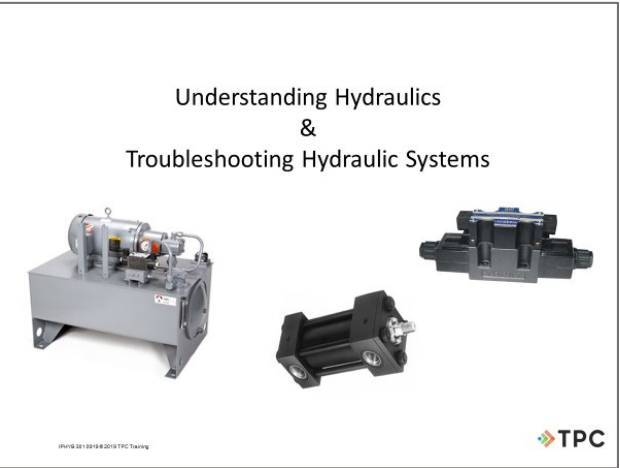


**Rebecca Oistad**  
VP of Marketing

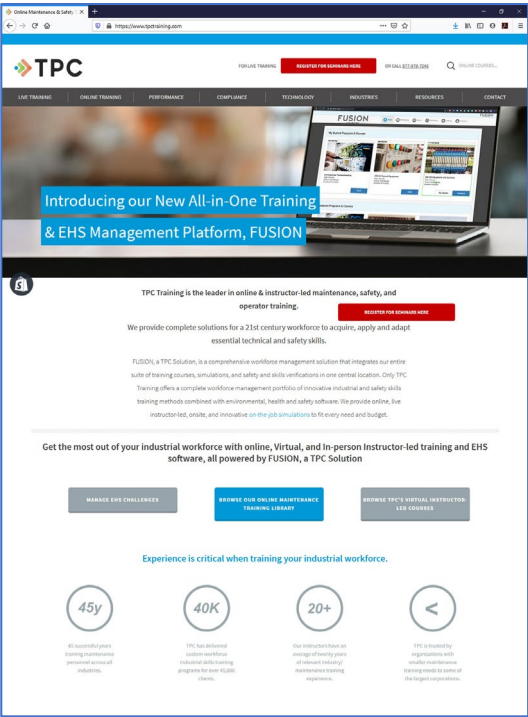
p. 847.808.4000x4048  
c. 847.431.3850  
e. [roistad@tpctraining.com](mailto:roistad@tpctraining.com)  
w. [tpctraining.com](http://tpctraining.com)

## Course PPT Slides



## Website



## Email Template



- New email signatures with detailed instructions will be distributed by end of day Friday. Please update your signature first thing on Monday morning.
- For Brand Guidelines, PPT Template, Letterhead, and Logos in all formats, visit <https://www.tpctraining.com/pages/tpclogo>

# Gifts in January!



*Everyone will receive a 15 oz.  
TPC Mug in the mail!*

# Department Contacts

**Content:** Amber Verbeke

**Operations:** Jami Harrington or Rick Gonzalez

**Sales:** Brendan Wilkin

**Technology:** Eric Luka

**HR:** Sam Milligan

**Finance:** Jeff Jacobs or Avni Mehta

**JADE & NET:** Amy Bonilla

**Simutech:** Luciana Batallanos

**Marketing/Other:** Marissa Dankberg