



BRAND GUIDELINES

APRIL 2019



MESSAGING & IMAGERY

These standards and requirements are to be used in the creation of any internal or external collateral (such as packaging, labeling, operating instructions, brochures, literature, promotional materials, flyers, eblasts, press releases, websites, etc.) and must be strictly followed.

Please direct any questions, suggestions, modifications, or updates through the corporate branding team.

All content in this manual is approved as-is and can be used without further approval on various marketing and sales collateral. Font size and colors are clearly defined and must be strictly adhered to.

LOGO STANDARDS

The OnPoint Group logo is the cornerstone of all sub-brands, reflecting the core integrity of our business. The stylized “O” in OnPoint Group is separated into four different colored quadrants representing the four unique divisions that fall under the OnPoint Group brand: TrueSource, TFS, Miner, and Concentric. The logo should always be used when promoting OnPoint Group.

Because the logo is one of our most valuable assets, it should be used correctly to ensure brand consistency. The logo includes two components (icon & type treatment).

Any alteration of the OnPoint Group logo letterforms or space between letterforms is not allowed. The full name is approved in the format shown (exhibit 1.1) Do not manipulate or remove the symbol without prior approval.

EXHIBIT 1.1



Any other information that accompanies the OnPoint Group logo, such as type, photos, or any other graphics, must be kept out of the area of isolation at a minimum distance identified by the following diagram (exhibit 1.2).

The OnPoint Group logo is never less than .5" in width (exhibit 1.3).

COLOR PALETTE

The OnPoint Group logo is designed as a color logo, consisting of five colors: Black, PMS 1495 C, PMS 1795 C, PMS 2925 C, and PMS 269 C.

Exhibit 1.4 includes the color values for spot colors and their conversions for CMYK, RGB, and HEX#.

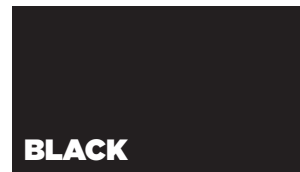
EXHIBIT 1.2



EXHIBIT 1.3



EXHIBIT 1.4



C: 0	R: 0
M: 0	G: 0
Y: 0	B: 0
K: 100	
HEX: 000000	



C: 0	R: 247
M: 54	G: 141
Y: 95	B: 41
K: 0	
HEX: F78D29	



C: 10	R: 225
M: 97	G: 41
Y: 93	B: 46
K: 1	
HEX: D7292E	



C: 77	R: 0
M: 25	G: 153
Y: 0	B: 214
K: 0	
HEX: 0099D6	



C: 81	R: 82
M: 96	G: 45
Y: 25	B: 109
K: 13	
HEX: 522D6D	



COLOR VARIATIONS

When using the logo, the standard color combination may not always work, and a variation of the logo can be substituted.

When using the logo on a white or solid muted color background or simple tinted color image, use the standard logo (exhibit 1.5).

If the logo must be placed over an image, it should be placed in an unencumbered area of the image so that legibility is maximized (exhibit 1.6).

If the logo must be placed on a dark color background, it is acceptable to reverse the logo to white (exhibit 1.7). Also, if needed, the logo can be used as flat black (exhibit 1.8), grayscale (exhibit 1.9), or reversed (exhibit 1.10).

LOGO DISTORTION

Size proportions of the logo must not change. Alteration, such as changing orientation, skewing the logo or changing the horizontal or vertical proportions, is not acceptable (exhibit 1.11).

Use of the OnPoint Group logo against any encumbered background, such as a dark color, pattern or complex photo, does not adhere to the approved graphic standards (exhibit 1.12).

EXHIBIT 1.5



EXHIBIT 1.6



EXHIBIT 1.7



EXHIBIT 1.8



EXHIBIT 1.9



EXHIBIT 1.10



EXHIBIT 1.11



EXHIBIT 1.12



FONT

The font used in the logo is Gotham Ultra and Book. This font can be used for call-outs, headlines, and body copy (exhibit 1.13).

Our primary body typeface is the Gotham font family. Their different treatments, weights, and sizes will help establish a clear information hierarchy and distinguish calls-to-action.

