

THE EXECUTIVE CENTRE

BRAND GUIDELINES

Table of Contents

<u>1</u>	Logo Usage	<u>5</u>	Social Channels
<u>2</u>	Color Specification	<u>6</u>	Promotional Materials
<u>3</u>	Type Specification	<u>7</u>	Signage and Collateral
<u>4</u>	Photography		

1

Logo Usage



LOGO USAGE

Our Monogram

TEC

LOGO USAGE

Our Monogram



TEC

Minimum Cap Height: 20px

Isolation Area: $x * x$

Primary color: TEC NAVY

Secondary color: TEC SILVER

LOGO USAGE

Our Wordmark / Vertical

**THE
EXECUTIVE
CENTRE**

LOGO USAGE

Our Wordmark / Vertical



THE
EXECUTIVE
CENTRE

Minimum Cap Height: 40px

Isolation Area: x * x

Primary color: TEC NAVY

Secondary color: TEC SILVER

LOGO USAGE

Our Wordmark / Horizontal



THE EXECUTIVE CENTRE

Minimum Cap Height: 6px

Isolation Area: 4x * 4x

Primary color: TEC NAVY

Secondary color: TEC SILVER

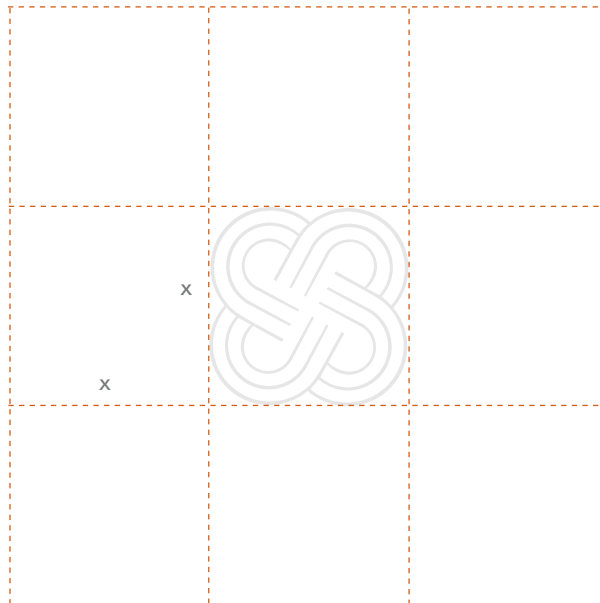
LOGO USAGE

Our Icon



LOGO USAGE

Our Icon



Maximum cap height:

Cap height of Monogram,
Cap height of Vertical Wordmark,
3x cap height of Horizontal Wordmark.

Minimum cap height:

75% of cap height of Monogram
75% cap height of Vertical Wordmark
2x cap height of Horizontal Wordmark

Isolation Area: $x * x$

Colors:

TEC NAVY, TEC SILVER, TEC GOLD.

Color of our Icon should not be the same color as the monogram or wordmark in a single composition.



LOGO USAGE

Our Logo Family

TEC

**THE
EXECUTIVE
CENTRE**



TEC

THE
EXECUTIVE
CENTRE



LOGO USAGE

Incorrect Usage

1.



2.



3.



1. Do not create lock ups
2. Do not alter the color of the logos
3. Do not use both the monogram and the wordmark in a single composition

4.



5.



6.

Lorem **TEC** forles
dolor sit amet, gours
consectetur adipiscing
elit, sed diam fore tues cuz
eori foaa co

4. Do not alter the logo in any shape or form
5. Do not use against secondary/tertiary colors
6. Do not use it as part of a sentence. The logos are to be featured prominently.

2

Color Specification



COLOR SPECIFICATION

Primary Colors

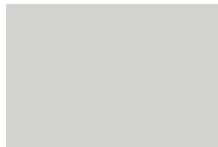


TEC NAVY
PANTONE 648 C
0, 46, 93
100, 71, 9 56
002E5D

Following colors reinforce the brand's visual identity. They are to be featured prominently as logo colors, primary background colors and primary design elements. Avoid tints and gradients.

TEC NAVY

Wordmark and monogram against light colors.



TEC SILVER
PANTONE 427 C
208, 211, 212
7,3,5,8
D0D3D4

TEC SILVER

Wordmark and monogram against dark colors and white.

