

Compiled By Tailor & Baker

*For More Info Contact*

[ali@tailorandbaker.com](mailto:ali@tailorandbaker.com)

[www.tailorandbaker.com](http://www.tailorandbaker.com)

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T & B



Branding  
Guides  
2012

## ▶ 1/ Logo Usage

These are the only acceptable colour combination of the Turton Associates logo

### ·Main Logo



## ▶ 1.2/ Spacing

### ·Space Around The Logo

When the logo appears in an enclosure adequate spacing must be left around the outside of the logo to protect its integrity. Shown here is the minimum area around the logo that must be left, it is loosely relative to the height of Turton Symbol



## ▶ 1.3/ Reversal



### ·Reversal

When reversed out of a colour, the logo should always be white.

## ▶ 1.4/ The 'T' Symbol

### ·The 'T' Symbol Alone

There Are times when it is appropriate to use the T symbol on its own with no text. Eg. A watermark, or avatar, however use with caution. If uncertain consult a member of the T&B Team. These are the only acceptable colour combinations. If reversed out the 'T' symbol should always be white.



## ▶ 1.5/ Colouring

### ·Colour Change

At no time should any parts of the logo be changed to any other colour than those seen above.

## ▶ 1.6/ Reference In Print

When referring to Turton Associates in print and the logo can not be displayed eg. in a newspaper write up, or review, it should always be referred to as "Turton Associates"

## ▶ 2/ Use With a Strapline

There is currently **NO** acceptable strapline that can be used in conjunction with The Turton Associates logo lockup.



## ▶ 3/ Typefaces

In standard printed material these are the ONLY fonts that should be used. There may be exceptions eg. in advertising, If in doubt contact T&B. (Contact details can be found on the front page of this document)

### ·Logo Type

**Univers LT Std Bold/ LIGHT**

### ·Main Typeface/ Headers Etc.

Helvetica Neue Regular  
Helvetica Neue Light  
*Helvetica Neue Light Italic*

### ·Body Copy Typefaces

Helvetica Regular  
**Helvetica Bold**  
*Helvetica Italic*  
Helvetica Light

## ▶ 3.1/ Web Type

Where fonts are not available eg. on a website body copy fonts can be substituted for Arial

**Arial**

## ▶ 4/ Colour

Turton adopts a very strong and clear colour palette, which helps to define the brand and create memorability. Use of other colours as backgrounds, within type or within vector imagery that are not stated here, should be VERY carefully considered...



**Turton Green (Main)**  
C/100 M/10 Y/100 K/5



**Turton Green (Secondary)**  
C/90 M/41 Y/71 K/33



**Turton Green (Secondary)**  
C/66 M/10 Y/100 K/5

## ▶ 5/ Imagery



Turton adopts a specific imagery style, the following keywords and images should be carefully considered

### ·Key Words:

Clean, Professional, Green, Spacious, Sunny, Vibrant, Elegant, Minimal

