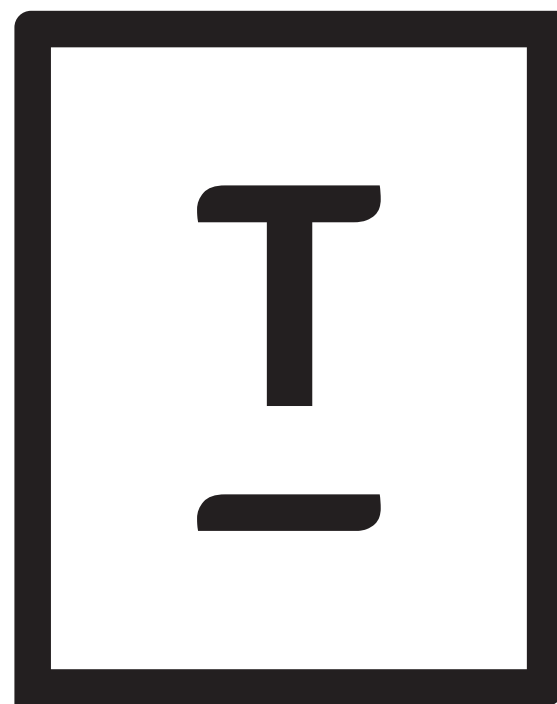


Truemans

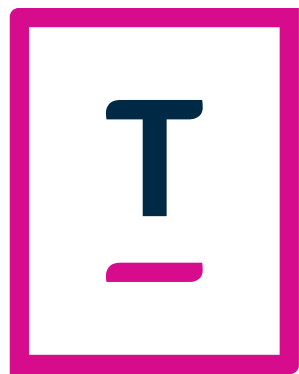
BRAND GUIDELINES – 2019



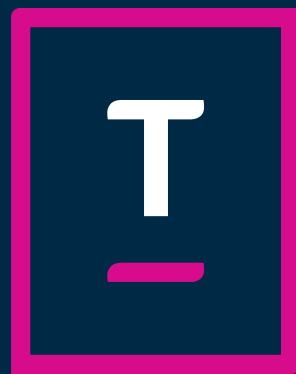
TRUEMANS



TRUEMANS



TRUEMANS



TRUEMANS



TRUEMANS

Fooco

Bold Regular Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tracking -25 | Sentence Case

Truemans White

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

01

Truemans Navy

C	80	R	0
M	35	G	45
Y	5	B	67
K	80		

02

Colour Palette

Truemans Magenta

C	10	R	215
M	100	G	0
Y	0	B	127
K	0		

03



A contrasting external sign could be used for extra prominence on the exterior of the office front. Backlighting could be added for extra viability.



Proposed: Side Lit Channel Sign.

White Lettering
Magenta Edge (lit)

Brand Mark In Situ – Office Front

Thank you