



TRUESPACE
BRAND GUIDELINES
2019

**Your brand
is what other
people say about
you when you're
not in the room.**

JEFF BEZOS

**A brand is the set of
expectations, memories,
stories and relationships
that, taken together, account
for a consumer's decision
to choose one product or
service over another.**

SETH GODIN

BRAND MATTERS

A brand is so much more than a logo.

It's a declaration of how we see ourselves, and how we want to be seen. It's present in every single touchpoint where the public comes in contact with TrueSpace. It is the foundation of our identity; representing our values and personality for the world to encounter. It's a stamp of quality on everything we do.

The TrueSpace brand represents the convergence of old and new. Of sophistication and curiosity. Tradition and innovation. Face-to-face and online. Father and daughter.

It takes the best pieces from each side of the dichotomy, and combines them into one relevant and influential entity: **TrueSpace.**



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INTENTIONAL
CURIOUS
AUTHENTIC
RELIABLE
CURATED
HONEST
TRUE

WE PROMISE...

To work hard to provide entrepreneurs with valuable knowledge and connections.

To be transparent and honest, with the hope that our network will do the same.

To work to level the playing field for women- and minority-owned businesses.

To create an environment where members feel comfortable, welcomed, and valued.

To always be curious, and never stop learning.

To always give more than we take.

LOGOMARK

Because our logo represents the entire TrueSpace brand, it is vitally important. Anywhere that the logo appears, people think of us. It's a visual summation of everything we stand for. A stamp of approval.

In order to maintain a high level of consistency and professionalism, follow the these guidelines.

PRIMARY LOGO A

TRUE

SPACE

LOGO BUG



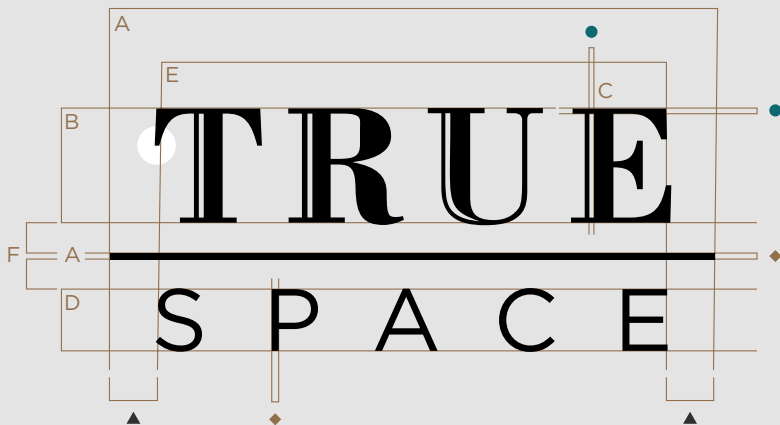
PRIMARY LOGO B

TRUE | SPACE

PRIMARY LOGO A

CONSTRUCTION

This is your reference guide, should you ever have to re-build the TrueSpace logo from scratch. **Design at a width of 1 inch.** Follow these specs, convert to outlines and scale as needed, being sure to preserve the aspect ratio.



A: Dividing line ◆

Width: 2.5x total height (2.5")

Height matches SPACE lineweight

B: TRUE text

Bodoni Standard, Bold

51 pt (or 0.485" height)

Kerning: 100

C: Custom detailing ●

Height: letter height - serifs

Width should match serif (0.02")

D: SPACE text

Gotham, Book

26 pt (or 0.26" height)

Kerning: 633

E: Text alignment ▲

Both TRUE and SPACE are aligned vertically over the center line, with the exception of the serif on the T, which aligns outside the grid for visual symmetry.

F: Text to center line spacing

0.125" on top and bottom of line

PRIMARY LOGO A



CLEARSPACE

This is the “safe zone” around the logo, which keeps anything from overlapping with or infringing upon the logo. Use the letter E from within the logo as a visual guide for how much space to preserve.