Depending on the application of the marketing piece, (internal vs. external use) and/or to improve readability, leading should be set appropriately.

EXHIBIT 1.13

G O T H A M

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

COPYWRITING COMMUNICATION TOOLS

When writing communications on behalf of OnPoint Group, use our brand pillars as a resource to feature key benefits that OnPoint Group can offer customers.



DATA-DRIVEN SOLUTIONS

- Proprietary Technology Platforms
- Remote Monitoring
- Life-Cycle Data



CUSTOMER SERVICE & SUPPORT

- Brand Independence
- Qualified Technicians
- Customization
- Administrative Support



NATIONWIDE COVERAGE

- Enterprise Customers
- Localized Resources
- Centralization
- Industry Leadership



COMPREHENSIVE SERVICES

- One-Stop Shop
- Bundled Solutions
- Defragmentation



PROVEN STABILITY

- Experience
- Leadership
- Financial Backing
- Customer Endorsement

WHEN TO INCLUDE "AN ONPOINT COMPANY" WITH DIVISION BRAND MARKS

USE FOR NEW AUDIENCES

As a general rule, when we are introducing (Miner/TFS/TrueSource/Concentric) to an audience that does not know who we are or what we do, always use "An OnPoint Company" to support communications.

Use “An OnPoint Company” upon first introduction of the supporting OnPoint Group brand in the copy. Afterwards you may simply refer to the brand on its own.

Ex) TrueSource, An OnPoint Company, brings innovative critical facility and maintenance service solutions to businesses everywhere. TrueSource employs an ever-growing team of highly skilled specialists throughout the country so our customers can get the assistance they need quickly.

Do not alter the line, “An OnPoint Company” in any way. That includes the font, color, size, wording, etc.

RECOMMENDED USES

External communications, such as:

- Event Marketing Collateral
- Press Releases
- External Presentations
- New Hire Orientations
- Brochures
- Communications With
- Business Cards & Stationery
- Email & Web
- Vendors, New Business
- Letterhead
- T-shirts, Notepads, Pens, Partners, Or Investors
- or any branded item

WHEN YOU MAY OMIT THE COPY LINE

Internal communications that are not client or customer-facing, such as:

- Internal presentations
- Memos to employees
- Employee-only emails
- Company intranet

WHEN IN DOUBT, USE THE COPY LINE

In situations where none of the above guidelines are applicable, use the copy line, “An OnPoint Company” with the brand mark.



SUB-BRAND COLOR PALETTE

The TrueSource logo is designed as a color mark consisting of a single Pantone spot color: PMS 269 C and black.

Exhibit 2.1 shows the spot color values and its conversions for CMYK, RGB, and HEX#.

The logo should not veer from this color. It may be displayed in a grayscale, black, or white version as shown in Exhibit 2.2.

EXHIBIT 2.1

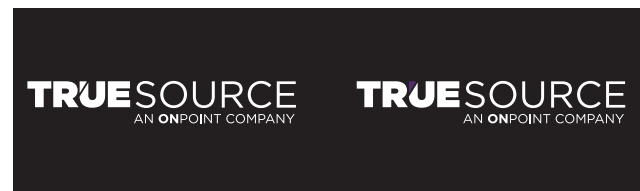
TRUESOURCE
AN **ONPOINT** COMPANY

BLACK		PANTONE 269 C	
C: 0	R: 0	C: 81	R: 82
M: 0	G: 0	M: 96	G: 45
Y: 0	B: 0	Y: 25	B: 109
K: 100		K: 13	
HEX: 000000		HEX: 522D6D	

EXHIBIT 2.2

TRUESOURCE
AN **ONPOINT** COMPANY

TRUESOURCE
AN **ONPOINT** COMPANY



SUB-BRAND COLOR PALETTE

The TFS logo is designed as a color mark consisting of a single Pantone spot color: PMS 1495 C and black.

Exhibit 2.3 shows the spot color values and its conversions for CMYK, RGB, and HEX#.

