TBMGRAPHIX

Unique Design Solutions

Brand Guidelines

WHY THIS DOCUMENT EXISTS

These guidelines are meant to articulate the TBM Graphix brand by demonstrating its elements and their use. They are essential to anyone creating any type of branded TBM Graphix application such as advertising, graphics, and web design.

The proper use of TBM Graphix visual elements helps elevate our brand's purpose.

01 Brand Logo

03 Brand Typography

05 Brand Applications

02 Brand Color

04 Brand Patterns

Brand Logo

01. LOGO

The horizontal lockup is primary and should be used whenever possible. The logo and the tagline should always be used together. This is the official logo in full color.

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01. LOGO CLEARSPACE

Clearspace helps maintain the importance and prominence of logos. The TBM Graphix Logo should always be surrounded by a clearspace. Make certain to keep all design elements outside of the logo's prescribed clearspace. Simple backgrounds and colors are exceptions to the rule.

All logo assets have been built with the appropriate amount of clearspace. Always use approved logo files to ensure the integrity of the logo.

01. LOGO DON'TS

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.

DO NOT USE THE WORDMARK ALONE

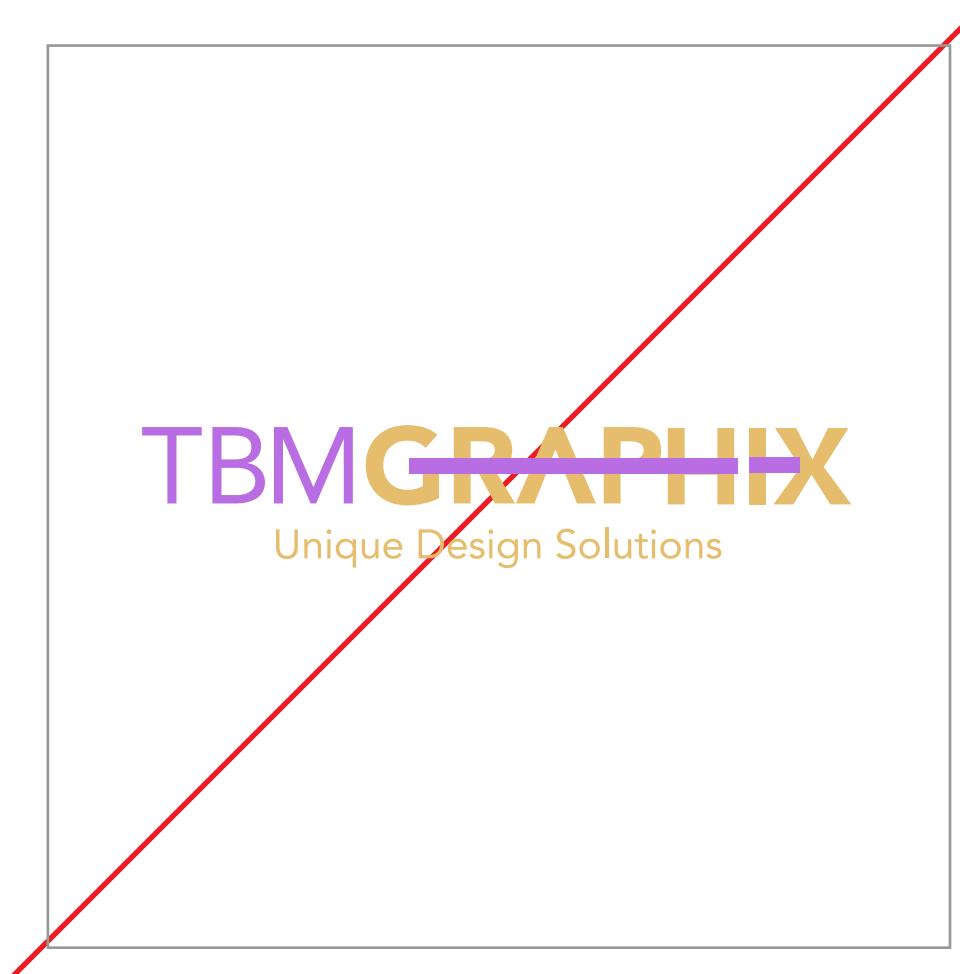The tagline and wordmark should always be used together.

DO NOT CHANGE THE LOCKUP

Maintain the lockup of the monogram and wordmark in size and orientation.

