



Brand Guidelines

About TBJ Products

Tur-Bo Jet Products is a component manufacturing company working for several industries; aerospace, medical, and military to state a few.

With over 73 years of experience and a 3rd generation family legacy they pride themselves on the quality of the work they develop and the experience of their employees over 3 countries and several locations.



This is the main logo

The objective of this logo redesign was to give it a fresher, more contemporary and clean look, while maintaining they're tradition, legacy and values reflected.

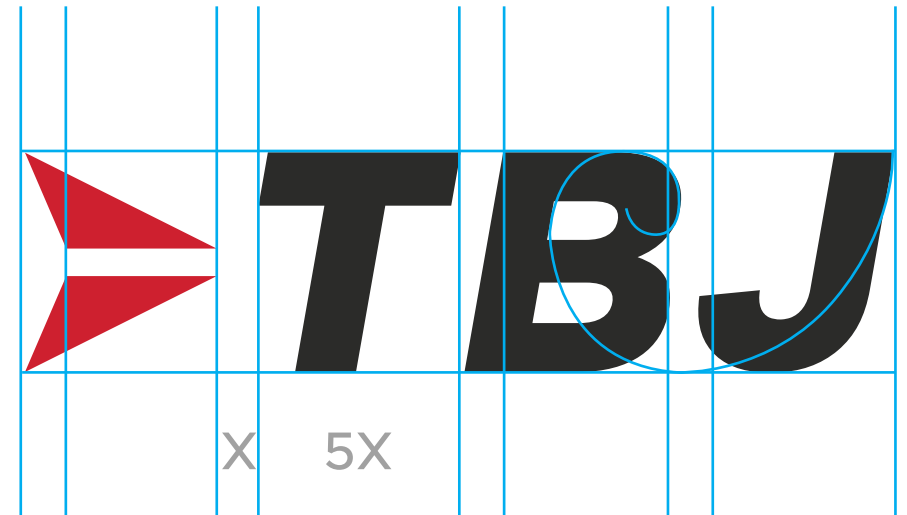


How it was made

The logo is constructed on a 1:4 proportion and uses 1:5 with letters and their spacing.



4X



The space between the B and J was adapted to flow naturally so the eye can feel comfortable.

This one
includes
the name
of the
business

 **TBJ** | Tur-Bo Jet Products

Use this
one when
there's
not much
space



Leave
this
much
space
around



Always leave at least the value for "X" clear around the TBJ logo.

It should
not be
smaller
than this

On any printed media the logo shouldn't be smaller than 7/8 of an inch.



These
are the
different
variations
allowed

MAIN



Use whenever possible

FULL BLACK



For single color printing and other applications

FULL WHITE



For dark backgrounds and hard to read places

GRAYSCALE



For black and white printing

To use the Logo over an image

If the logo is lost into a picture with lots of detail, use the Clearspace with a white fill.

Alternate slanted use must follow 10 degrees of inclination.



Don't do
any of
these
(please)

These are some examples
of incorrect handling and
utilization of the logo.

MODIFY COLORS



Shouldn't be modified outside of the allowed variations

MODIFY ELEMENTS



Any alterations on the logo aren't allowed; including
the typography, outlines or other shapes

SKEW OR DISTORT



The logo must always follow it's original proportions

UNREADABLE



Using a low resolution image, using a background with
no contrast, too small to read on applications.

You may
do some
of these
(if...)

These are some instances
where the logo could be
used differently

MODIFY COLORS



In some instances, the TBJ letters may be switched to white on dark backgrounds for better readability

MODIFY ELEMENTS



The TBJ Plane shouldn't be used as a separate element besides anything related to branding

IMAGES



The Logo may be used over images if these are light colored and don't have lots of detail

Brand Guidelines

COLORS

These are the colors

The two principal colors
are used in the logo.

Secondary colors help
reinforce the branding.

MAIN AND SECONDARY COLORS

Brand Guidelines

MAIN AND SECONDARY COLORS

TBJ RED



#CF152D

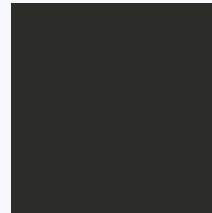


R:207 G:21
B:45



C:12 M:100
Y:92 K:3

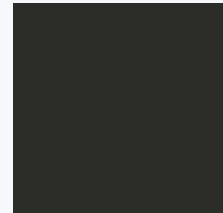
TBJ GRAY



#2C2C29



R:44 G:44
B:41

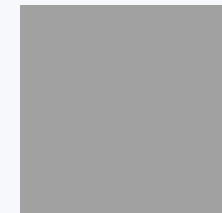


C:69 M:63
Y:66 K:66

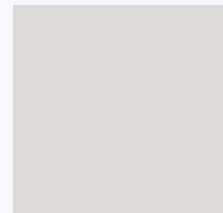
SECONDARY COLORS



#01182E



#A1A1A1



#DAD9D7

These are the fonts

The main typeface is a font family of different weights.

The alternative may be used if available to the user by default.

MAIN FONT

Metropolis
Metropolis
Metropolis
Metropolis
Metropolis

ALTERNATIVE
FONT

Gotham
Gotham

