

## TFP Schemes Brand



**SCHEMES**

### brand guidelines

TFP Schemes have taken time to develop and consolidate their logo and its associated environment.

These guidelines help ensure that the logo is treated with due care and respect in order to preserve the value of the brand through consistent usage.

# the logo

TFP Red - C0 M100 Y100 K0

TFP Grey - C0 M0 Y0 K60



SCHEMES

CMYK

TFP Pantone Red - P179

TFP Pantone Grey - P430



SCHEMES

Spot (Pantone)

TFP Dark Grey - K90

TFP Light Grey - K60



SCHEMES

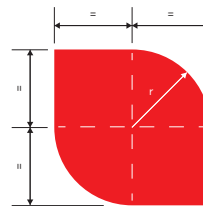
Mono

The fonts used in the logo are Gotham Black and Gotham Bold from the Hoefler & Frere-Jones Type Foundry.

In the CMYK version the “tfp” is cutout from a flat red ground - TFP Red. The corner flash and “SCHEMES” word are in TFP Grey.

The Spot (Pantone) version sits upon a P179 ground with a P430 corner flash and “SCHEMES”.

The mono version of the logo sits upon a TFP Dark Grey ground with a TFP Light Grey corner flash and “SCHEMES”.



The TFP “Leaf” shape is formed from a square with two opposite corners being rounded with a radius of half the length of the square.

Colour	CMYK	Spot	Mono	RGB/Hexadecimal
<b>Red</b>	C0 M100 Y100 K0	Pantone 179	K90	226-5-19 / E20513
<b>Grey</b>	C0 M0 Y0 K60	Pantone 430	K60	134-134-134 / 868686

For placement on images or coloured backgrounds we have made a bordered version of the logo available in CMYK, Spot and Mono.

Screen resolution .png’s (RGB) are available for website and online applications.

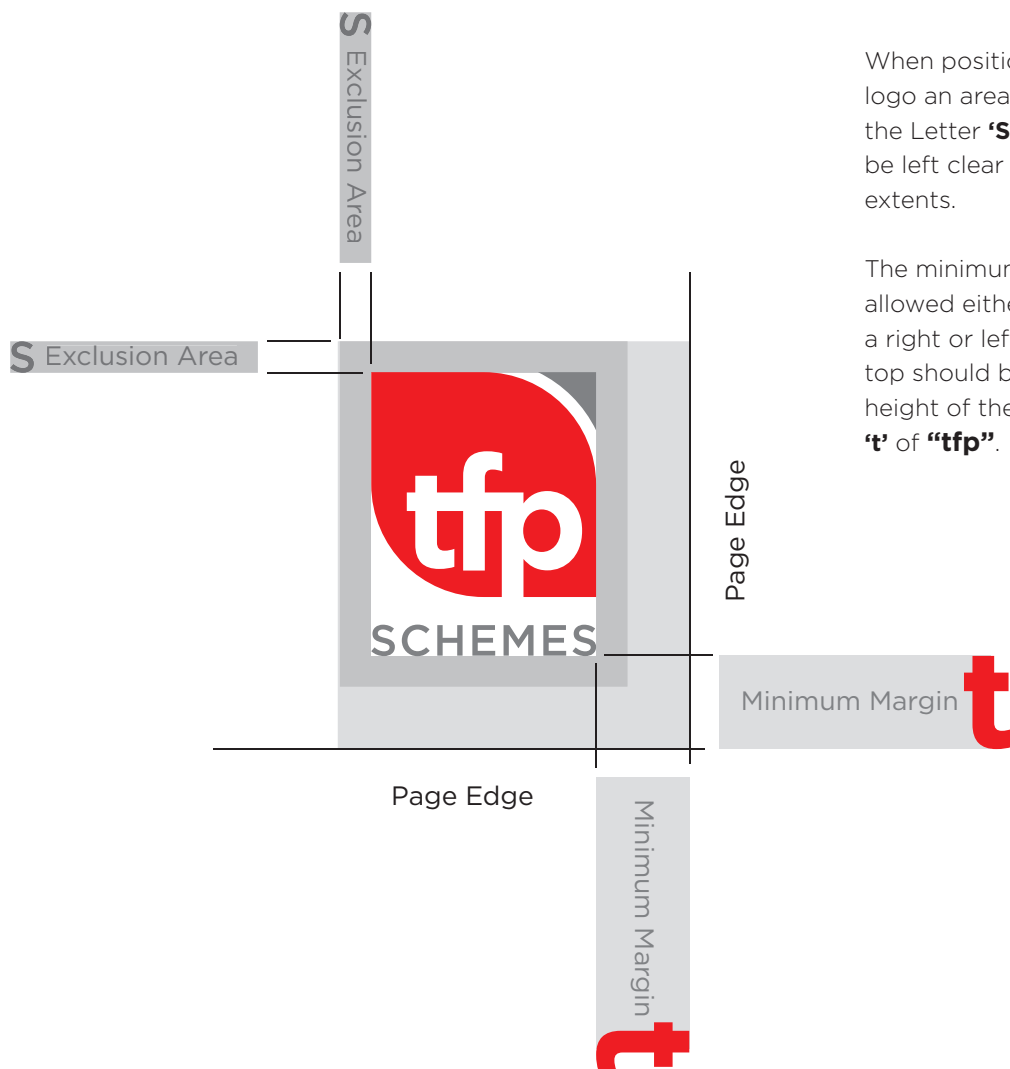
These are in 600, 400, 200 and 100 pixels wide versions and should not be scaled up.