DO NOT USE AN INCORRECT COLOR OR GRADIENT

The logo should only appear in official colors, white or black. Never use secondary color.

DO NOT SKEW OR WARP

Never skew the logo, place it on an angle or distort it. Always maintain its proportion.

Brand
Color

02. PRIMARY COLORS

Our primary brand colors reflect determination provided by the red color to signal strength, passion, and power.
The color black represents strength and authority.

TBM Red

CMYK: (9,100,100,1)
PANTONE:
RGB: (216,30,37)
HEX: #D81E25

TBM Black

CMYK: (74,67,66,85)
PANTONE:
RGB: (12,12,12)
HEX: #0C0C0C

02. SECONDARY COLORS

We developed a secondary palette inspired by our resilience and sophistication we bring to our work. We use secondary colors with discretion to punctuate and call attention to information. They support our red and black and add versality and richness to our visual system.

TBM Luxe

CMYK: (18, 29, 90, 0)
RGB: (212, 175, 65)
HEX: #d4af41

02. PRIMARY & SECONDARY COLORS

Red should feature prominently across TBM print and digital applications. Black is used in conjunction with red sparingly to demonstrate contrast.

PRIMARY
All applications should predominently feature TBM Red, TBM Black or a combination of both.

SECONDARY
The three secondary colors are used equally, but only on occasions, less than 10% of the time.
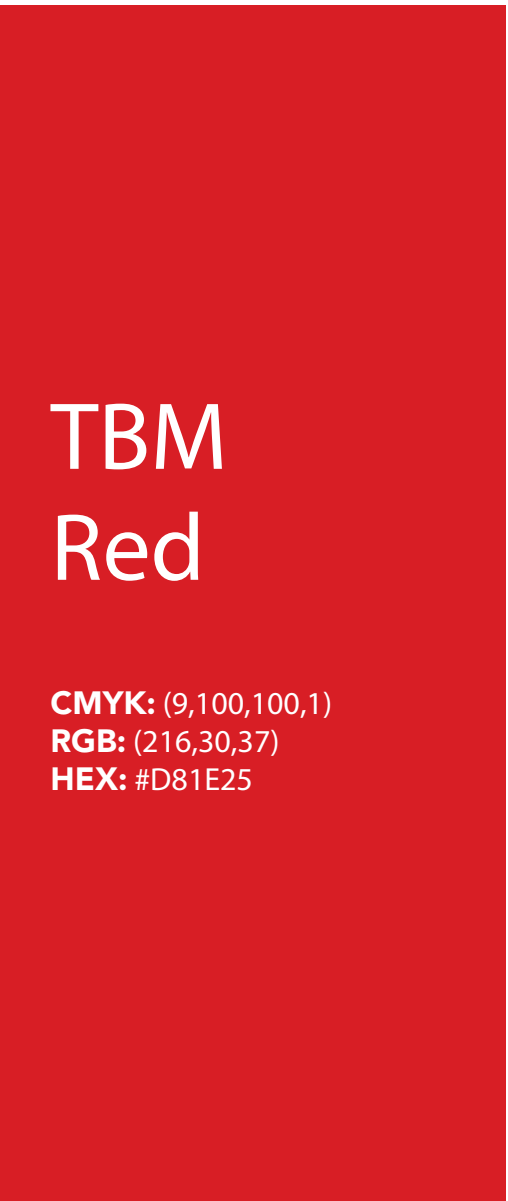
TEXT & BACKGROUNDS
White is used functionally as text in long form applications and also as backgrounds.

02. THE COMPLETE PALETTE

Preference is not given to the three secondary colors - they should all be used equally and sparingly, most often in long form applications.

