

BRAND BOOK AND  
IDENTITY GUIDELINES  
2023





developed by  
**estúdio bizú**

This manual was developed for helping you to build and keep a strong and consistant brand. It serves as a guide for future communication pieces, logotype applications and other graphic solutions. We hope that you and your business reach new and beautiful flights.

best wishes,  
**estúdio bizú**

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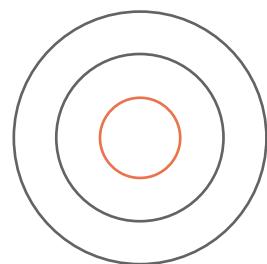
## About TPF

Originally specialized in Third-Party Financing for energy efficiency projects, TPF developed itself through organic growth and acquisitions over the course of 30 years.

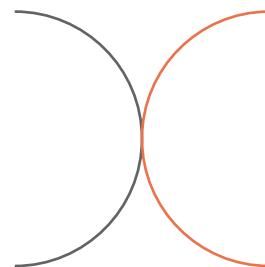
Today, we are proud to be a multidisciplinary consultancy active in more than 50 countries.



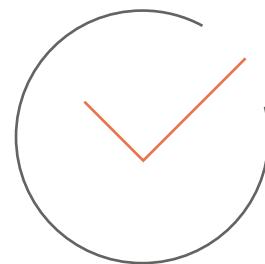
At TPF, everything we do is anchored by our core values:  
**integrity, respect, excellence, teamwork and openness.**



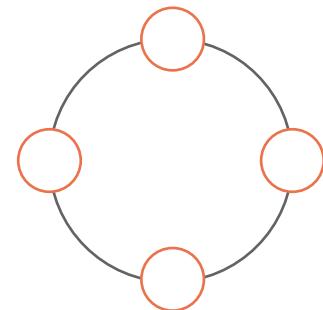
Integrity



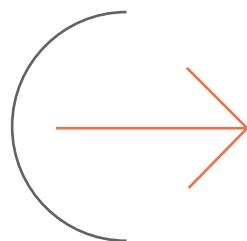
Respect



Excellence



Teamwork

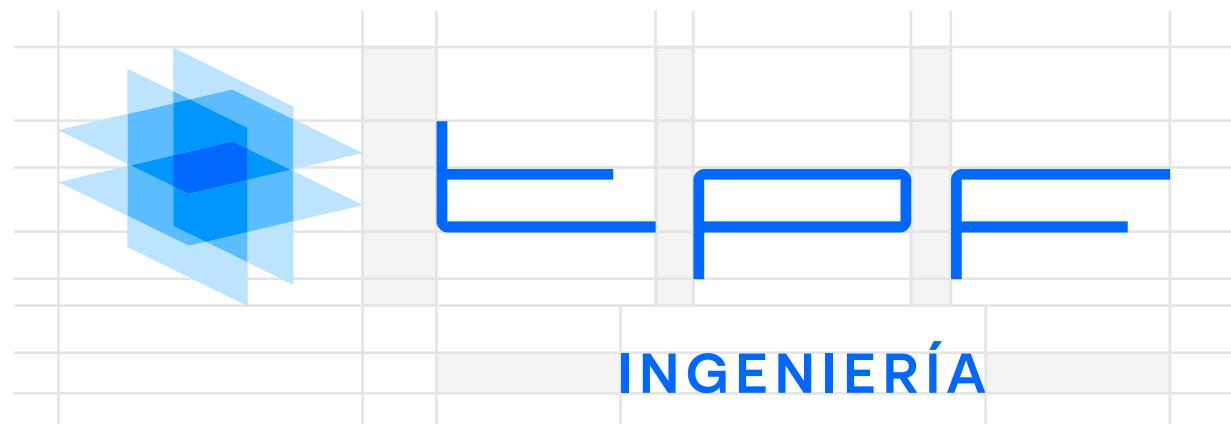


Openness



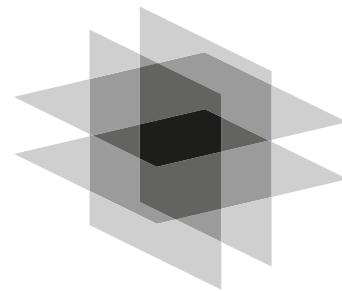
# The logotype

TPF's logotype is compound by an icon and the wordmark. The icon is a rosette, representing many aspects of TPF's values, with overlapped layers suggesting transparency and integrity. In the wordmark part we have 3 strong letters build by straight lines. The logotype proportion shouldn't be changed or deformed.



