

Brand Identity and Creative Development

THE PEDOWITZ GROUP



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TPG LOGO

The Pedowitz Group Logo Identity Standards

The logo should be used in instances pertaining to the entire business, comprising all legal entities, departments, units and employees assigned to it. The TPG logo, made up of the "Pedowitz" name in and the "PG" diamond, is the cornerstone graphic symbol representing the entire entity of The Pedowitz Group to all stakeholders (customers, employees, partners, etc.).

This logo has grown to represent strength and leadership in the Revenue Marketing space.

Shown are the preferred logotypes for all orientations.



Alternative use of The Pedowitz Group Logo

The aforementioned logotypes are the preferred logo for all media types as it represents our brand. However, in some instances, the "PG" diamond could be used as a stand alone element as approved by TPG Creative Services. In these applications, the "PG" diamond should only be used where the full logo has already been introduced and where the audience is familiar with the TPG brand.



TPG LOGO

Usage

The TPG logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the presentation of the logo is right for its context, we've created a system that includes PANTONE® color, and an extended palette of solid colors as well as reversed logo treatments. So whether the TPG logo appears on the Web, in print, on screen, or on a promotional item, you have a guide to adapt the logo to its appropriate design context. Please contact TPG Creative Service for situations that require custom usage.

Preferred Color usage



Full Color
(Blue/Green)



One Color
(Black)



Reversed
(Color)



Reversed
(White)

Space and Size

To preserve the integrity and visual impact of the TPG logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text. The minimum clear space on all sides of the logo should be equal to the height of the word Pedowitz on the vertical and horizontal logos.

To ensure that the TPG logo is reproduce legibly at smaller scales, should not be used at a size smaller than 3/4" in height for the horizontal version and 3/4" in width for the vertical version.

Clear space



Minimum size



COLOR PALLET

Primary and Support Colors

TPG identity colors are two specific colors referred to as TPG Blue and TPG Green. They represent a distinct color signature for TPG. It is intended that these colors be used generously and consistently in TPG communications. TPG Blue and TPG Green should be used predominantly. White backgrounds are desirable for TPG logo display. Dark backgrounds may be used with the TPG reversed logo in white. A limited range of support colors are available for use with the primary TPG colors.

The secondary colors are intended to complement and add color vibrance to brand applications and represent the stages in the RM6 journey which is the cornerstone of the brand. The tertiary or support colors are available for use in situations where color is desired but extends further than the primary colors, doesn't represent the RM6 methodology, and TPG Gray should be used for all body copy.

