

# TSSG



TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP

## Content

Intro	03
Our Logo	04
Space & Size	05
Size & scale	06
Primary Logo	07
Secondary Logo	09
Logo & Brand Typeface	10
Brand Colours	11
Incorrect logo usage	12

## Intro

Welcome to the TSSG brand guidelines. These guidelines exist to make us look consistent. Follow these guidelines as you create marketing materials, internal and external communications.

This guide will help to familiarise you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

## Our Logo

Our logo is the most visible element of our identity. It's a guarantee of quality that unites our diverse products and services. No drop shadows, no glossy reflections, no flashy graphic effects. Our logo is a bold, simple, graphic statement.

The logo is made up of two elements: the symbol and the logotype.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.



## Space & Size

### Clear Space

An important element in the TSSG logo is its clear space. This will ensure a consistent look to the brand as well as protect the logo from distractions within or around any layout.

To determine clear space the width of the “G” in the TSSG logotype has been defined as “X”. There should always be at least the size of the “X” around all sides of the logo.

### Fog Test

This demonstrates how the logo will appear if photocopied or badly printed. The logo should not be printed smaller than the scale shown here.



25% black



50% black



75% black



100% black

## Size & Scale

### Sizing restrictions

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for any application.

In general, for print and web materials, the logo should be sized somewhere between 25mm and 40mm in width depending on the application. The logo should never print smaller than 20mm wide.

### Preferred size

The Logo looks best between 20mm and 40mm as illustrated here.

### Size Limit

Never print the logo smaller than 20mm.



## Primary Logo

Our logo font should only appear as white or navy as shown in the colour pallet. Background colour may be also be white or navy as shown. With the circles appearing in colour as shown in the colour pallet or in transparent white.



Mono logo on coloured background - Logo  
Font appears at opacity 100% white. The  
circles at opacity 70% white.



TSSG  
Brand Guidelines

TSSG logo left aligned with full name  
TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP  
(All caps)



TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP

TSSG logo centered over  
TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP.  
(All caps)



TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP



TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP



TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP



## Secondary Logos

Secondary logo eg.  
POWERED BY:  
SPIN OUT:



## Logo & Brand Typeface

Eurostile Regular is our Font Typeface.  
ASAP is used for the full name and tag lines under the TSSG logo as previously stated in the style guide.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.



Eurostile

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &\*#@?!/+ (.,:;)

ASAP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &\*#@?!/+ (.,:;)

Eurostile

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &\*#@?!/+ (.,:;)

ASAP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &\*#@?!/+ (.,:;)

## Brand Colours

### CMYK 4 Colour Process

In 4-Colour applications the logo should always print in the Colour using the 4-Colour process formulas listed.

### RGB

For Screen applications the logo should always print in the Colour using the RGB process formulas listed.

### Colour Values



HEX #202A56

R 32  
G 42  
B 86

C 100  
M 90  
Y 33  
K 30



HEX #9D9C9C

R 157  
G 156  
B 156

C 0  
M 0  
Y 0  
K 50



HEX #E9BD30

R 233  
G 189  
B 48

C 6  
M 23  
Y 86  
K 5



HEX #EE7624

R 238  
G 118  
B 36

C 0  
M 63  
Y 91  
K 0



HEX #E4211E

R 228  
G 33  
B 30

C 0  
M 95  
Y 93  
K 0



HEX #B1166B

R 177  
G 22  
B 107

C 32  
M 100  
Y 23  
K 2



HEX #36A9E0

R 54  
G 169  
B 224

C 70  
M 15  
Y 0  
K 0



HEX #4E6FA7

R 78  
G 111  
B 167

C 76  
M 54  
Y 12  
K 0



HEX #136481

R 19  
G 100  
B 129

C 88  
M 47  
Y 32  
K 17



HEX #69BFAC

R 105  
G 191  
B 172

C 60  
M 0  
Y 40  
K 0



HEX #83B926

R 131  
G 185  
B 38

C 56  
M 2  
Y 100  
K 0



HEX #008D36

R 0  
G 141  
B 54

C 85  
M 10  
Y 100  
K 10

## Incorrect Logo Usage

The examples shown here illustrate a number of incorrect uses. This is not intended to be a complete list. Never use the logo in any of the following ways. Only apply the logo as stated already in this usage guide.



Do not alter the colour of the logo



Do not use the logo to create a pattern



Do not outline the logo



Do not alter the shape of the image



DO NOT angle the logo



Do not use the full-Colour logo on a Coloured background



Do not reverse the logo on any light coloured background



Do not alter the font/letter shape.



Do not squash or stretch the logo



Do not fill logo space with a pattern, image or words