



TrueMark, LLC Brand Guidelines

Brand Manual & Guidelines

The Brand Guidelines contained in this document establish the standard and direction for any utilization, rendering or application of TrueMark assets, information or marketing materials.



Address

TrueMark
1552 N 990 W
Pleasant Grove, Utah
84062



Phone & Email

Phone: (801) 803-5013
Email: sales@truemark.io



Online

Website: www.truemark.io



TrueMark Brand Manual 2022

The Guideline Introduction

These guidelines describe the visual and verbal elements that represent TrueMark's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our brand.

These guidelines reflect TrueMark's commitment to quality, consistency and style. The TrueMark brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the TrueMark name and marks.

Contact us:

Address:
1552 N 990 W
Pleasant Grove, UT
84062

Online:
sales@truemark.io
www.truemark.io

Table of contents

About Us	06
Brand Identity	04
Logo and Logo Guidelines	10
Typography and Text Hierarchy	14
Corporate Colors	18
Iconography and Graphics	20

Corporate Identity

Bold. Classy. Enterprise.



Our Vision

TrueMark exists to be the preeminent provider of managed IT infrastructure services throughout the InterMountain West.

By offering a diverse portfolio of resources, capabilities and expertise, TrueMark stands above competitors and alternatives.



Our Mission

TrueMark will prioritize the best staffing, resourcing, availability, capability and advancement to ensure its services remain at the forefront of available options.

By deliberately targeting only the best individuals and technologies, clients can be assured of ongoing quality and results.

About us

IT Infrastructure Management Experts

TrueMark, LLC uses the right mix of systems, tooling, automation, and experts to increase availability, improve performance, and enhance the security of business-critical systems.

Located in the heart of Silicon Slopes and established in 2013, TrueMark has built a reputation of providing best-in-class, enterprise-scale IT services in the areas of infrastructure, staffing, support and consulting.

We partner with our clients to manage and maintain their systems, automate and streamline their delivery processes, and increase system performance and reliability. We define our work to a global standard of excellence and aim to transcend the performance of any competitor.

By providing solutions to all types of challenges in information technology, we prioritize making our clients' success our passion. We bridge the gap and bring positive change to organizations, departments and teams with our attitude and expertise.

We pride ourselves on working directly with clients' teams and cultures, providing engineers with a passion for what they do and a diverse background of individual and capability. We are dedicated to doing what's right. It's what we expect from our business and ourselves.

Introduction

About the Team



Experience & Capability

TrueMark, LLC specifically prioritizes experience and capability in selecting and promoting leaders to run the organization. By avoiding preference of relationship or alliance, assurance is ongoing that those in a strategically decision making capacity are those most capable of doing so, without allowance of political negotiations or inner strife or conflict.

A Partnership in Engineering.

TrueMark, LLC is more interested in results and reliability of operation than numbers. With a small staff of several dozen people, we maintain a strong culture of positive relationship, high capability, and a friendly culture, with the core focus of those relationships centered around engineering passion and expertise.

We deliberately incentivize personal, technical and career growth, with multiple programs designed to encourage a constantly growing cadre of skills as well as encouraging the pursuit of personal technical passion. Such a culture directly translates to increased success for our clients, resulting in a mutually positive set of comprehensive relationships.



Ben Gillett
Chief Executive Officer

Success is defined by the success of our clients.



Erik Jensen
Chief Technology Officer

Unparalleled technical expertise sets the tone.



Michael Dollar
Chief Operating Officer

Ongoing efficiency of delivery maintains our high bar.



Trenton Cameron
Chief Information Officer

Stability and security is our mantra.

Our Best-in-Class Management Team

The Greater the Team
The Greater the Company

Identity

Our Corporate Presence of Elegance & Class.



Corporate Identity

Who we are.

TrueMark maintains a consistently high standard in how we present ourselves and how we communicate. We are a team of expert and personable engineering, and wish to always maintain an appearance that reflects our identity as a mature, capable organization.

Corporate Behaviour

How we want to be.

Every company wishes to be profitable, but we first wish to be respectable. We focus our behaviors and delivery around high quality results which speak for themselves, knowing that such a focus will translate into the success of our clients and ultimately the success of our company.

Corporate Design

How we wanna look.

We are engineers for the enterprise and place emphasis on looking the part. We maintain clean hardware, clean environments and clean presentations. We should always present clarity of communication through elimination of the superfluous or redundant.

Corporate Culture

How we connect.

We believe that ongoing enjoyment is best achieved through ongoing excellence. When the results are self-evident and maintained, people are free to connect and associate in a mutually collaborative environment focused on respect and admiration.