# The logotype

## 01. Black and white version



T P F

**INGENIERÍA**

This logotype version should be used when a black and white material is being printed, in a white background.



INGENIERÍA

This logotype version should be used when a black and white material is being printed, in a black background.

PMS: Neutral Black C

R: 29 G: 29 B: 27

C: 74 M: 65 Y: 63 K: 81

#1D1D1B

PMS: Cool Gray 9C

R: 99 G: 99 B: 98

C: 56 M: 46 Y: 46 K: 35

#636362

PMS: Cool Gray 7C

R: 156 G: 155 B: 155

C: 40 M: 32 Y: 32 K: 10

#9C9B9B

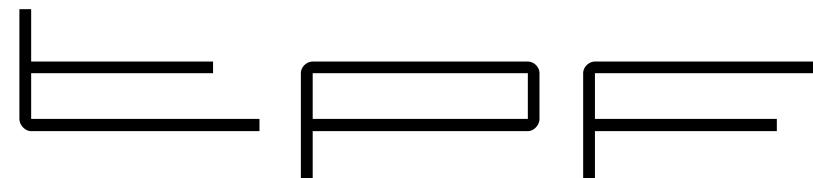
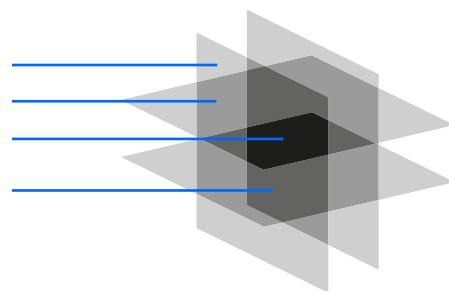
PMS: Cool Gray 2 U

R: 221 G: 221 B: 221

C: 16 M: 11 Y: 13 K: 0

#DDDDDD

PMS:  
Cool Gray 2U  
Cool Gray 7C  
Neutral Black C  
Cool Gray 9C



INGENIERÍA

PMS: Neutral Black C

# The logotype

## 02. Main version



This logotype is the main version  
and should be used in a white  
background.



This logotype is the main version  
and should be used in the TPF's  
blue background.

PMS: 300 C  
R: 0 G: 103 B: 255  
C: 85 M: 60 Y: 0 K: 0  
#0067FF

PMS: 2925 C  
R: 0 G: 150 B: 255  
C: 73 M: 37 Y: 0 K: 0  
#0096FF

PMS: 2905 C  
R: 188 G: 228 B: 254  
C: 30 M: 1 Y: 0 K: 0  
#BCE4FE

PMS: 2915 C  
R: 90 G: 189 B: 254  
C: 58 M: 12 Y: 0 K: 0  
#5ABDFE

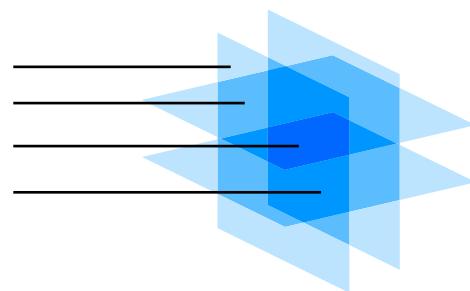
PMS:

2905 C

2915 C

300 C

2925 C



**INGENIERÍA**

PMS: 300 C

# The logotype

## 03. Outline version

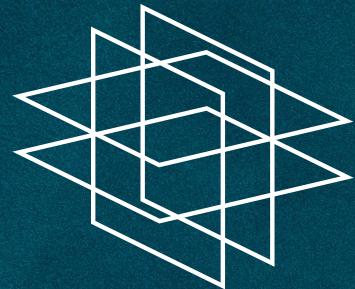


**INGENIERÍA**

This version of the logotype is proper for a clean look and should be used in a white background.



This version of the logotype is proper for a clean look and should be used in the TPF's blue background or overlaid in media.



