



# Brand guidelines

Version 1.0

## 01

**Our logo**

Our logo is used on all our materials to identify who we are. It is made up of the logotype and our Bowen knot device and together they form our logo.

**Positioning**

Our logo lives top-left on most materials but it can also be positioned in other corners.

**Colour**

The colour logo should always be used where possible. The white logo should be used on coloured or dark backgrounds: always ensure there is good contrast so that the logo displays well.

**Size**

To ensure clarity and good legibility the logo should never be reproduced smaller than specified here.

**Master logo files**

The logo must always be reproduced from official master files. Never alter or distort the logo in any way.

**Minimum clearance area**

We have set a minimum clearance area which should be left clear so nothing crowds the logo. Our Bowen knot device is used to define the clearance area, although ideally more space should be allowed whenever possible.

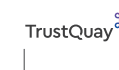
# TrustQuay

At sizes smaller than specified here, just the Bowen knot alone may be used

Minimum clearance area



Minimum sizes for both print and digital



14mm for print



40px for digital



At sizes smaller than specified here, just the Bowen knot alone may be used

Black and white versions

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# 02

## Our colours

Our colours are an important part of visual identity and help distinguish us. We have two palettes of colours.

### Primary colour palette

Our primary palette consists of the core colours that should be used on all of our materials.

### Bowen knot device gradient

Our two primary colours can be used together to form a gradient. It is always set at 45 degrees and starts with our Blue. The gradient is heavily weighted towards our Blue: always set it at 75% Blue, 25% Purple. This gradient can be used on it's own across collateral to add a touch of movement and to contrast with our flat colours.

### Secondary colour palette

Our secondary palette can be used when creating charts and diagrams where more colours than usual would be required.

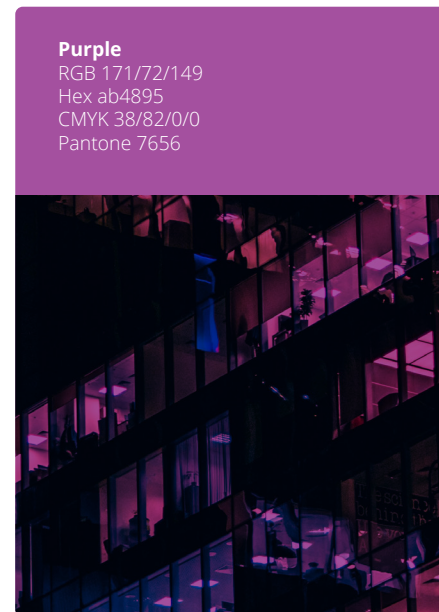
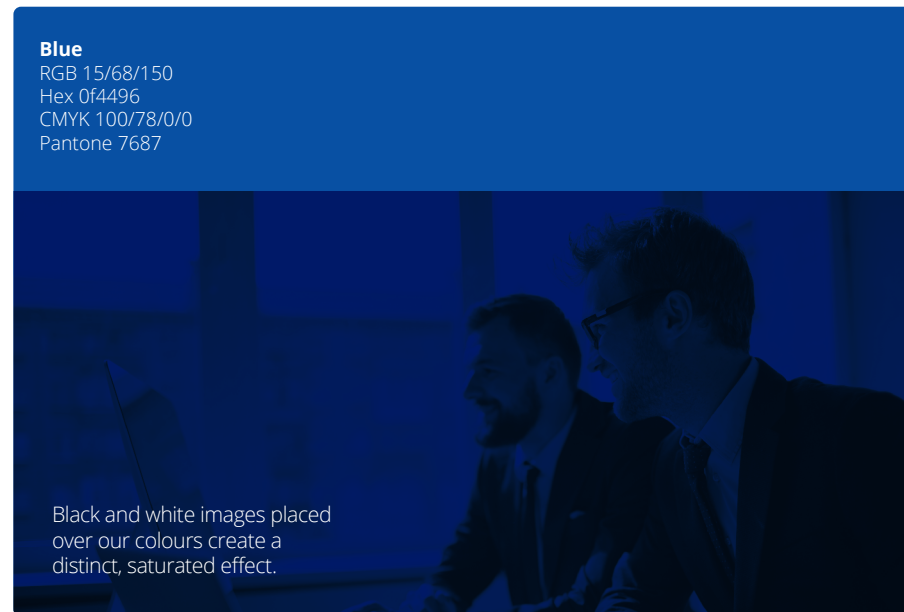
### White

White space is an important element of our brand. Always allow space for our messages to breathe as overcrowded collateral loses impact.