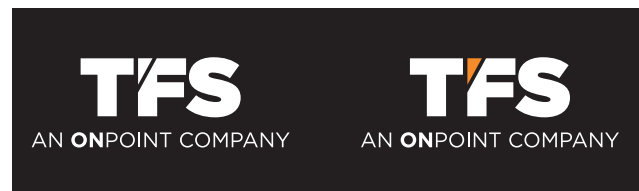
The logo should not veer from this color. It may be displayed in a grayscale, black, or white version as shown in Exhibit 2.4.

EXHIBIT 2.3



BLACK		PANTONE 1495 C	
C: 0	R: 0	C: 0	R: 247
M: 0	G: 0	M: 54	G: 141
Y: 0	B: 0	Y: 95	B: 41
K: 100		K: 0	
HEX: 000000		HEX: F78D29	

EXHIBIT 2.4





SUB-BRAND COLOR PALETTE

The Miner logo is designed as a color mark consisting of a single Pantone spot color: PMS 1795 C and black.

Exhibit 2.5 shows the spot color values and its conversions for CMYK, RGB, and HEX#.

The logo should not veer from this color. It may be displayed in a grayscale, black, or white version as shown in Exhibit 2.6.

EXHIBIT 2.5



BLACK		PANTONE 1795 C	
C: 0	R: 0	C: 10	R: 225
M: 0	G: 0	M: 97	G: 41
Y: 0	B: 0	Y: 93	B: 46
K: 100		K: 1	
HEX: 000000		HEX: D7292E	

EXHIBIT 2.6



SUB-BRAND COLOR PALETTE

The Concentric logo is designed as a color mark consisting of a single Pantone spot color: PMS 2925 C and black.

Exhibit 2.7 shows the spot color values and its conversions for CMYK, RGB, and HEX#.

The logo should not veer from this color. It may be displayed in a grayscale, black, or white version as shown in Exhibit 2.8.

EXHIBIT 2.7



BLACK		PANTONE 2925 C	
C: 0	R: 0	C: 77	R: 0
M: 0	G: 0	M: 25	G: 153
Y: 0	B: 0	Y: 0	B: 214
K: 100		K: 0	
HEX: 000000		HEX: 0099D6	

EXHIBIT 2.8





TEMPLATE STANDARDS

Templates provide standard brand layouts for various business initiatives across OnPoint Group platforms. Please use the templates, when applicable. They are leveraged to preserve brand delivery across numerous communication channels.



BUSINESS CARDS

The business card template are as follows (exhibit 3.1):

The top of the card features the full color logo with the name and title center below. The address and contact information is stacked centered below.

The reverse side of the card holds a full color logo, along with logos of each sub brand.

EXHIBIT 3.1





LETTERHEAD

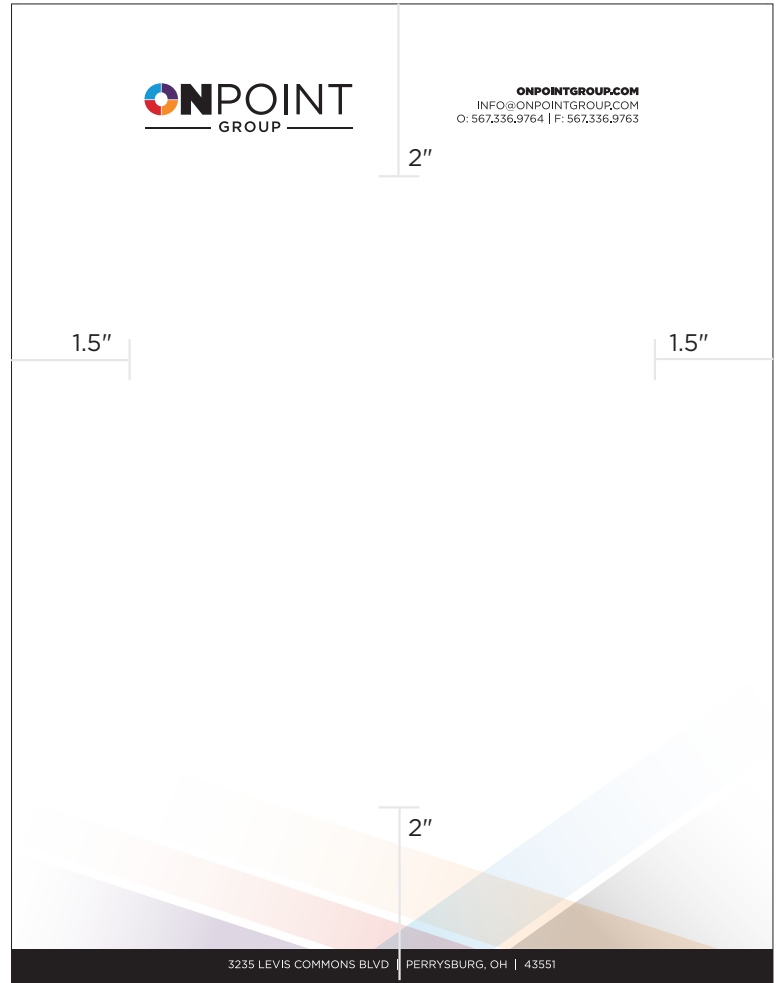
The OnPoint Group letterhead will already have the branding shown on exhibit 3.3. However, when filling in with copy, your margins should be displayed as follows:

