

# IDENTITY GUIDE



a sub-brand of **TopMind**<sup>®</sup>

# LOGO

Our logo is the combination of a logotype and a symbol, which represents the slogan of TrackingCoach: "Stay connected". The full logo is a key element of our visual identity. Therefore it is essential that it is always showed correctly.

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## PRIMARY LOGO

The primary logo should be used when applying it to a white background.



## PRIMARY LOGO

The primary logo can also be used when applying it to a dark background.



## BLACK LOGO

The black logo should be used on a light background and when the primary logo isn't an option.

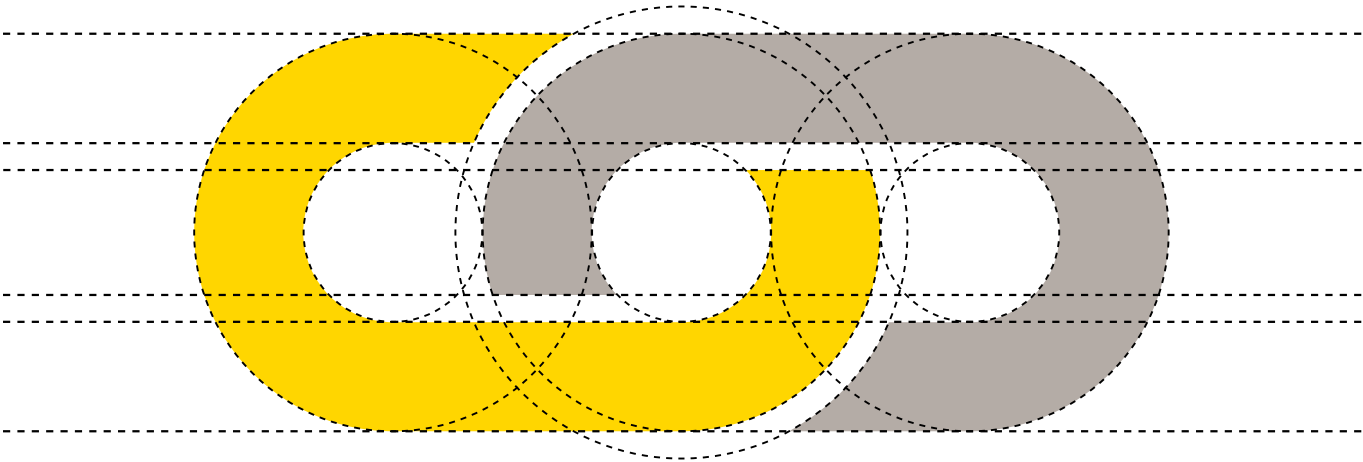


## WHITE LOGO

The white logo should be used on a dark background and when the primary logo isn't an option.

# LOGO SYMBOL

LOGO SYMBOL GRID



APP ICON



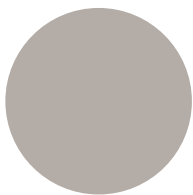
SOCIAL MEDIA PROFILE PICTURE



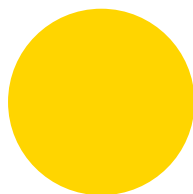
# COLORS

Our visual identity contains a core set of colors. It is very important that our colors are used consistently and correctly for print and online.

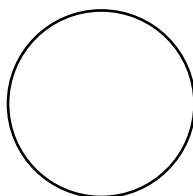
.....



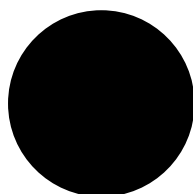
**RGB** 180 / 172 / 166  
**CMYK** 24 / 23 / 25 / 5  
**HEX** B4ACA6  
**PMS** PANTONE Warm Gray 4 U



**RGB** 255 / 213 / 0  
**CMYK** 0 / 15 / 100 / 0  
**HEX** FFD500  
**PMS** PANTONE Yellow 012 C



**RGB** 255 / 255 / 255  
**CMYK** 0 / 0 / 0 / 0  
**HEX** FFFFFFFF



**RGB** 0 / 0 / 0  
**CMYK** 0 / 0 / 0 / 100  
**HEX** 000000

# TYPOGRAPHY

Our visual identity uses a consistent approach of typography. Our headings and titles are usually set in uppercase Avenir - Black. For body text we use Avenir Roman, Avenir Heavy and Avenir Oblique.

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## TYPEFACE 1: HEADINGS & TITLES

**AaBbCcDdEeFf**  
**AVENIR - BLACK**

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## TYPEFACE 2: BODY TEXT

AaBbCcDdEeFf  
Avenir - Roman

**AaBbCcDdEeFf**  
Avenir - Heavy

*AaBbCcDdEeFf*  
*Avenir - Oblique*

# STYLE ELEMENTS

In some situations the lowercase letters 'co' in a word can be replaced with our logo symbol, to strengthen our slogan "Stay connected". Notice that the color of the letters on the left of the symbol are yellow, and the colors on the right of the symbol are grey.

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EXAMPLE 1:

Stay nnected

EXAMPLE 2:

Welme to TrackingCoach

EXAMPLE 3:

The online aching platform

# STYLE ELEMENTS - DIVIDER

A divider that can be used for paragraphs, is the dotted line like it is used in this Identity Guide. For an example, see below.

## EXAMPLE 1:

*Cestione stiorro dolorerro dus mo experit, et faccusae voles andellu pta-  
tem expero minis anda sint voluptici volut fugit et doluptasint excesci sa  
exeri utemped quibustion exceat ab ipitis alitaerum quid quidus pelesen  
issit, nus.*

*Vide con cumqui dolor simi, odipsa cusciatem eosaesenis endellendi cup-  
tas velliquam dolupta spelibus essi inusdam que ne nullace riorio. Nam fa-  
cea et venem. Et essum autem fugia nonserro blandipis aut volo te reperro  
omnimuscid quodipid mos esciassitate nam sit moluptiist et pro bea dolo  
volupid entions endignat et litasim aximint peremos modi doluptatur*

# CONTACT

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Logo and Identity Guide are designed by Camiel Derkx - [www.camielderckx.com](http://www.camielderckx.com)