



Branding Guideline





INTRODUCTION

Identity is a critical tool in communicating who we are as a company. In order to communicate effectively, all Tate Engineering brands and product lines must speak with one voice to maximize the impressions made by each and every communication piece. All materials need to be consistent in their visual and written content. The cumulative value of this practice will amplify the messaging that Tate Engineering delivers to our clients and industry.

The elements documented in this guide are the building blocks of the Tate Engineering;s brand. It's important to preserve the integrity of these elements in every piece of communication we use internally and externally.

If you have questions about the Tate Engineering Brand Style Guide, please direct them to Jessica Wilking, at 443-718-4412 or Jessica.Wilking@tate.com.

TATE CORE VALUES

Be a bright part of our organization. Become involved and demonstrate you have the right stuff.





The Logo



THE LOGO

The Corporate Logo

The logo is an identifier used for Tate Engineering that contains the name of the company set in a predetermined, modified font with a specially designed company icon.

Primary Logo



All Blue Logo

THE LOGO - VARIATIONS



All White Logo



White & Green Logo

Important: Do not try to create your own Tate Engineering logo.

The Logo Colors

Logo Colors

The colors used for the Tate Engineering logo are
Dark Blue (PMS 654) and Green (PMS 361).

Use the previous black and white logos when printing restrictions limit the use of color.



BREAKDOWN	Pantone 654			
	C:	100	R:	0
	M:	71	G:	58
	Y:	10	B:	112
	K:	47		
	HTML: 003A70			

BREAKDOWN	Pantone 361			
	C:	77	R:	67
	M:	0	G:	176
	Y:	100	B:	42
	K:	0		
	HTML: 43B02A			

MINIMUM SIZE LOGO

Minimum Size of Corporate Logo

Do not shrink the horizontal logo down to less than 1.3125 inches wide (2.887 cm) for color and black-and-white applications.



PROPER USE OF THE LOGO

(Dos and Don'ts)

- Never position the logo on a non-approved background color.
- If the designer chooses to use the logo on top of an image, the logo must be clear and legible.
- Do not change or modify the font or the colors.
- Do not reposition, rescale, or distort the logo elements.
- Never add graphic elements to the logo.
- Do not enclose the logo within a geometric shape.

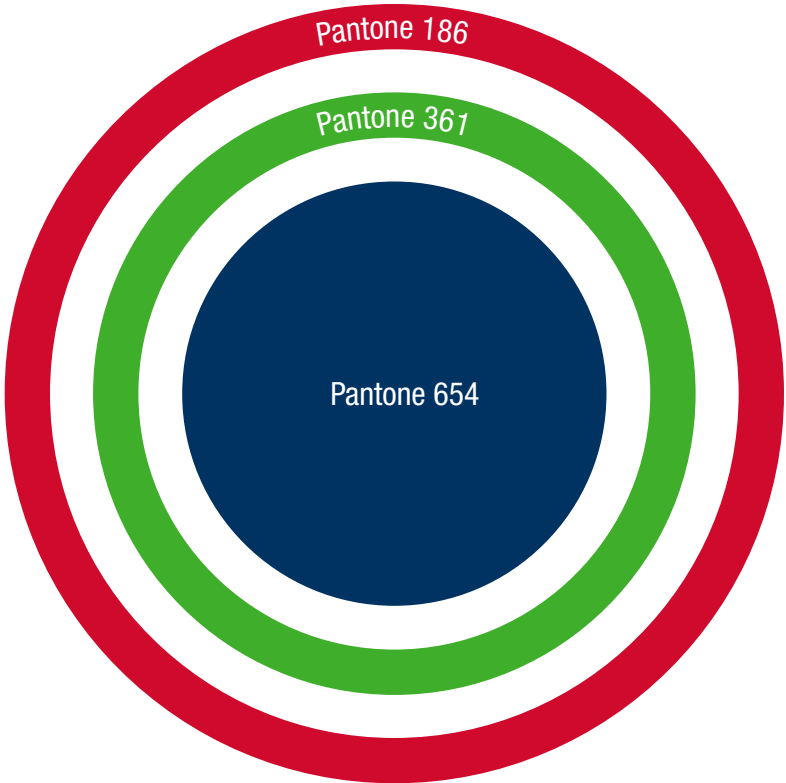




Color Palette & Typography



COLOR PALETTE



BREAKDOWN	Pantone 654			
	C:	100	R:	0
	M:	71	G:	58
	Y:	10	B:	112
	K:	47		
	HTML: 003A70			

BREAKDOWN	Pantone 361			
	C:	77	R:	67
	M:	0	G:	176
	Y:	100	B:	42
	K:	0		
	HTML: 43B02A			

BREAKDOWN	Pantone 186			
	C:	2	R:	200
	M:	100	G:	16
	Y:	85	B:	46
	K:	6		
	HTML: C8102E			

TYPOGRAPHY

Primary Typeface

Helvetica Neue LT Std and its family has been specified as the primary font for the Tate Engineering brand. The clean lines of the sans serif letterforms call attention to text, especially headlines and subheads. This font has tremendous latitude in weights, and forms and will give the designer plenty to work with.

The Bold version of this font should be used primarily for headlines, while the Regular version should be used for smaller body-copy text. The Italic version can also be used in a few instances for accent or to emphasize words or phrases. Do not use the Italic version for signage or print materials, unless approved by the Marketing Department. In certain cases, the Regular Condensed version may be used as well. In general, you should specify type in upper and lower case, aligned left, ragged right.

Exceptions can be made for electronically generated documents such as PowerPoint slides, Excel documents, HTML text, e-mail and word processing documents, where Helvetica Neue is not universally available. In these instances, Calibri may be used. Calibri is a universal default font and should be compatible across all platforms.

PRIMARY Typeface sample - Helvetica Neue LT Std 107 Extra Black Condensed and 57 Condensed

**The quick brown fox jumps
over the lazy dog.**

Dolenibh et, volestrud eu feugait in volortis dolortin ullummy nis acip eugait veraese quipis nullan ullute miniam
augue molorper sustrud min eu feuguer cipisim dolore tat vel dolor sim ing aliquam conullaorem ilissim
vullam sequate ex eui tem er sum dolor sit, quisit pratinisl iriure magna aliquat. Et alissequatet prat.

Helvetica Neue LT Std

This is just a small sample of all the faces available.

Helvetica Neue LT Std (OpenType)—55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—37 Thin Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—37 Thin Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—47 Light Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—57 Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—67 Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—67 Medium Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—77 Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—87 Heavy Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—87 Heavy Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std (OpenType)—107 Extra Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789