MINIMUM WIDTH

1 inch wide



MINIMUM SIZE

It's important to not shrink the logo too much. By shrinking the logo any more than 1 inch wide, we are compromising the quality and legibility of the mark. Use the logo bug for applications that must be smaller than 1 inch.

ASPECT RATIO

W = 2.5xH



ASPECT RATIO

This is the ratio of height to width of the logo. This is a great way to double-check if you've accidentally stretched or distorted the logo. This ratio remains the same no matter how large or small you scale the logo.



WHY IT MATTERS:

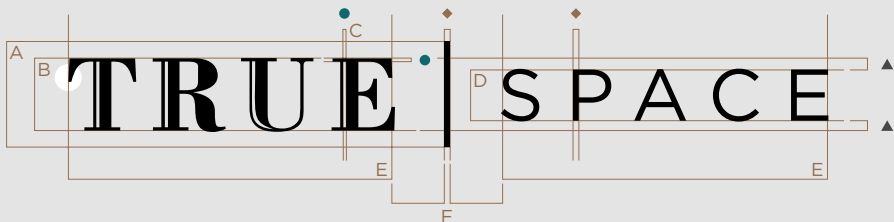
By ensuring that our logomarks are all identical and used correctly, we are embodying the intentionality that TrueSpace is all about.

Respecting the clearspace gives the logo the room it needs to be fully appreciated, and not shrinking the logo too much ensures that the mark is always legible, distinct, and high-quality.

PRIMARY LOGO B

CONSTRUCTION

This is your reference guide, should you ever have to re-build the TrueSpace logo from scratch. **Design at a width of 0.5 inch.** Follow these specs, convert to outlines and scale as needed, while preserving the aspect ratio.



A: Dividing line ◆

Height: 0.5"

Width should match lineweight
of letters in SPACE

B: TRUE text

Bodoni Standard, Bold
37 pt (or 0.35" height)
Kerning: 100

C: Custom detailing ●

Height = letter height - serifs
Width matches serifs (0.014")

D: SPACE text

Gotham, Book
25 pt (or 0.25" height)
Kerning: 300

E: Text alignment ▲

Both words are 1.55" wide,
including the serif on T
All elements aligned horizontally

F: Text to center line spacing

0.25" on left and right of line

PRIMARY LOGO B



MINIMUM WIDTH
1.5 inches wide



ASPECT RATIO
W = 7.15xH



CLEARSPACE

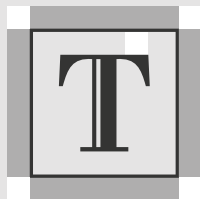
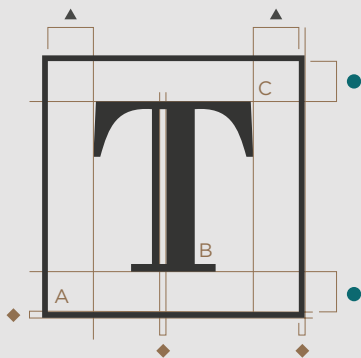
The “safe zone” around the logo is calculated in the same way as the other primary logo. Use the height of the E from within the logo as your unit for preserving the clearance on all sides.

MINIMUM SIZE

As with the other primary logo, there is a minimum size that will display well. Avoid using this logo at less than 1.5 inch wide. As a rule, if you can't make out the highlights on the word TRUE, you've scaled too small.

ASPECT RATIO

Since this version of the logo is so much wider than it is tall, it's hard to accurately calculate if you've maintained the aspect ratio. Refer to the Construction section to double check that the logo is correct.



A: Line ◆

Same thickness as highlight & serif

B: Letterform

Bodoni Standard, Bold

Detailing same as in other versions

C: Spacing ● ▲

Letterform should be centered within a 1:1 square

CLEARSPACE

The “safe area” around the mark. For the logo bug, the unit of space between the T and the frame is the same amount of space that should be repeated on the outside of the square. Avoid placing any other graphic elements within this space.