Top: 2"

Sides: 1.5"

Bottom: 2"

EXHIBIT 3.3



ENVELOPE

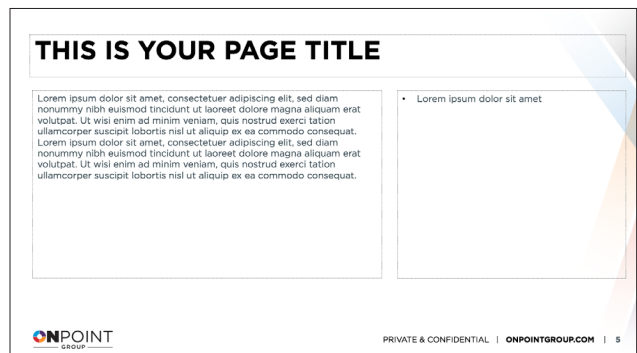
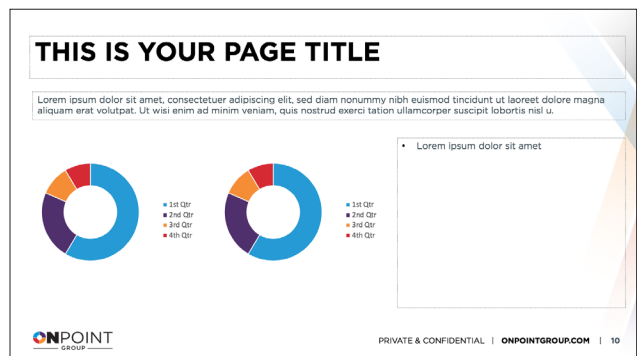
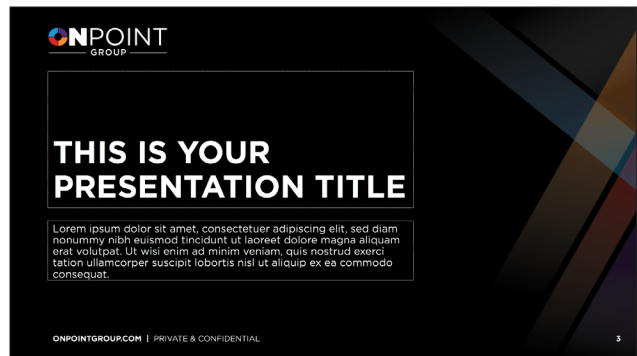
The OnPoint Group envelope will already have the branding shown on exhibit 3.4.

EXHIBIT 3.4



POWERPOINT TEMPLATE

The PowerPoint template provides the standard brand layouts for any presentation initiatives across OnPoint Group. They are leveraged to preserve brand delivery across all work.





ONPOINTGROUP.COM

3235 LEVIS COMMONS BLVD | PERRYSBURG, OH | 43551