## product colours

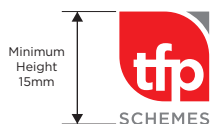
Product	CMYK/Hexadecimal	Product	CMYK/Hexadecimal
<b>Taxi/Multi</b>	C0 M0 Y0 K50 / 9c9d9f	<b>Liability</b>	C0 M35 Y90 K0 / f9b323
<b>Minibus</b>	C100 M0 Y85 K0 / 009252	<b>Fleet</b>	C100 M60 Y0 K0 / 005da8
<b>Special/Agricultural</b>	C0 M60 Y100 K0 / ee7f00	<b>Executive</b>	C0 M100 Y60 K40 / 9f0331
<b>Truck</b>	C60 M100 Y0 K0 / 80197e	<b>Funeral</b>	C100 M0 Y0 K0 / 009ee1

# positioning & sizing



When positioning the TFP Schemes logo an area equal to the height of the Letter **'S'** of **"SCHEMES"** should be left clear around the logo block extents.

The minimum margin that should be allowed either side of the logo from a right or left page edge, bottom or top should be equivalent to the height of the **'t'** of **"tfp"**.



The minimum height at which any version of the SBS logo should be used is 15mm.

The logo should **never** be compressed or stretched out of it's natural proportion.



# fonts

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The fonts used in the logo are **Gotham Black** and **Gotham Bold** from the Hoefler & Frere-Jones type foundry. And all text fonts used are from the same family.

Headings are in **Gotham Bold lower case** and should be used with -5 units kerning and with leading set at 2 points over the type size.

Ideally text headings should be 50% larger than the point size of the body text - e.g. 10pt text, 14pt heading.

Body text is Gotham Light in most cases coloured black and set ranged left with normal kerning as default and may be adjusted between -5 and +5 units. Leading should be 3pts above text size.

Emphasis within body text can be made by utilising **Gotham Medium**.

Bullets are set in **Gotham Black** and are typically 2pts larger than body text and set with a -1pt baseline shift to bring them centrally into the line height. Bullets should be coloured **TFP Red**.

## heading **sed ut perspiciatis**

Body Text

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do **eiusmod** tempor incididunt ut labore et dolore magna aliqua.

**Emphasis**

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

## **Bullets**

- Sit voluptatem accusantium doloremque laudantium
- Porro quisquam est, qui dolorem ipsum quia dolor

# images

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The images used have been especially created as colourful multi-layered montages which capture the broad nature of the company's business interests.

A range of these are available for every facet of the products offered. They are usually placed in a box with one rounded corner reflecting the logo style.

They should not be scaled above 150% of their original dimensions @ 300dpi.