MINIMUM WIDTH
0.25 inches wide



ASPECT RATIO
W = H



MINIMUM SIZE

The logo bug is specifically created for all the smallest applications of the brand. When the other versions won't work, use the bug.

ASPECT RATIO

While the ratio of the T itself is not 1:1, the square that goes around it is a 1:1 square. If constructing the logo from scratch, be sure to outline the stroke so that the square scales proportionately to the rest of the design.

LOGO USE: WHAT NOT TO DO

A



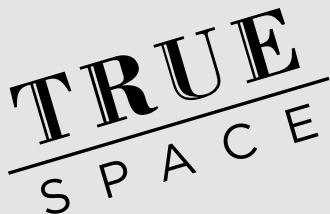
TRUE
SPACE

C



TRUE
SPACE

B



TRUE
SPACE

D



TRUE
SPACE

A: Don't stretch or distort the logo. This is really easy to do accidentally! To preserve proportions, hold SHIFT while dragging the corner handle of the image.

B: Don't rotate the logo. Our brand is about clean lines and professionalism, and rotating the logo can undermine that.

C: Don't change the colors of the logo. There is a range of acceptable brand colors to use for the logo, so no need to introduce any new ones. Also, never use more than one color. The logo is always all one color.

D: Don't change the typefaces. There's just no need; our brand fonts represent us.

E

TRUE
—————
SPACE

G



F

TRUE
—————
SPACE

H

TRUE
—————
SPACE

E: Don't scale any one part of the logo without the others. Everything should move together to keep the perfect balance.

F: Don't switch the existing typefaces. This almost looks like it's on-brand, but is not. Use Bodoni on top and Gotham on bottom.

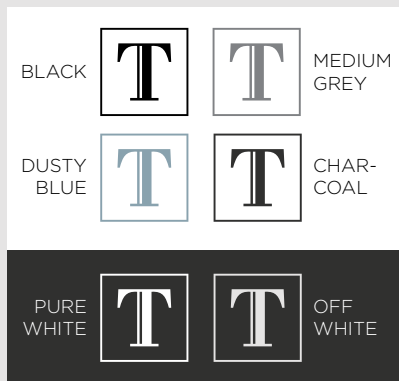
G: Don't place our logo over a busy image where it might get lost. There are acceptable ways of placing the logo over an image, outlined in this Brandbook.

H: Don't outline the logo. This makes it look completely different, and not good.

LOGO USE: COLORS & TREATMENTS

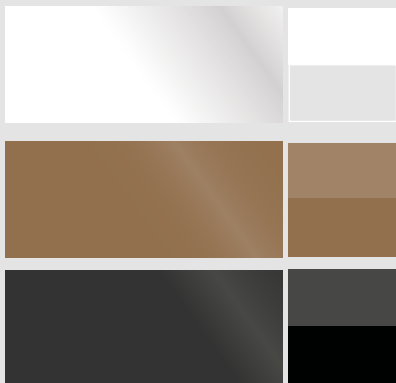
LOGO COLORS

Use any of these colors for any of our 3 logomarks. Always choose the color that contrasts most with the background. DO NOT use the logos in TEAL or GOLD.



GRADIENTS

Occasionally, a subtle gradient can be used to add dimension and interest to our logomarks. These gradients are designed to mimic the look of metal. Use a 45° angle.



SHADOWS

The use of shadows on the logo makes it even more versatile. Shadows are key when placing the logo over an image or busy background. Use shadow carefully and sparingly.



Use a dark, blurred shadow directly behind the logo (not offset) to create more contrast.



Be sure to darken and soften an image before placing a logo over the top. Aim for high contrast.