PRIMARY

TBM
Red

CMYK: (9,100,100,1)
RGB: (216,30,37)
HEX: #D81E25

TBM
Black

CMYK: (74,67,66,85)
RGB: (12,12,12)
HEX: #0C0C0C

SECONDARY

TBM
LUXE

CMYK: (18, 29, 90, 0)
RGB: (212,175,65)
HEX: #d4af41

Luxe
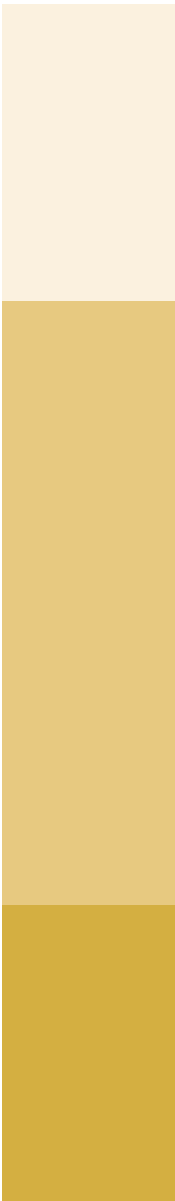
TBM
Luxescale

CMYK: (1, 4, 12, 0)
RGB: (251, 241, 223)
HEX: #fbf1df

CMYK: (10, 19, 58, 0)
RGB: (231, 201, 128)
HEX: #e7c980

CMYK: (18, 29, 90, 0)
RGB: (212,175,65)
HEX: #d4af41

Brand Typography

03. TYPOGRAPHY

Our primary typeface is Montserrat and the secondary typeface is Avenir LT.