LPPF

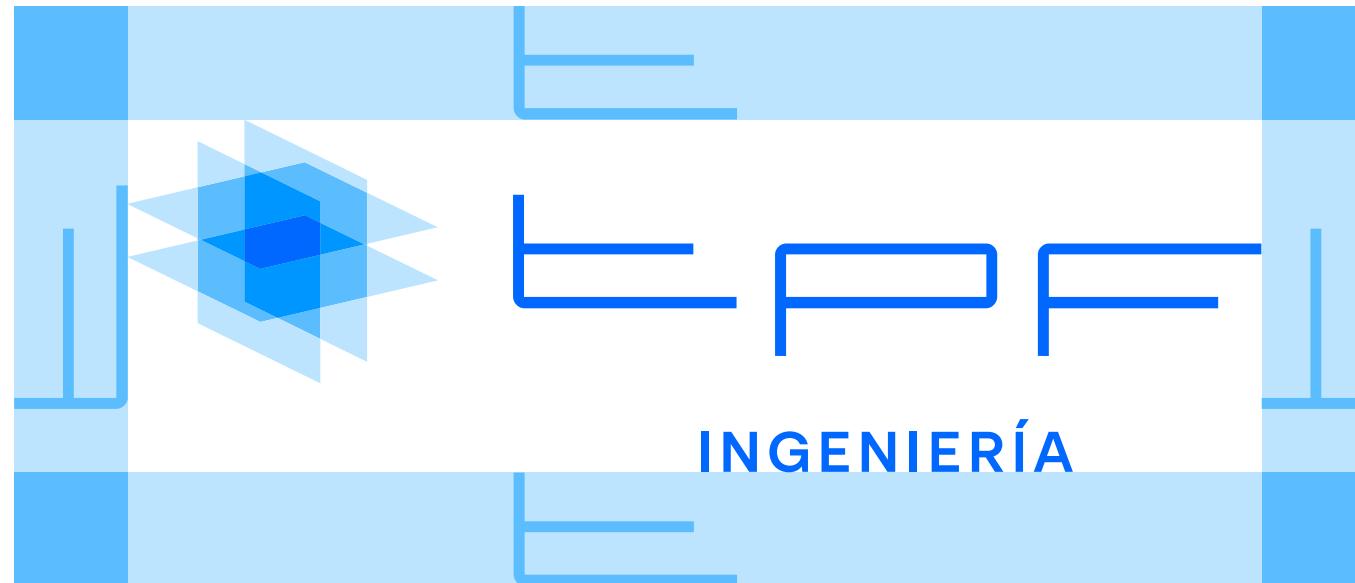
INGENIERÍA

Every time the logo is overlaid in media, (photographs, videos and images) we should use the white outline version.