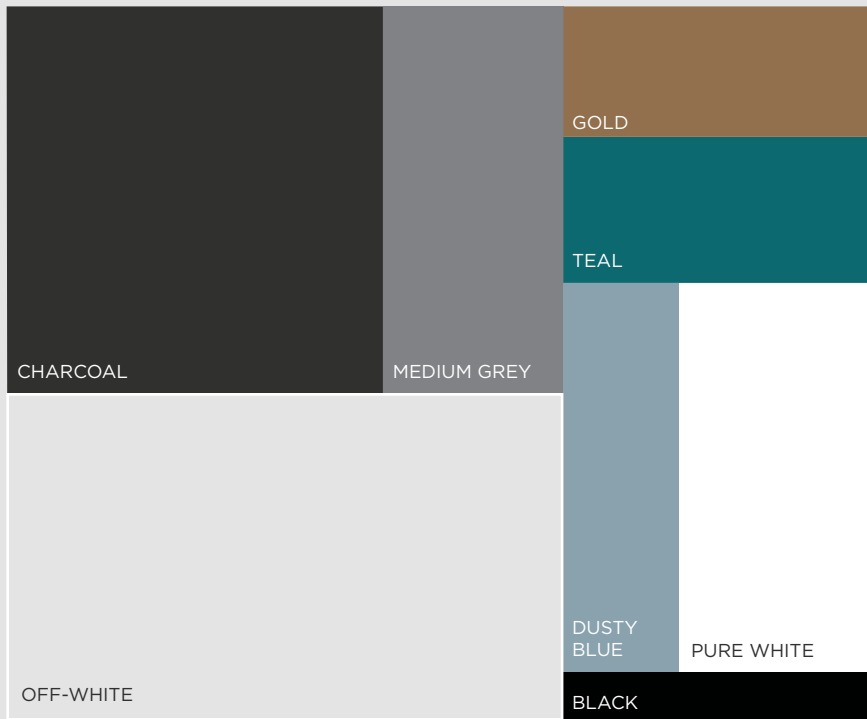


For more details about how to treat photos so that they match the brand, go to page 45.

COLOR

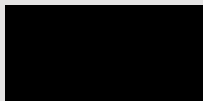
Colors can signify a brand even more than a logo at times. It can be used to put a mark on pieces without explicitly using the logo.

Our colors have been chosen to communicate professionalism and sophistication, inspired by a nice business suit. Use them exclusively in order to communicate that sophistication in everything we create. The blocks shown here represent the proportions of each color that you should aim for when designing external communications.



COLOR PALETTE: CODES

RICH BLACK



HEX
#000000

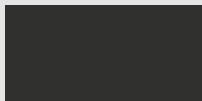
CMYK
50 50 50 100

RGB
0 0 0

PANTONE
N/A
Black 6 C

USES
Body text only.
Use Charcoal
for darker color
blocks & logo.

CHARCOAL



HEX
#30302F

CMYK
70 64 63 61

RGB
47 47 47

PANTONE
546 U
412 C

USES
Logos, text,
color blocks &
backgrounds,
graphic elements.

MEDIUM GREY



HEX
#808285

CMYK
0 0 0 60

RGB
128 129 132

PANTONE
10 U
430 C

USES
Logos, text,
color blocks &
backgrounds,
graphic elements.

OFF-WHITE



HEX
#E5E4E4

CMYK
9 7 7 60

RGB
228 228 228

PANTONE
7541 U
663 C

USES
Logos, text,
color blocks &
backgrounds,
graphic elements.

Use these codes to ensure a perfect match to our brand colors.

PURE WHITE



HEX
#FFFFFF

CMYK
0 0 0 0

RGB
255 255 255

PANTONE
N/A
N/A

USES
Logos, text,
color blocks &
backgrounds,
graphic elements.

DUSTY BLUE



HEX
#89A2AE

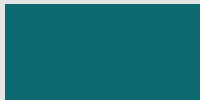
CMYK
49 28 26 0

RGB
136 161 173

PANTONE
2163 U
2163 C

USES
Accent color,
graphic elements.
Never use for
logos.

TEAL



HEX
#0C6970

CMYK
89 43 49 18

RGB
13 105 112

PANTONE
3155 U
2238 C

USES
Accent color,
graphic elements.
Never use for
logos.

