



TOKEN
CONSTRUCTION

BRAND GUIDELINES

WELCOME TO THE TOKEN BRAND

These guidelines have been created to help you understand the ToKen Brand identity and how it should be used.

From using the correct logo in the correct color, to using the correct font and typeface, this guide will help you know what to do and what not to do.

By using and applying them correctly, you can help make sure that all communications are consistent, clear and easily recognizable.

If you have any questions please contact Tommy Morrow.



Quality is the token of our accountability

THE LOGO

The logo is unique to ToKen and has been specially designed to express the company's core values.

The icon and logotype be used in isolation, with our tagline or in combination.

1. ToKen Icon Isolated
2. Logotype Isolated
3. ToKen Icon with tagline
4. Logotype with tagline
5. Combination Horizontal Orientation
6. Combination Vertical Orientation
(Primary Usage)



THE LOGO SPACING

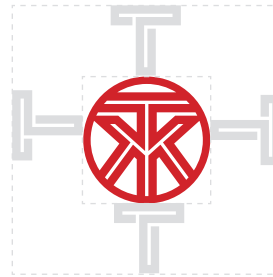
SPACING

To make sure the logo retains its impact, keep it prominent and clearly visible by placing it within a clear space area. The clear space area defines the minimum area of clear space around the logo. It must always be kept free of any type or graphic elements.

The clear space area is equivalent to the height of the 'T' in the logo as indicated here on the right.

MINIMUM SIZE

The logo has no maximum size but its minimum size is .75" edge-to-edge horizontally for all applications. The tagline should be omitted when producing the logo at a small scale.



THE LOGO DON'TS

NEVER stretch or distort the logo



NEVER change the colors of the logo



NEVER alter the logo



THE COLOR PALETTE

The dominant brand colors are red and slate gray. This combination should always be used whenever possible.

The secondary palette acts as accent colors. These can be used carefully in certain applications.

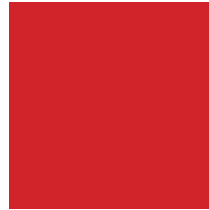
PRINTING GUIDANCE

When reproducing print, it's very important that the paper or material being printed on to is taken into consideration.

Printing on a 'coated' stock or material (which is less absorbent) will result in a brighter, more vivid color than printing on an 'uncoated' stock or material (which is more absorbent) – this is due to the differing porousness of the surfaces.

With this in mind, a different value of all colors has been specified for coated and uncoated stocks, so as to achieve a more consistent color across different materials.

PRIMARY COLORS



PRINT COATED STOCK

PANTONE: 1795C

PROCESS: C15 M100 Y100 K0

PRINT UNCOATED STOCK

PANTONE: 711 U

PROCESS: C15 M100 Y100 K0

DIGITAL

RGB: R210 G35 B42

HEX: D2232A



PRINT COATED STOCK

PANTONE: BLACK 7C

PROCESS: C80 M0 Y100 K0

PRINT UNCOATED STOCK

PANTONE: BLACK 6U

PROCESS: C80 M0 Y90 K0

DIGITAL

RGB: R65 G64 B66

HEX: 414042

SECONDARY COLORS



PRINT

PANTONE: Black C

PANTONE: Black 6 U

PROCESS: C0 M0 Y0 K100

DIGITAL

RGB: R0 G0 B0

HEX: 000000



PRINT

PANTONE: Cool Gray 7 C

PANTONE: Cool Gray 8 U

PROCESS: C0 M0 Y0 K50

DIGITAL

RGB: R147 G149 B152

HEX: 939598

LOGO COLOR VARIATIONS

Always try to use the full color logo whenever possible. However, use this guide for single color and gray applications.

SINGLE COLOR APPLICATIONS



FONTS

The font is called Museo Sans and it is to be used for all applications. It has been specially selected for the brand to express elegance and style whilst conveying clarity and legibility.

Museo comes in a variety of weights for greater flexibility. It is to be used exclusively and no other typeface should be used unless permission has been sought by the brand guardians.

Type can be set in black, red, slate gray or white.

MUSEO SANS 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

MUSEO SANS 300 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

MUSEO SANS 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

MUSEO SANS 700 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

BUSINESS CARD DESIGN



FLEET DESIGN



EMAIL SIGNATURE

TOMMY MORROW | PRESIDENT

P 813.948.1342 **F** 813.902.3835 **C** 813.400.8728

www.tokenconstruction.com



.TOKEN
CONSTRUCTION

Quality is the token of our accountability



.TOKEN
CONSTRUCTION

TOMMY MORROW

PRESIDENT

P 813.948.1342

F 813.902.3835

C 813.400.8728

tommy@tokenconstruction.com