**+ Maturity &
Capability**

**+ Respectability,
then Profitability**

**+ Clear
Communciations**

**+ Results Drive
Connections**



TrueMark, LLC Logo The Corporate Logo

The Construction

Consistent with our principles, the TrueMark, LLC logo is designed around clarity and elegance. Use of the logo should be prioritized around prominence and relevance, with an ongoing flourish for the presence of the TrueMark name and image in communication and marketing material. A focus is given to contrast to increase legibility and variety of use capabilities, with a natural typography of mixed casing to encouraged relaxed visibility and organic impact. Iconography represents the variety of capabilities offered without limiting offerings or unnecessarily complicating the TrueMark name.

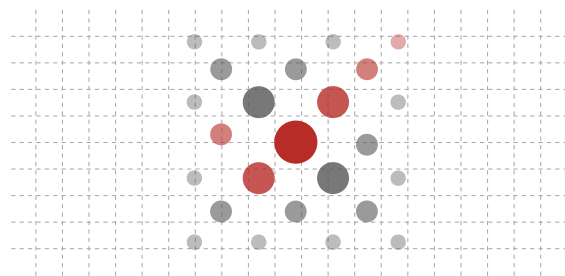


The Structure

Symbol

The symbol of the logo is the graphical representation of the company, representing variety of capability and offering. It may be used as a repeating, secondary use of the branding, but should never be used as the sole or primary logo.

Clearspace Full Logomark



Text

The text of the logo is the typographical representation of the company, representing the prominence and clarity of the TrueMark name. It should always be used in situations requiring sole or primary logo use.

Clearspace Full Logomark



TrueMark, LLC Logo

Usages and Applications

When utilizing the company logo, a primary focus should be put on contrast and legibility. If the background color is not one of the established company colors, then either the straight black or straight white logo should be utilized depending on the the contrast ratio of the logo to the background. Otherwise, care should be taken to utilize the logo in color schemes with those detailed below.

Logo A



Colored Background

Logo B



Gray Background

Logo C



Dark Background

Logo D



White Background

Minimum logo sizes

Full Logo

Minimum Size: 6mm x 30mm



Logo Symbol

Minimum Size: 6mm x 6mm



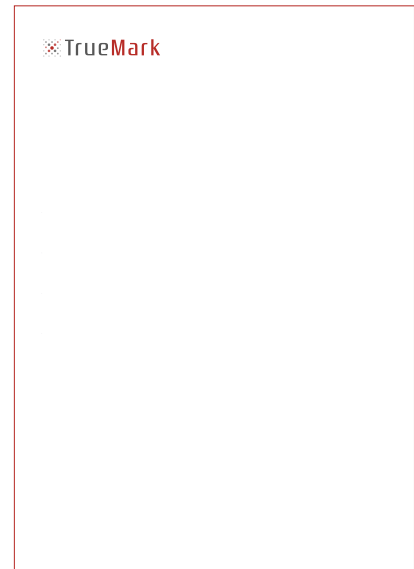
Ensure that usage of the logo has a proportional rate of clear space representing 30% of the logo's height. Example: a 6m x 30mm usage of the full logo should have 2mm of clear space around its edges.

Visual Basics

Correct Logo Placement.



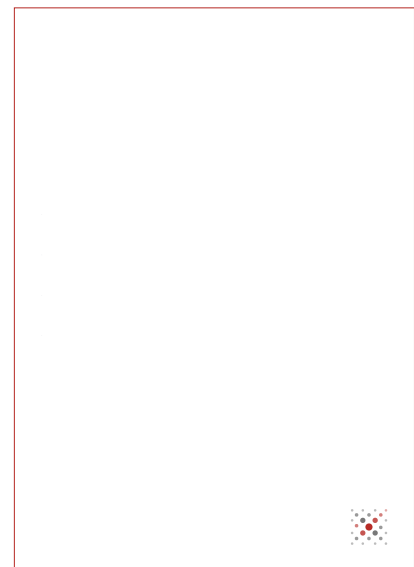
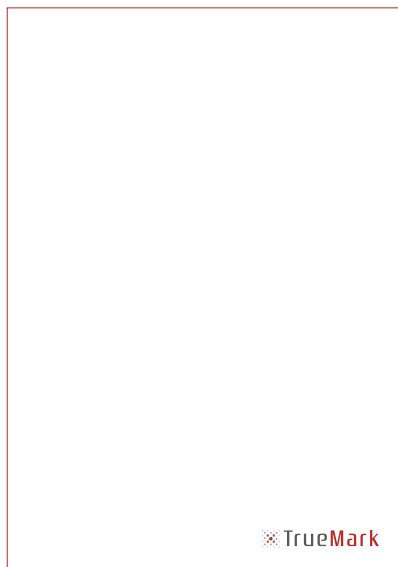
Place your Logo to highlight TrueMark's full logo first, and symbol second.