### Dark grey for text

Never use 100% black for text, we have a specific dark grey for text.

## Primary colour palette



## Secondary colour palette



**Light blue**  
 RGB 0/182/237  
 Hex 00b6ed  
 CMYK 75/0/0/0  
 Pantone 2995



**Dark blue**  
 RGB 33/46/87  
 Hex 212E57  
 CMYK 98/86/35/31  
 Pantone 2766



**Dark purple**  
 RGB 129/27/93  
 Hex 811b5d  
 CMYK 29/94/0/41  
 Pantone 242



**Grey**  
 RGB 76/74/74  
 Hex 4c4a4a  
 CMYK 62/53/51/50  
 Pantone 7540



**Red**  
 RGB 231/37/86  
 Hex e72556  
 CMYK 0/94/49/0  
 Pantone 1925



**Teal**  
 RGB 0/169/147  
 Hex 00a993  
 CMYK 82/0/52/0  
 Pantone 3268

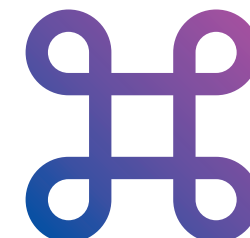


**Light green**  
 RGB 160/192/63  
 Hex a0c03f  
 CMYK 43/0/87/6  
 Pantone 367

## Text



**Dark grey**  
 RGB 61/57/53  
 Hex 3d3935  
 CMYK 63/57/58/63  
 Pantone Black 7



Our Bowen knot device should always be set in the gradient as defined above.

## 03

**Our typefaces**

Our typeface is Open Sans and this must be used across all of our materials wherever possible.

**Open Sans**

Our typeface is Open Sans, a distinctive and modern looking sans serif typeface that we use across all our materials. It comes in a variety of weights together with italic options.

We set the tracking to -15 to tighten the letter spacing.

**Dark grey for text**

Whenever you set text, be it for print or on screen, use dark grey instead of black.

"Our typeface is Open Sans, a **distinctive** and **modern looking** serif typeface that we use across all our materials. It comes in a variety of weights together with italic options"

**Open Sans**


---

 Light

---

*Light italic*


---

 Regular

---

*Regular italic*


---

 Semibold

---

*Semibold italic*


---

 Bold

---

*Bold italic*


---

 Extrabold

---

*Extrabold italic*



# 04

## Our images

Photography is a powerful element of our identity as evocative images help tell our story.

## Engaging images

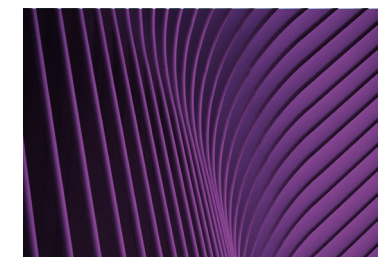
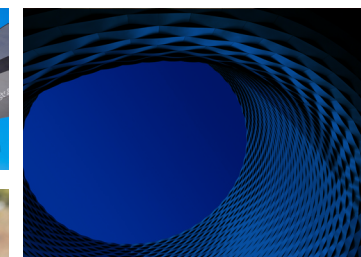
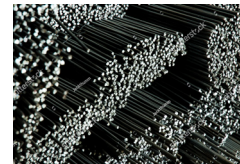
We feature brand imagery reflective of our company values; Strength, Security, Trust, Innovation. They should aim to be thought provoking, impactfully and dynamic. They should convey our Global reach, scale and versatility.

## Colour

Images can be reproduced in full colour, single colour and black and white. Always consider incorporating our colour palette when commissioning photography, or adding them in when using library images.