Primary



TPG Blue

Spot Color
PMS 7693

CMYK
97, 66, 42, 26

RGB
0, 73, 99

Hexadecimal
#004963



TPG Green

Spot Color
PMS 362

CMYK
75, 19, 100, 5

RGB
73, 148, 12

Hexadecimal
#49940C

Secondary



TPG Aqua

CMYK
81, 30, 21, 1

RGB
22, 143, 177

Hexadecimal
#168FB1



TPG Gray

CMYK
0, 0, 0, 75

RGB
99, 100, 102

Hexadecimal
#636466

Accent and Additional Colors

Standard



RM6 Red

CMYK
2, 93, 99, 0

RGB
233, 54, 37

Hexadecimal
#E93625

Medium



RM6 Red

CMYK
6, 98, 100, 1

RGB
225, 40, 35

Hexadecimal
#E12823

Dark



RM6 Red

CMYK
13, 100, 100, 4

RGB
205, 13, 11

Hexadecimal
#CD0D0B



RM6 Orange

CMYK
1, 30, 95, 0

RGB
252, 185, 40

Hexadecimal
#FCB928



RM6 Orange

CMYK
1, 30, 95, 0

RGB
242, 152, 31

Hexadecimal
#F2981F



RM6 Orange

CMYK
1, 30, 95, 0

RGB
246, 121, 11

Hexadecimal
#F6790B



RM6 Green

CMYK
38, 1, 99, 0

RGB
171, 207, 55

Hexadecimal
#ABCF37



RM6 Green

CMYK
55, 3, 100, 0

RGB
130, 189, 56

Hexadecimal
#82BD38



RM6 Green

CMYK
66, 17, 100, 3

RGB
102, 158, 15

Hexadecimal
#669E0F



RM6 Blue

CMYK
61, 1, 6, 0

RGB
70, 197, 230

Hexadecimal
#46C5E6



RM6 Blue

CMYK
72, 6, 9, 0

RGB
0, 181, 219

Hexadecimal
#00B5DB



RM6 Blue

CMYK
79, 32, 4, 0

RGB
19, 142, 200

Hexadecimal
#138EC8

TYPOGRAPHY

There are two TPG fonts that are approved for use with corporate messaging: Avenir and Gotham. Avenir should be used most commonly in corporate communications, and Gotham used only sparingly. Gotham is the font used in various illustrations, charts, and infographics for a more bold impact. Internal logotypes, and excessive use of the Gotham font outside of these treatments will dilute the brand.

Text Colors

The color used in text should be as follows:

Headlines



TPG Blue

Spot Color
PMS 7693
CMYK
97, 66, 42, 26
RGB
0, 73, 99
Hexadecimal
#004963

Subheads



TPG Green

Spot Color
PMS 362
CMYK
75, 19, 100, 5
RGB
73, 148, 12

Body Copy



TPG Gray

CMYK
0, 0, 0, 75
RGB
99, 100, 102
Hexadecimal
#636466

Variations on this is allowed for visibility depending on the application.

HEADLINE

Avenir Heavy

SUBHEAD

Avenir Medium

BODY

Avenir Book

SPECIAL

Avenir Light

HEADLINE

Gotham Black

SUBHEAD

Gotham Bold

BODY

Gotham Book

SPECIAL

Gotham Light

GRAMMAR AND STYLE GUIDE

General Grammar/Style Information:

- Capitalize only proper names. Capitalizing words like awareness, client, sales, etc. doesn't make them look important. It makes us look uneducated.
- Heads Should Be in Title Case without Punctuation
- In title case, small words aren't capitalized, but verbs are.
- In subheads, body copy, and bullets, use sentence case.
- To separate thoughts in titles, use en dashes (width of the letter N) instead of hyphens.
- As we're using it, the plural of "medium" is "media." The singular of "mediums" is "fortune teller."
- Apostrophes generally make a word possessive, not plural. Ex: "The site offers seven whitepapers." "The first whitepaper's format is different from the others."
- Only one space is to be used after a period. Always.
- Spell out numbers one through nine. If you're talking about a list that starts below 10 and ends above it, both anchors should be numbers: 5 through 27.
- In sentences that start with numbers, the number should be spelled out.
- The abbreviation i.e. means "therefore" or "in other words." And e.g. means "for example."
- Date ranges should be separated by an en dash, not a hyphen.
- Words shouldn't be in all caps to show emphasis. The words themselves should do the trick.
- Descriptions should be as brief as possible. Don't use 100 words when 10 will do. If it doesn't fit in the box provided at the assigned font size, it's too long.
- We believe in the Oxford comma. Put a comma before the "and" or "or" in a series of three, four, or more.
- If a parenthetical intro to a sentence has four or more words, it needs a comma (as in this very sentence).
- A long bulleted list (like this one) should probably be broken out into multiple pages.

Making Recommendations:

- By all means, make recommendations. After all, that's what they're paying us for.
- A recommendation probably shouldn't have a question in it. It doesn't make us look knowledgeable. We look unsure.
- Recommendations should be strong statements, preferably ones that begin with a verb. In fact, a recommendation should always start with a verb. (e.g. Start recommendations with a verb.)
- Separate recommendations from the assessments. The client shouldn't have to hunt for our suggestions.

Bulleted List Rules:

- Bulleted lists should be parallel. If the first one starts with a verb, all the rest should too. If one's a sentence, all should be. This is a bulleted list about soup:
 - Tomato is a soup kids like
 - Chili is good on a cold winter's evening
 - I like chicken noodle.
- Always use parallel structure for bulleted lists where the list item completes the statement begun in the intro:
This bulleted list is:
 - Simple and well thought out
 - Easy to understand
 - Better than one that requires a lot of words
 - It's OK to change the format of list items mid-list
- Generally speaking, bulleted list items shouldn't have periods at the end of them.
- If bulleted lists require transitions (e.g. "but," "and," etc.), it's not really a bulleted list.

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