Contrast Matters.

Remember that most people read from left to right, top to bottom. In establishing TrueMark, LLC's brand presence, ensure you utilize the full logo first in the upper left.

You may alternate the logo and symbol in opposite corners, or on subsequent uses use either as you prefer.





**The name is
the identity.**

**The symbol is
the reminder.**

Typography

Corporate Fonts.

Lato

Primary Font

Lato

Designer

Łukasz Dziedzic

Lato is a humanist sans-serif typeface designed by Łukasz Dziedzic. It was released in 2015. The name „Lato“ is Polish for „summer“. It supports all Latin alphabets, along with Cyrillic, Greek, and IPA.

The font was created in 2010 for a Polish bank by Łukasz Dziedzic. When the bank changed its stylistic vision, he shelved the typeface, and released it later that year under the libre SIL Open Font License.

After Lato was added to Google Fonts it quickly gained popularity, becoming the third most used web font after Google's

own Roboto and Open Sans, with over one billion views per day as of August 2018.

The Lato typeface is available in nine weights from hairline to black, each of which has a distinct italic variant. Each of these 18 variants is additionally available in a Lato Latin version, containing just the subset of glyphs required for European languages based on the Latin alphabet; this allows for smaller file sizes.

The font may be utilized either from a Google fonts source or direct utilization of the TTF font files.

Typography

Fonts Hierarchy.

Lato

Font styles.

Bold

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ;
 : ; " ¶ ¢ [] | { } ≠ ¿ ‘
 « Σ € ® † Ω ¨ / ø π • ± ‘
 æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ç

Clarity in Typography

Typographic hierarchy
creates contrast
between elements.
This contrast results
in enhanced clarity
when parsing
communications,
increasing
understanding.



Typography

Typographic Hierarchy.

Relative sizing between typography is crucial to establish prominence while increasing legibility and the overall clarity of a communication. Ensure that the correct typographical forms are utilized for their respective content types. Consistency should be ensured so that the reader’s mind can maintain consistency between different sections of content. Properly established, this will result in increased understanding and reduce reader fatigue.



**Context Text
and inner Headlines**

Caption Text

This is a caption.

Lato
6 pt Type / 10 pt Leading

Copy Text

This is copy text.

Lato
10 pt Type / 14 pt Leading

Headlines Copytext

This is a headline.

Lato
12 pt Type / 15 pt Leading

Sublines Sections

This is a subline.

Lato
14 pt Type / 20 pt Leading

**Headlines and
Typobreaks**

Headers and Title

This is a header.

Lato
18 pt Type / 24 pt Leading

Primary Header

Primary Header

Lato
30 pt Type / 38 pt Leading

Color Codes Primary Color System.



Primary Color A Deep Red

Print Color Codes
CMYK : C020 M095 Y098 K010

Web Color Codes
RGB : R183 G044 B039
Web : #B72C27

Primary Color B Deep Gray

Print Color Codes
CMYK : C065 M055 Y055 K030

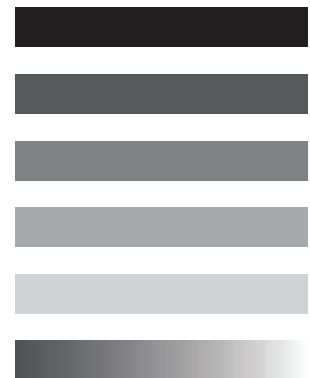
Web Color Codes
RGB : R087 G087 B087
Web : #575757

Brand color system.

Color plays an important role in the branding of TrueMark, LLC. The colors below are recommendations for various media.

A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the TrueMark, LLC brand identity across all relevant media.

Check with your designer or printer when using the corporate colors and that they will be always be consistent.



Color Codes

Secondary Color System.

Secondary colors may be utilized when additional contrast between material is relevant or necessary. Care should be taken that secondary colors are used for accent purposes only - such as a background, control, border, or aside text - without compromising the use of primary colors in the material presented. Never use secondary colors on their own; they are only to be utilized when TrueMark, LLC branding has been clearly established in the material utilizing the Primary Colors.