## Tech images

To highlight our expertise within our industry our images can reflect technology and the future; these should be either real images of cutting edge technology or composite images that feature a mix of real images with tech illustrations added in or overlaid. More abstract tech images should be avoided.



For greater colour we can overlay black and white images onto our brand colours.

# 04

## Our images

Strength, trust, security

Engineering innovation



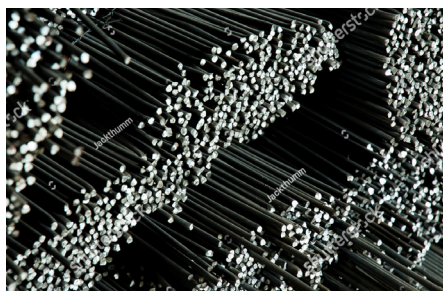


# 04

## Our images

Strength, trust, security

Flexible strength



## 04

**Our images**

Strength, trust, security

Human power and agility





# 04

## Our images

Strength, trust, security

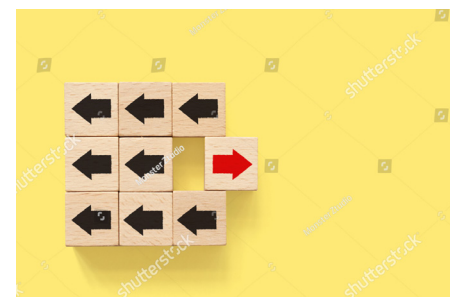
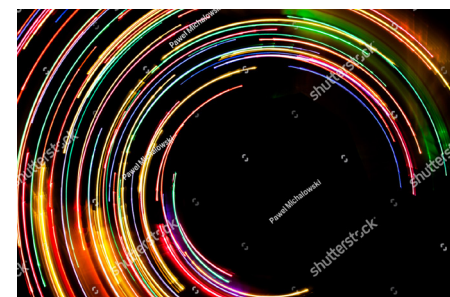
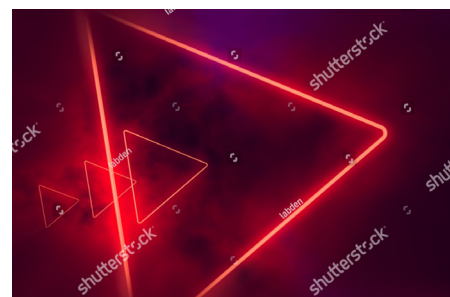
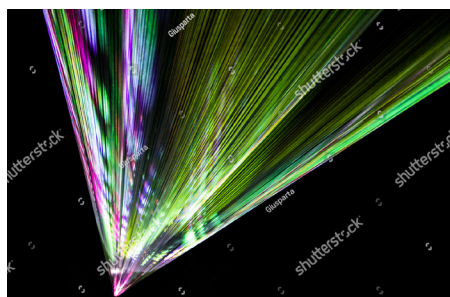
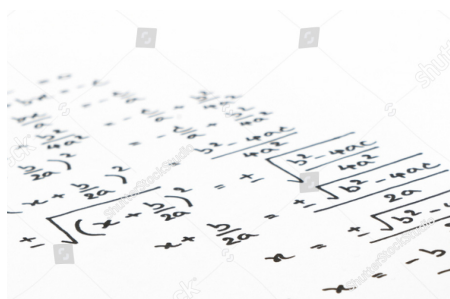
Secure harbour