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Montserrat SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
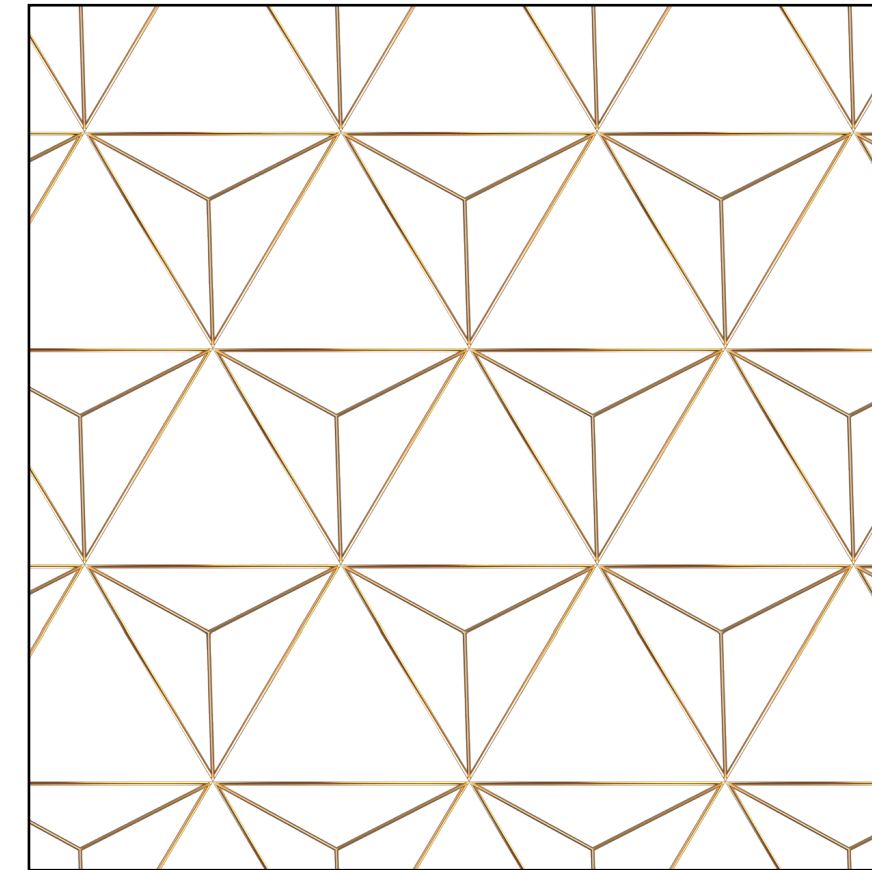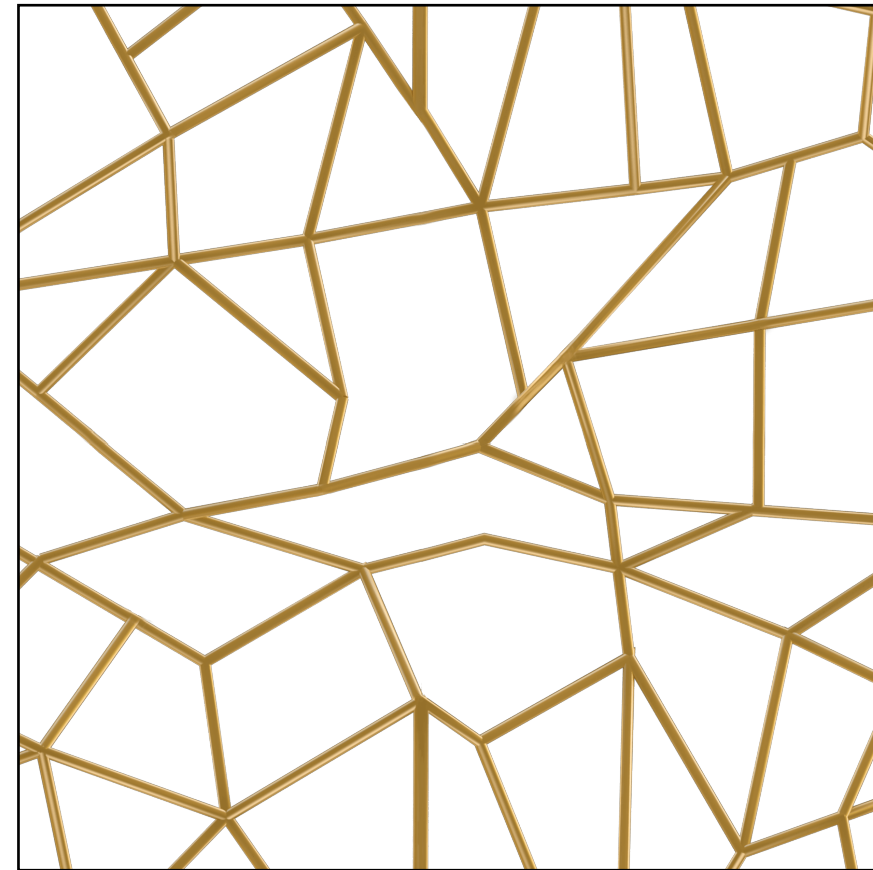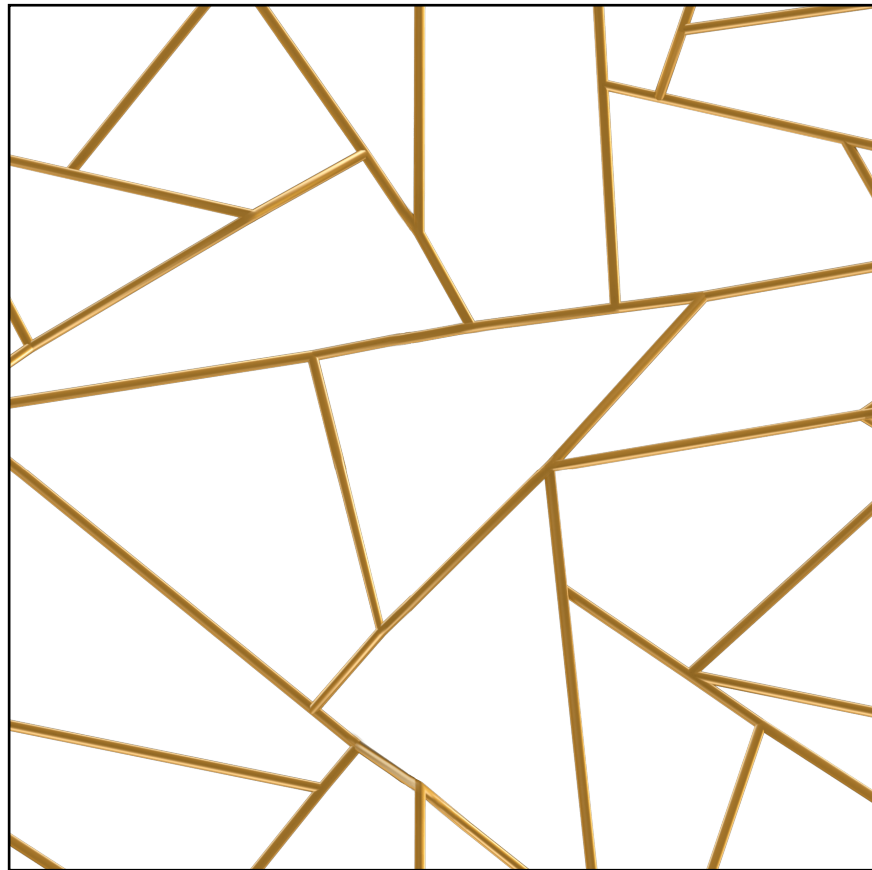**1234567890!@#$%^&*()_+**

Aa

Aa

Montserrat

Avenir LT

Brand Elements

04. Elements

Our pattern is derived from our process of connecting ideas and concepts in order to bring them to life.

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