COLOR SPECIFICATION

Secondary Colors



TEC GOLD 70% 50% 30%
PANTONE 466 C
198, 170, 118
8, 23, 52, 15
C6AA76

Secondary colors are to be used for supporting design assets. Avoid using as primary elements, background colors, and gradients.

TEC GOLD

Icon against dark and light colors.
Web and print design assets.
Matte gold foil may be used for print.



TEC COOL GRAY 70% 50% 30%
PANTONE COOL GRAY 11C
83, 86, 90
44, 34, 22, 77
53565A

TEC DARK GREY

Web and print design assets.



TEC BLUE 70% 50% 30%
PANTONE 2151
37, 107, 162
93, 51, 6, 4
256BA2

TEC BLUE

Web only.

COLOR SPECIFICATION

Tertiary Colors



TEC TERRACOTTA
PANTONE 159
203. 96, 21
1, 72, 100, 7
CB6015

Tertiary colors are to be used as accents, not to exceed prominence of primary and secondary colors with the exception of vector graphics and floor plans. Avoid using as primary elements, background colors, and gradients.

TEC TERRACOTTA

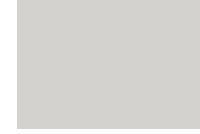
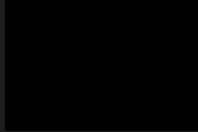
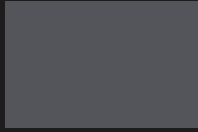
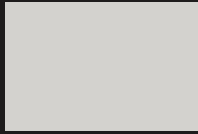
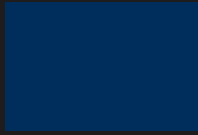
Web and print design assets.



TEC BLACK
000000

TEC BLACK

Web and print design assets.



3

Type Specification



TYPE SPECIFICATIONS

Fonts

Light

Begum

Medium

Begum

Book

Avenir

Medium

Avenir

Heavy

Avenir

TYPE SPECIFICATIONS

Hierarchy of Type

40 pt

Headline Headline

RECOMMENDED

Headline: Begum Medium

Point size: X

Minimum point size: 20 pt

Clearing Space: Min. X

18pt

Subhead Subhead

Subhead: Avenir Medium,
Heavy

Point size: .45X

18pt

Body copy Body copy

Body: Avenir Light, Book,
Medium

Point size: .45X - .25X

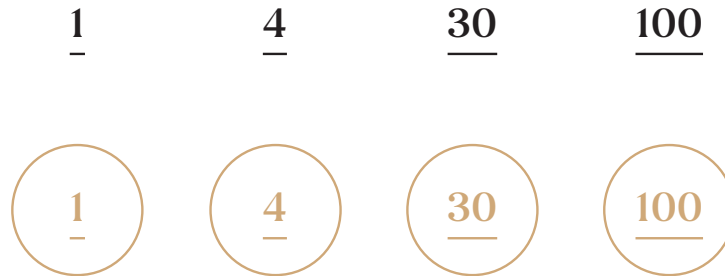
12pt

Legal Legal

Legal: Avenir Book,
Medium, Heavy

Point size: .3X - .15X

Numbers and Bullets



- Lorem Ipsum
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6. Lorem Ipsum
7. Lorem Ipsum
8. Lorem Ipsum