## 04

## Our images

## Innovation





# 04

## Our images

### Global

### Global presence



# 04

## Our images

### Global

Dynamic work environments

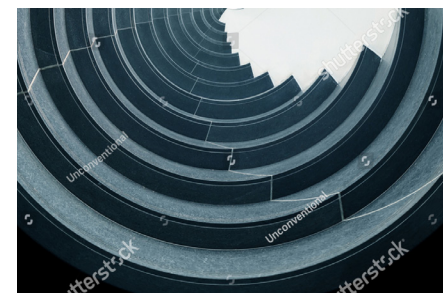
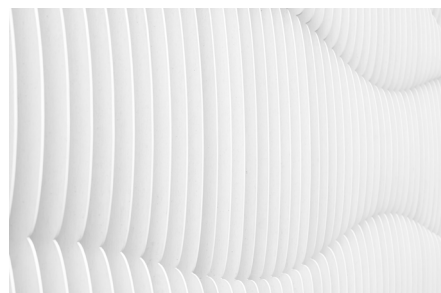
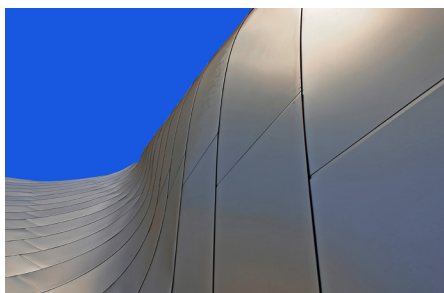
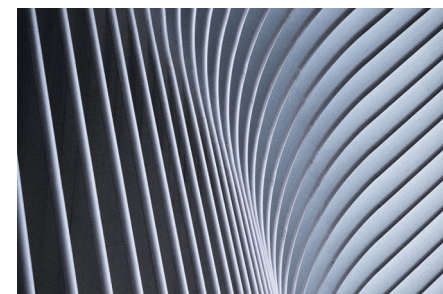
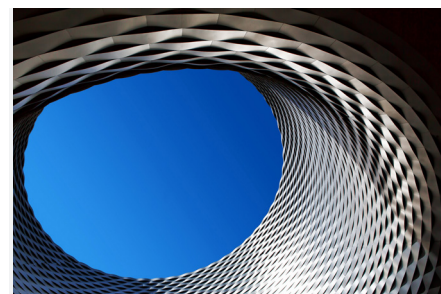
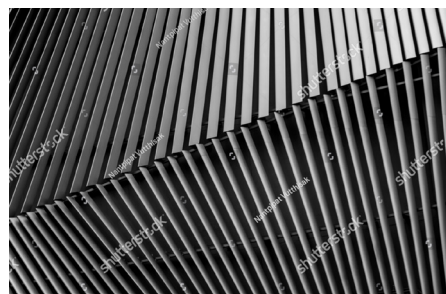
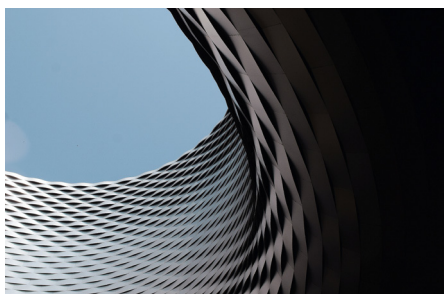