GOLD



HEX
#92704E

CMYK
37 51 73 17

RGB
146 113 78

PANTONE
731 U
2468 C

USES
Accent color,
graphic elements.
Never use for
logos.

TYPOGRAPHY

Like color, intentional use of typography helps to further the brand in subconscious ways. Our two brand fonts, Bodoni Std and Gotham, are clean and buttoned-up, in line with our brand.

Use these two typefaces for their designated purposes, and the TrueSpace brand will always appear clean and refined. Refer to these guidelines whenever you're unsure. Both fonts are included in Adobe Typekit.

BODONI STD

Gotham

BODONI STANDARD

BODONI STD BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

There are several versions of Bodoni available; be sure to use Bodoni Std. Within the context of the TrueSpace brand, Bodoni should always be used in BOLD and in ALL CAPS. It is intended primarily for headlines, never body.

GOTHAM

GOTHAM LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

GOTHAM BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Gotham is the new standard for clean and legible typefaces. Due to its many weights, it is incredibly versatile. For TrueSpace, we use Gotham for sub-heads, body copy and more. When possible, use these three weights.

TYPE HIERARCHY

HEADING 1

Typeface: Bodoni Std
Style: Bold
Size: 40 pt
Leading: 45 pt
Tracking: 100
All uppercase.

A B C D E F
G H I J K L
M N O P Q
R S T W
X Y Z

HEADING 2

Typeface: Gotham
Style: Black
Size: 22 pt
Leading: 24 pt
Tracking: 50
Caps, title or sentence case.

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

HEADING 3

Typeface: Gotham
Style: Book
Size: 12 pt
Leading: 20 pt
Tracking: 50
All uppercase.

BODY TEXT

Typeface: Gotham
Style: Light
Size: 10 pt
Leading: 16 pt
Tracking: 50
Title or sentence case.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

All of these typefaces are available in the Adobe Creative Cloud TypeKit. [Download them here.](#)

ICONOGRAPHY

While icons are sometimes seen as a non-essential piece of a brand package, TrueSpace's brand would be lacking without them.

In presentations, print-outs, and other informational pieces, icons are what will set our brand above the others. Having a full set of 50 versatile, applicable icons really drives home the intentionality and cohesion of the TrueSpace brand.

ICON LIBRARY: MONOWEIGHT



ICON LIBRARY: MONOWEIGHT IN BOXES





The monoweight icons in boxes are necessary because, unlike the simple monoweight set, they all have the same dimensions. This set is also multicolor, adding dimension and visual interest to any presentation. Use these icons anywhere! Imagery always helps retention of information.

IMAGERY

Imagery is probably the single most powerful element of a brand. It can truly elevate an average brand, or bring down the most beautiful ones.

Follow these image guidelines, and the TrueSpace imagery will add an extra punch to any presentation, webpage, or social media post.



IMAGE GUIDELINES



PEOPLE-CENTERED

We're all about connecting people, so images depicting collaboration are most effective. Be sure to include people of different ethnicities and genders.

NATURAL

Keep staged images to a minimum. Avoid using images where subjects are looking directly at the camera.





PROFESSIONAL

To help reinforce our brand values, show people who look professional, knowledgeable, respectful, and productive.

FULL COLOR

Avoid using greyscale images, especially combined with color images in the same piece. If possible, use images with warm, indirect lighting.



WHAT NOT TO DO



DO NOT USE IMAGES THAT:
aren't in color.
have a watermark.
are low-res.
are corny.
or are clip art.



GRADIENT OVERLAY



WITHOUT OVERLAY



WITH OVERLAY

IMAGE OVERLAY

To make an average photo or stock image uniquely TrueSpace, place this gradient overlay overtop the image, and it will immediately match the others.



TRUE | SPACE

4600 S. ULSTER STREET, SUITE 1450

DENVER, COLORADO, 80237

INFO@TRUESPACE.COM