Sec. Color A

Color Codes
 CMYK : C880 M390 Y000 K420
 Pantone : 7686 C
 RGB : R018 G090 B148
 Web : #125A94

Color Tones



Sec. Color B

Color Codes
 CMYK : C000 M340 Y880 K320
 Pantone : 146C
 RGB : R173 G114 B021
 Web : #AD7215

Color Tones

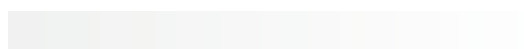


Sec. Color C

Color Codes
 CMYK : C000 M000 Y000 K040
 RGB : R245 G245 B245
 Web : #f5f5f5

Color Tones

Color Gradient



Sec. Color D

Color Codes
 CMYK : C000 M000 Y000 K760
 Pantone : 447C
 RGB : R060 G060 B060
 Web : #3c3c3c

Color Tones

Color Gradient



Visual Basics Iconography Design.




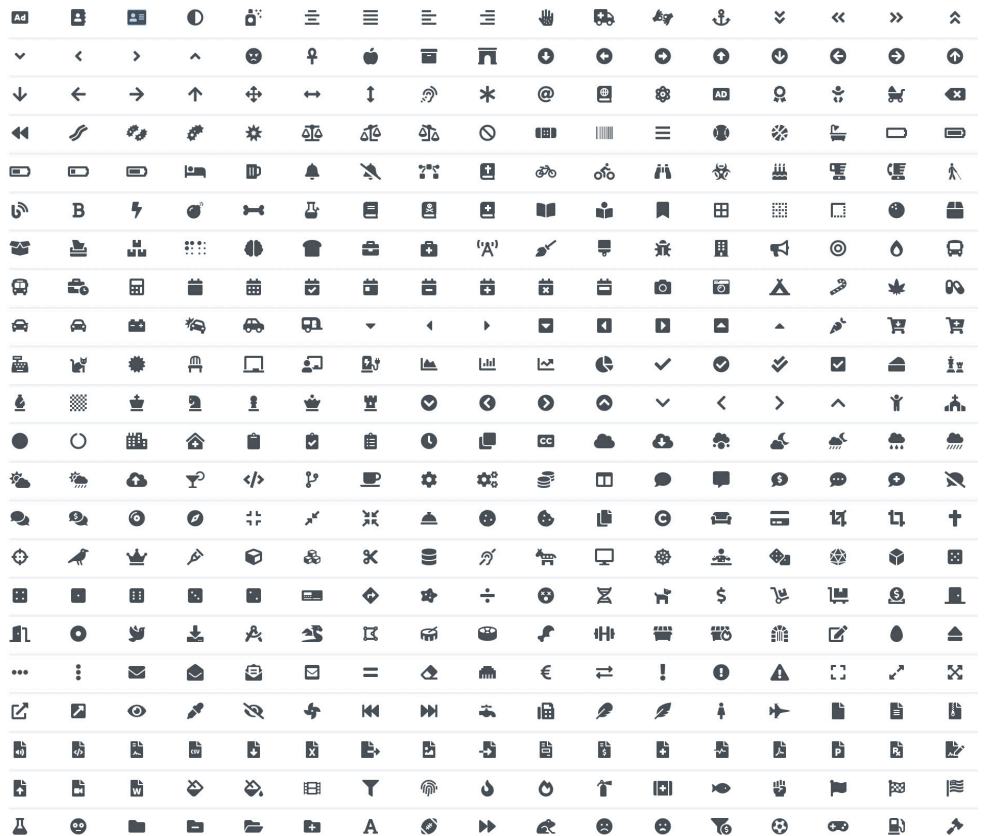
FontAwesome 6.1.1+

Any icon in the Font Awesome 6.1.1+ icon set is approved and recommended for use.

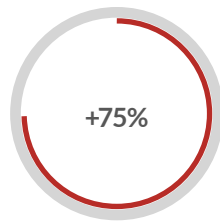
Preference should be given to the Solid class of icons whenever possible, although any class of icon maybe utilized as fits the style of the communication.

Download.

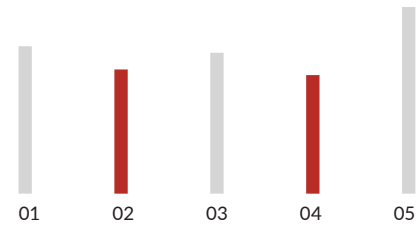
 www.fontawesome.com/icons



The Grid System Infographics Design.