## 04

## Our images

## Abstract



# 05

## Collateral examples

Here is an overview of our stationery range

### Business card

Size  
84x55mm

#### Name

8pt Open Sans Semibold  
9.6pt leading

#### Job title and contact details

8pt Open Sans Light  
9.6pt leading

### Letterhead

Size  
A4 210x297mm

#### Name, address details, date

10pt Open Sans Light  
13pt leading

#### Company contact details

8pt Open Sans Light  
9.6pt leading

### Body text

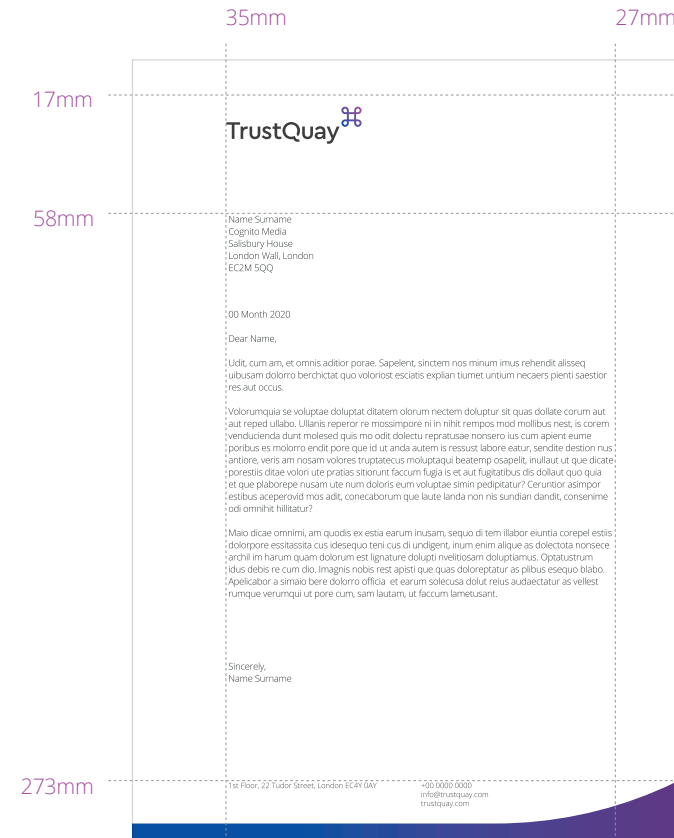
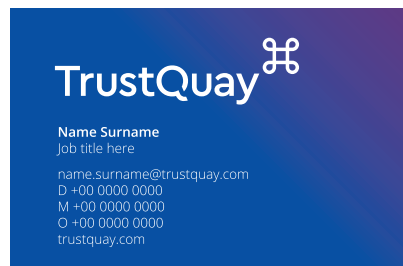
10pt Open Sans Light  
13pt leading

