



**TGI**

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IDENTITY STANDARDS & GUIDELINES



## TABLE OF CONTENTS

Introduction.....	3
Color Palette.....	4
Primary Mark.....	5
Tagline Mark.....	6
Small Applications.....	7
Incorrect Marks.....	8
Typography.....	9
Branded Stationary.....	10
Business Cards.....	11
E-mail Signature.....	12



## INTRODUCTION

This standards guide has been developed to establish clear guidelines for the identity and corporate communications.

It is everyone's responsibility to adhere to these guidelines. Only by communicating a consistent message, will we be able to build a strong global identity. If you have any questions about how to use this tool, if you encounter any situation not covered in this manual or if any of the guidelines causes problems, please contact the TGI Art Department.

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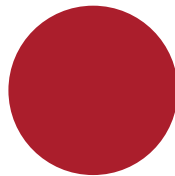
312.977.1800

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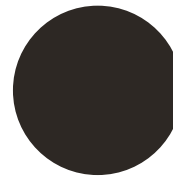
## COLOR PALETTE

The two colors in the logo are Pantone® 187 Red and Pantone® Black. Process colors may be used in place of the specified spot colors. Specified percentages must be used to guarantee an exact match.



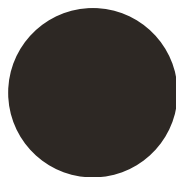
PMS 187

C: 0    R: 196  
M: 100    G: 18  
Y: 79    B: 48  
K: 20  
HEX: ab162b



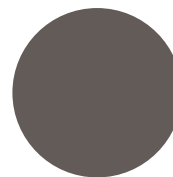
PROCESS BLACK

C: 0    R: 0  
M: 0    G: 0  
Y: 0    B: 0  
K: 100  
HEX: 231f20



PROCESS BLACK

C: 0    R: 0  
M: 0    G: 0  
Y: 0    B: 0  
K: 100  
HEX: 231f20



PROCESS BLACK 65%

C: 0    R: 119  
M: 0    G: 120  
Y: 0    B: 123  
K: 65  
HEX: 706c69



# IDENTITY STANDARDS & GUIDELINES

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## PRIMARY MARK

This is the Primary Mark. It has been designed for maximum impact on all corporate correspondence that is not related to marketing.

### FULL COLOR APPLICATIONS



### SECONDARY APPLICATIONS



### BLACK & WHITE APPLICATIONS





# IDENTITY STANDARDS & GUIDELINES

## TAGLINE MARK

The Tagline (Marketing) Mark is to be used for all marketing-related correspondence only. General correspondence should use Primary Mark per the guidelines set forth on the previous page.

### FULL COLOR APPLICATIONS



### GRAYSCALE APPLICATIONS



### BLACK & WHITE APPLICATIONS





## SMALL APPLICATIONS

Following are the minimum sizes at which the marks may be reproduced.

### PRIMARY MARK



(not less than .5")

### TAGLINE MARK



(not less than 1")

## INCORRECT MARKS

Here is a series of examples of how NOT to use the Identity Marks. Do NOT change the color of the circle to multiple colors. Do NOT skew or alter the aspect ratio of the logo. Do not change the ratio of the circle to the letters. These examples apply to all Identity Marks.

### DO NOT CHANGE THE COLORS



### DO NOT SKEW THE MARK



### DO NOT CHANGE THE CIRCLE MARK







# TYPOGRAPHY

Font Specimens & Typography Usage Instructions

## GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## GOTHAM BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## GOTHAM BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**NEED  
GOTHAM  
NARROW**

## GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## GOTHAM BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

