TUCKER GROUP

Branding Guide & Website
COMM6338 - Advanced Web 1
Nikki Harper

PROFESSIONAL
DEPENDABLE
STREAMLINED
CAPABLE

Target Audience: Government employees who research companies who submit bids and make decisions on contracts, and other companies which may be required to work with in collaboration with a contract, either on the contract together or to source products from.

7358

Tucker

Group

Circle representing aerospace type shapes and earth/moon

TUCKER
GROUP

PRIMARY LOGO

The primary logo for the Tucker Group is a letterform of the letter “T” for Tucker. The “T” is bold and slightly slanted giving it a feeling of movement. The circular sliver that loops around the “T” originated from the letter “G” for “group” and was created by altering the letter with the circle shape. The circular sliver gives the logo an aerospace feel. The typeface used to create the letterform and “TUCKER” is bold, italicized, and features geometric characters that pair well with the circle. A light, non-italicized version of the typeface is used for “GROUP” which provides a balanced and airy feel. The san serfic typeface brings simple, clean lines and gives the logo a professional look and feel. The primary logo should be used on a white or light colored background.

CLEAR SPACE

To ensure legibility, the logo should have a minimum clear space around it (as indicated above) whenever it is used. The clear space should be maintained as the logo is proportionately resized.

MINIMUM SIZE

The smallest the logo should be resized to is 2” wide.

A.

B.

SECONDARY LOGOS

Tucker Groups's secondary logos provide alternate options to use in place of the primary logo.

A. Stacked Logo - Works best for vertical orientations

B. Text Only - Use sparingly

C. Letterform Brandmark - Works best where the brand name is already displayed in plain text

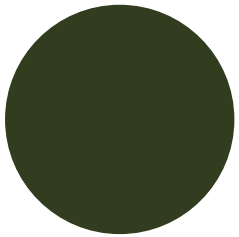
C.

ONE COLOR LOGOS

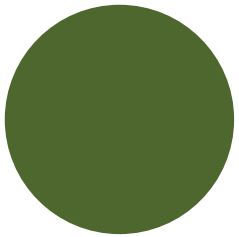
A one color logo works well on colored background and for one color print jobs. The white logo should be used for dark backgrounds and the dark green logo should be used for light or neutral backgrounds.

PRIMARY COLORS

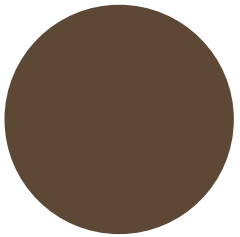
The primary color palatte is made up of earth tones. Dark and light green are used in the logo. Brown and tan can be used with the shades of green. Together these color imply a military meaning. Green is also associated with life, nature and energy.



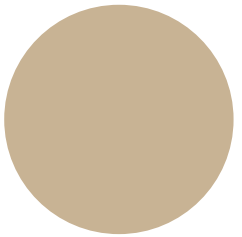
FOREST GREEN
CMYK: 70, 51, 91, 57
RGB: 50, 61, 31
HEX: #323D1F



LEAF GREEN
CMYK: 69, 39, 100, 29
RGB: 78, 102, 47
HEX: #4E662F



BARK BROWN
CMYK: 50, 60, 75, 43
RGB: 93, 72, 54
HEX: #5D4836



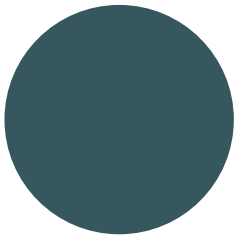
DESERT TAN
CMYK: 22, 27, 43, 0
RGB: 200, 179, 148
HEX: #C8B394

SECONDARY COLORS

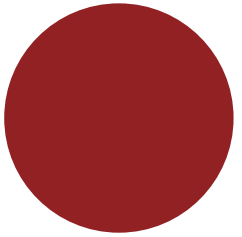
The secondary color palette includes light neutral colors and a blue and red that pair well with the primary colors The blue and red should be used sparingly as needed. Secondary colors add interest to designs and can be used on their own or in combination with the primary colors.

NEUTRAL BIEGE
CMYK: 10, 7, 17, 0
RGB: 227, 225, 209
HEX: #E3E1D1

NEUTRAL GREY
CMYK: 19, 15, 16, 0
RGB: 204, 204, 204
HEX: #CCCCCC



DEEP SEA BLUE
CMYK: 80, 53, 51, 29
RGB: 54, 87, 94
HEX: #36575E



SUNSET RED
CMYK: 35, 100, 100, 20
RGB: 145, 33, 36
HEX: #912124

LOGO TYPEFACE

All Round Gothic Bold Oblique was used for the “T” in the letterform and for “TUCKER”. It is a structured, geometric sans serif font. The bold, oblique letters give the text a feeling of movement. The XLig style used for “GROUP” provides balance to the bold weight. All Round Gothic is rounded font that gives an organic impression and should be used sparingly to add interest to designs.

All Round Gothic - Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

All Round Gothic – XLig

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

HEADLINE TYPEFACE

Magistral Bold is san serif font that adds character to headlines. It gives the headlines an aerospace feel.

Magistral – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY TYPEFACE

Roboto Light, Light Italic and Bold should be used for body copy. Roboto is a san serif that has a natural reading rhythm and pairs well with the logo and headline fonts.

Roboto - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roboto - Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roboto - Bold

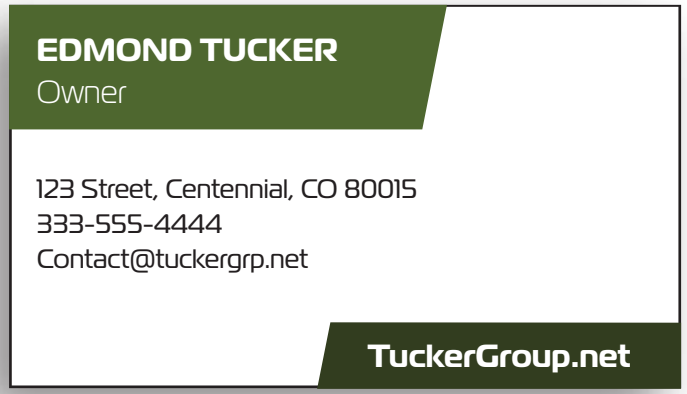
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BUSINESS CARD

Front

Back



LETTERHEAD

TUCKER
GROUP
November 24, 2020
To Whom It May Concern:
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Regards,
123 Street, Centennial, CO 80015 | 333-555-4444 | Contact@tuckergrp.net

ENVELOPE