Text should be range left Single  
line spacing between paragraphs

#### Front



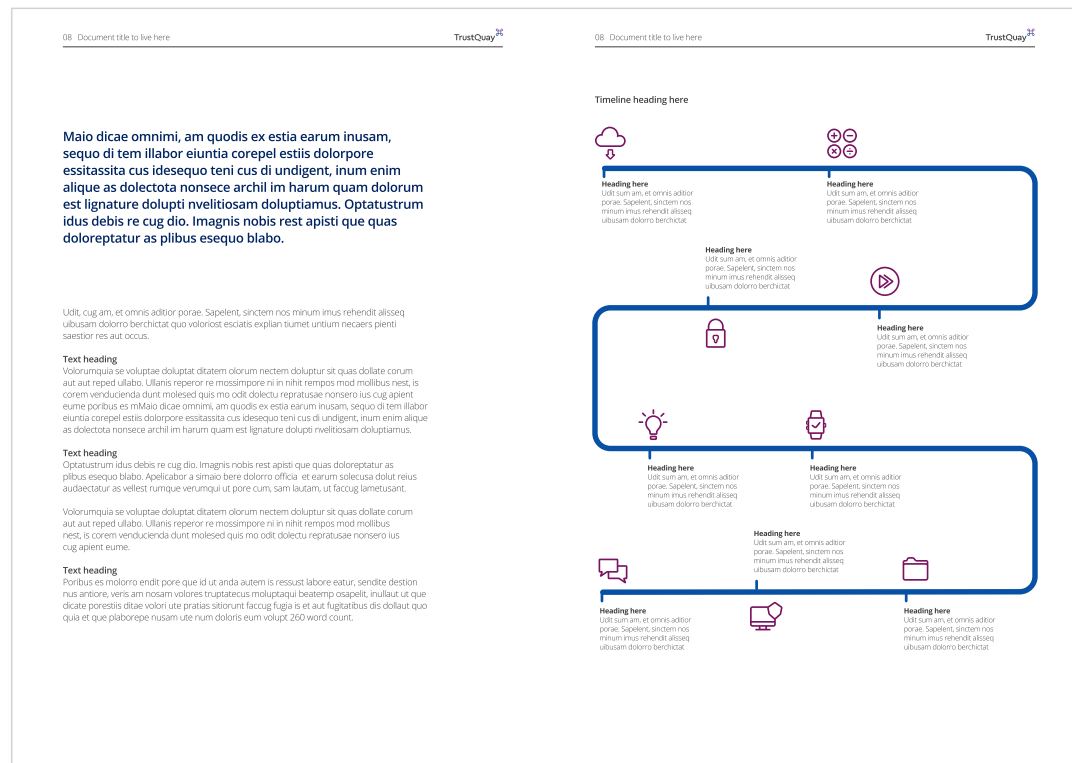
#### Back



## 05

## Collateral examples

## A4 corporate brochure



## 05

## Collateral examples

MS Powerpoint  
presentation template

TrustQuay 

## Lorem ipsum dolor sit amet, consectetur adipiscing elit

Author name  
Date goes here

© TrustQuay Limited | All rights reserved | Confidential

## Heading goes here

TrustQuay 

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## Heading goes here

TrustQuay 

## Subheading goes here

- Text goes here

## Subheading goes here

- Text goes here

6

## Heading goes here

TrustQuay 

				
Name Surname	Name Surname	Name Surname	Name Surname	Name Surname
job title	job title	job title	job title	job title
Text goes here	Text goes here	Text goes here	Text goes here	Text goes here

7

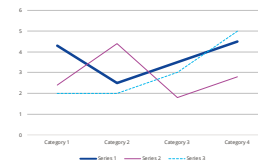
## Heading goes here

TrustQuay 

## Chart title






## Chart title



10

## Heading goes here

TrustQuay 

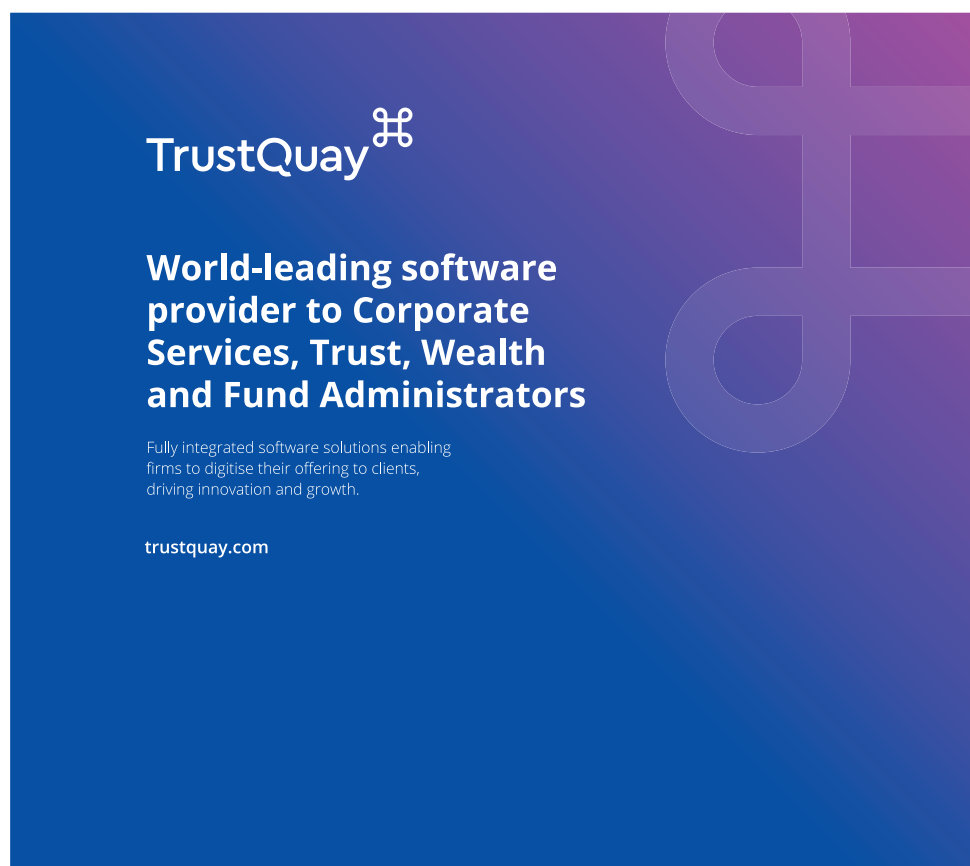
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## 05

## Collateral examples

## Exhibition stands



Display Stand



Roller Banner



For further information please  
contact Simon Witkiss at  
[simon.witkiss@trustquay.com](mailto:simon.witkiss@trustquay.com)