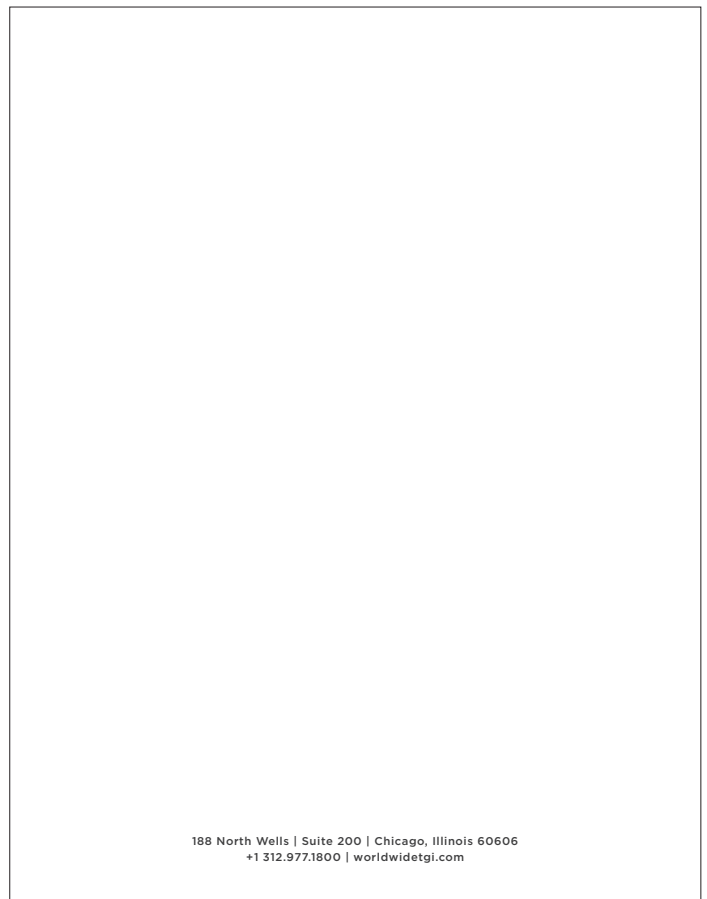
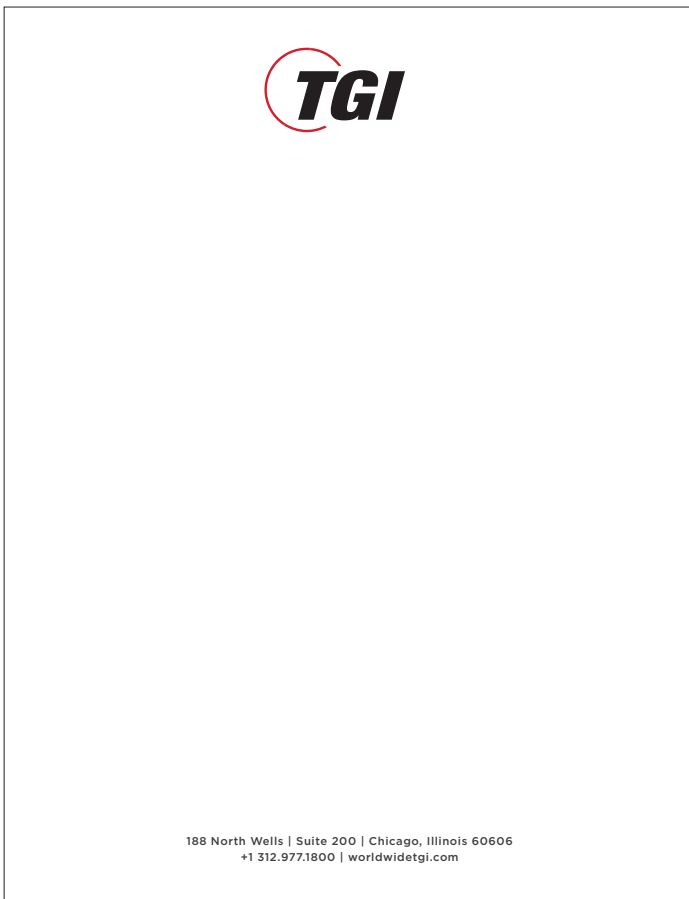
## GOTHAM BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## BRANDED STATIONARY

The following are samples of the stationary/letterhead to be used for corporate communications. All conventions outlined for identifying mark usage should be followed in regards to letterhead.





# IDENTITY STANDARDS & GUIDELINES

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## BUSINESS CARDS

Layout to be used for TGI business cards



**SIDE 1**



**SIDE 2**



## EMAIL SIGNATURE

Layout to be used for employee's e-mail signature. The top portion of the e-mail signature is a linked file. The bottom text is set in Arial to be compatible with all e-mail clients.



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Global Creative Solutions, from Concept to Execution

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