



TeamMate[®]
Branding Guidelines

- LOGO OVERVIEW
- SIZE
- TYPEFACE
- COLOURWAYS

Logo Overview

There are three types of TeamMate logo:

- The TeamMate tagline logo
- The TeamMate standard logo
- TeamMate shortform logo

TeamMate tagline logo

This is the preferred logo, and is to be used in most cases except highlighted below in 'TeamMate standard logo'.

The tagline 'Technical Furniture Solutions' explains the TeamMate brand's focus and area in the market therefore it is important that its integrity is maintained.

The tagline must be in font **Myriad Pro - Regular** size and spacing is explained in 'Sizing'. The colourway of the tagline must be in black.

The preferred TeamMate logo colourway must be in two Pantones®; 'Team' - in Black and 'Mate' in Pantone® 485 C

TeamMate standard logo

This logo is used on social media, signage and other marketing collaterals. The TeamMate standard logo is also to be used when displaying on websites where the logo is smaller than 40mm.

TeamMate shortform logo

This logo is used when the area for placing such a logo is no bigger than 1:1 or 1000 x1000mm. For instance; the use on social media HERO logo images.

TeamMate tagline logo



TeamMate[®]
Technical Furniture Solutions

TeamMate standard logo



TeamMate[®]

TeamMate shortform logo



TM

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Logo Size

Sizing of the logo.

To ensure consistency of the TeamMate logo, the width of the logo is measured from the edge of the 'T' across to the far edge of the 'e'. For the TeamMate shortform logo, width measurement is taken from the edge of the 'T' to the far edge of the 'M', as per images to the right.

Minimum size

The TeamMate logo should always be clearly visible and easy to read. Minimum size for the tagline logo is specified at 40mm (as seen top right). The TeamMate standard logo must be used at a minimum of 30mm (as seen middle right). Minimum size for the shortform logo (as seen bottom right) is 4.5mm.

The tagline logo should never be used below the minimum size of 40mm. For use when below 40mm please use the standard logo or the shortform logo.

Minimum size
TeamMate tagline logo



Minimum size
TeamMate standard logo



Minimum size
TeamMate shortform logo



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Typeface

Font

Logo tagline

For the TeamMate tagline logo **Myriad Pro - Regular** is used. Minimum size for the tagline font is 8pt and spacing of the letters is VA - 10. Position of the text against the logo can be seen in the image on the right.

Text/copy font

TeamMate typeface for normal text copy are as follows:

- DIN Regular - Used for general copy
- DIN Medium - Primarily used for subheadings in general copy
- Max-Regular - Used in headings and major subheadings

Note: DIN Regular black body copy where there is reference to features & benefits and/or must be set to 85% of black.

Colour: Colour for major subheadings (Max-Regular) used in marketing materials should be Pantone® 485 C known as 'TeamMate red'. See Example below:

Max-Regular

Logo tagline measurements



Primary weights for text/copy

DIN Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%&*x

DIN Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%&*x

Max-Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%&*x

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Logo

Colourways

The TeamMate logo should only be used with the colours shown on the right. The Standard logo (black and red) is the primary logo and should be used in the majority of cases.

Colourway changes:

Changes to the primary colourway (black and red) need to note the following:

Standard logo black - The standard logo black should only be used on when on a light photographic background.

Standard logo white - The standard logo white should only be used on a dark photographic background or used on a solid black colour.

Standard logo white and red - The standard logo white and red should only be used on a solid black colour.

Standard logo black 75% tint - The standard logo black 75% tint should be used on a light photographic background.

Note: Standard logo black 75% tint guidelines apply to the Standard logo white. Therefore white logo can have 75% tint applied. Both logos can have from 100% - 75% tint applied.

Standard logo



Standard logo black



Standard logo white



Standard logo white and red



Standard logo black 75% tint





Headquarters

TeamMate

EMEA

7 Rockfort Industrial Estate
Hithercroft Road
Wallingford, Oxfordshire
OX10 9DA
United Kingdom

T: +44 (0) 1491 825739

F: +44 (0) 1491 838568

E: info@teammateworld.com

W: www.teammateworld.com

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These specifications are subject to change.
E&OE.

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