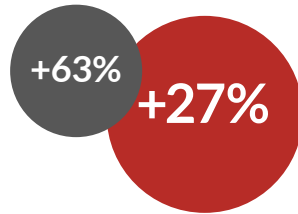


Round Diagram

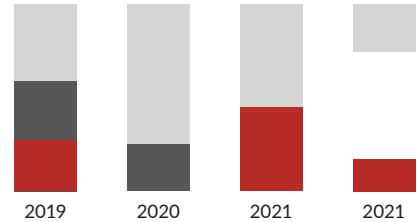


Histogram Thin

Infographics



Comparison Round

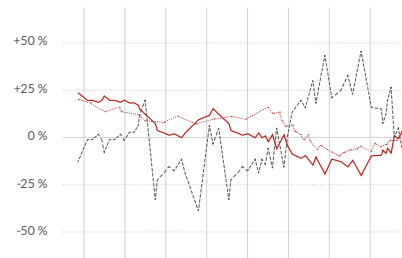


Histogram Thick

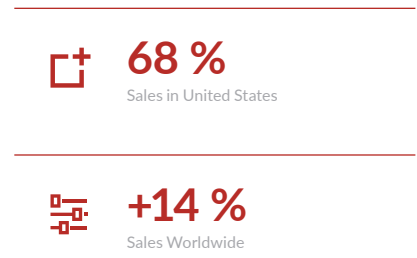
Data infographics

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.

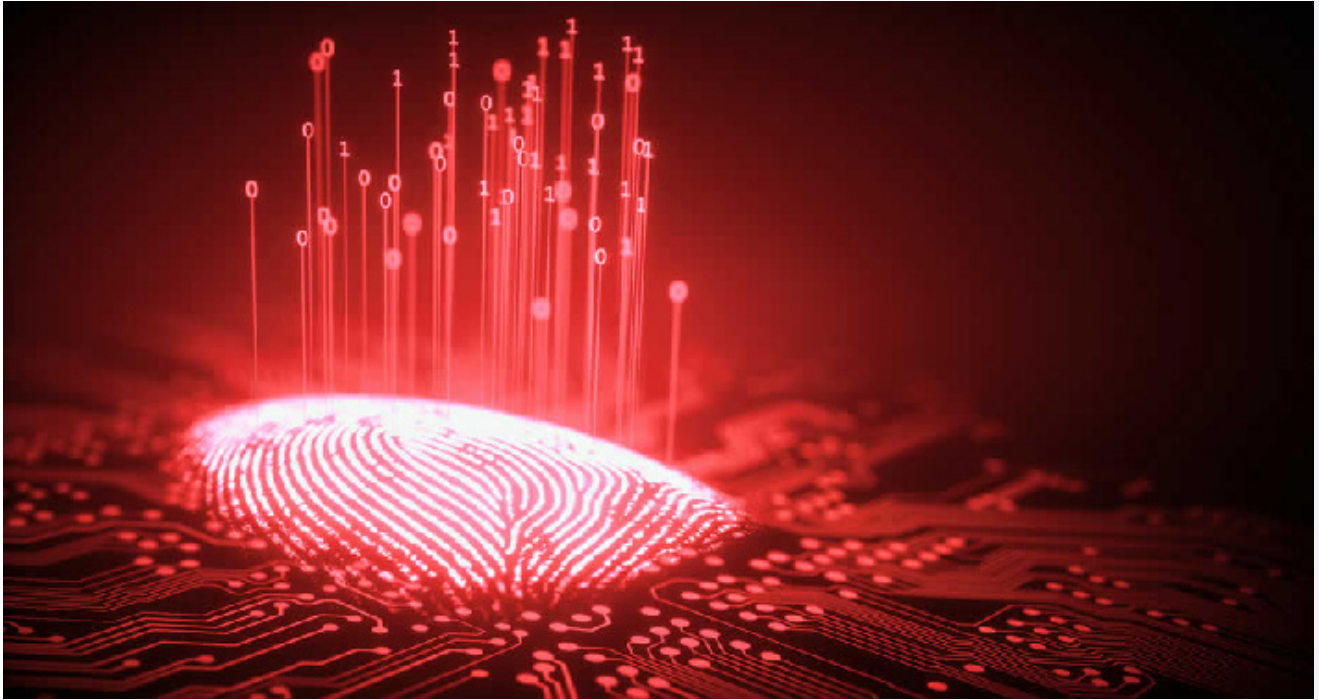
They should utilize thin lines and fonts, and avoid the use of incongruent shapes or multiple colors whenever possible.



Comparison Round



Data with Icons



IT Management Experts
TrueMark

Brand Guidelines
www.truemark.io