NUMBERS

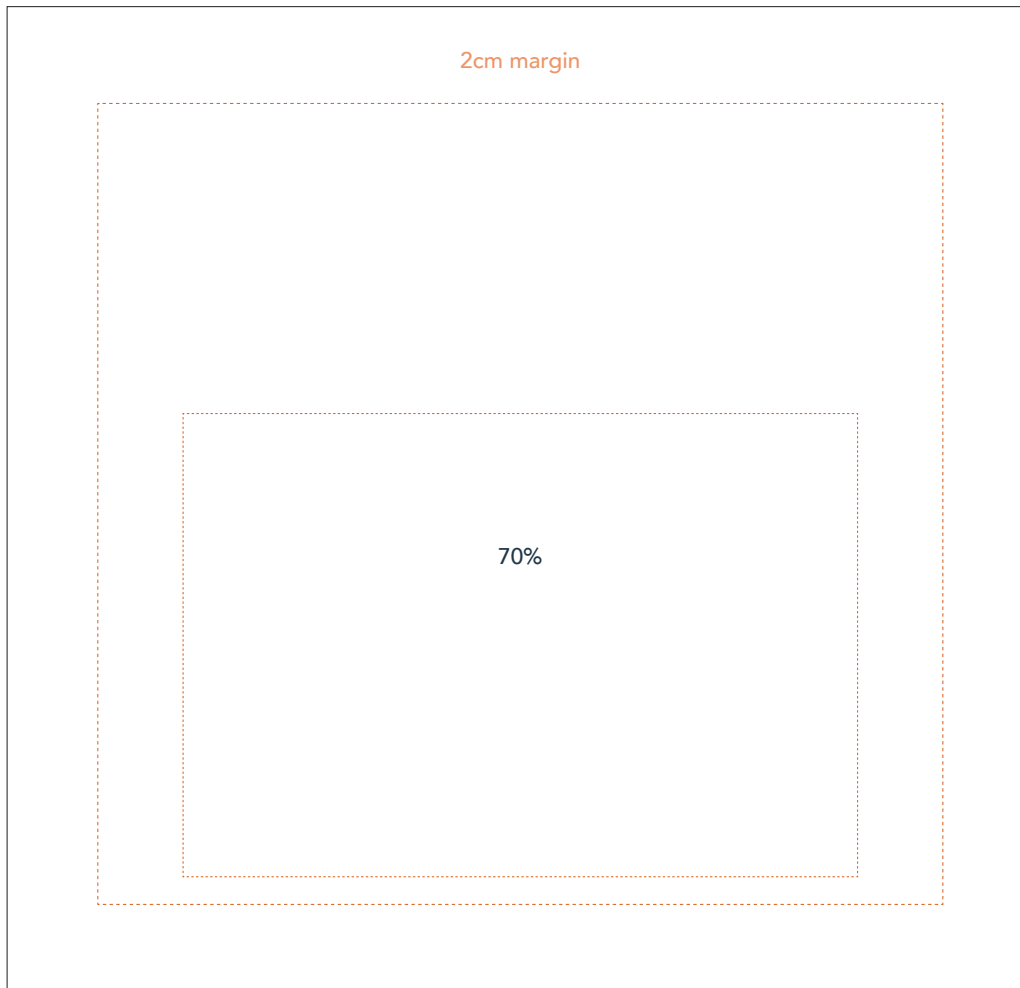
- Subtle design elements may be used to highlight numbers.
- Begum Medium may be used for numbers even if it's not part of the headline.

BULLETS

- Avoid default bullets and use the following custom bullets from the Avenir font family.

TYPE SPECIFICATIONS

Print Margins



- Maintain a minimum border margin of .8 inches or 2cm.
- Body copy should not exceed 70% of the composition.
- When overlaying type on a photography, keep in negative space.

Examples



JULY 20TH 2018

What our Coworking Space clients are saying

**"nec mauris
vulputate
mauris nec"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis lacinia ligula. Sed vel elit vel nisi cursus mattis et non risus. Praesent vitae tortor ut nunc feugiat ornare at vel ligula. Praesent tempor fermentum nunc, nec vulputate mauris fringilla sed. Nunc at enim elit. Donec ultricies a augue a mattis. Donec ut elit in sem molestie ultricies. Aliquam vel venenatis nibh. Vestibulum enim elit, impe

Praesent tempor fermentum nunc, nec vulputate mauris fringilla sed. Nunc at enim elit. Donec ultricies a augue a mattis. Donec ut elit in sem molestie ultricies. Aliquam vel venenatis nibh. Vestibulum enim elit, impe

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JULY 20TH 2018



Multinational, small and medium enterprises



Donec pulvinar tellus a nisi condimentum tempus. Vivamus tempor efficitur lorem, nec fringilla turpis. Proin pretium luctus eros sit amet tempus. Morbi bibendum et ex ut fringilla. Cras et pellentesque eros.

**Ut ornare vel velit a venenatis.
Vivamus tincidunt ex sit amet
efficitur interdum.**

Quisque mollis rutrum accumsan. Sed porta leo sed massa convallis ornare.

THE EXECUTIVE CENTRE