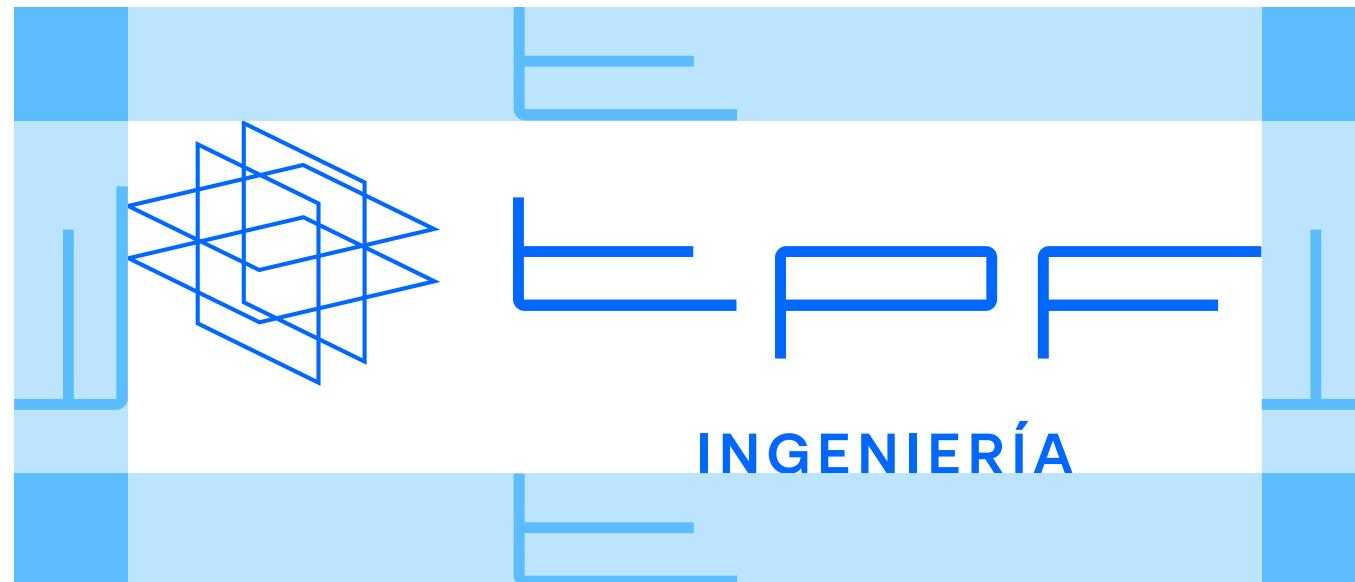
# The logotype

## 04. Clearspace



The clearspace should be respected every time the logotype is used. The measure is the 'T's Cap height, represented by X.





The clearspace should be respected every time the logotype is used. The measure is the 'T's Cap height, represented by X.



# Color Palette

BRAND BOOK AND  
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The main TPF  
brand color is  
pantone 300 C

PMS: 300 C  
R: 0 G: 103 B: 255  
C: 85 M: 60 Y: 0 K: 0  
#0067FF

PMS: 2925 C  
R: 0 G: 150 B: 255  
C: 73 M: 37 Y: 0 K: 0  
#0096FF

PMS: 7463 C  
R: 0 G: 40 B: 77  
C: 100 M: 84 Y: 43 K: 41  
#00284D

PMS: 2915 C  
R: 90 G: 189 B: 254  
C: 58 M: 12 Y: 0 K: 0  
#5ABDFE

PMS: 2905 C  
R: 188 G: 228 B: 254  
C: 30 M: 1 Y: 0 K: 0  
#BCE4FE

PMS: P 179-1 U  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0  
#FFFFFF

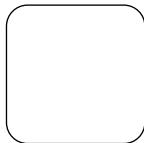


When designing for digital and screens, use RGB.

When designing for printed materials, PMS is preferred.

CMYK should be used only for printing, as last resort.

We only recommend the following solid colors to be used  
as a background when applying the logotype:



PMS: P 179-1 U      R: 255 G: 255 B: 255  
#FFFFFF                C: 0 M: 0 Y: 0 K: 0



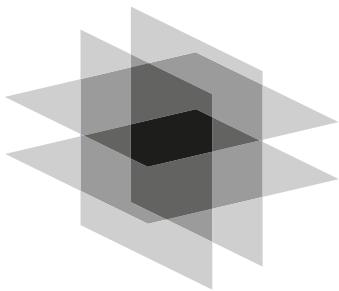
PMS: 300 C      R: 0 G: 103 B: 255  
#0067FF            C: 85 M: 60 Y: 0 K: 0



PMS: 7463 C      R: 0 G: 40 B: 77  
#00284D            C: 100 M: 84 Y: 43 K: 41

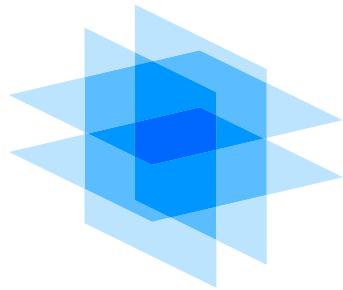


PMS: Neutral Black C      R: 29 G: 29 B: 27  
#1D1D1B                C: 74 M: 65 Y: 63 K: 81



T P F

**INGENIERÍA**



T P F

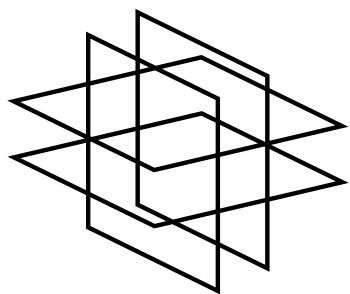
A graphic representation of the letters 'T', 'P', and 'F' in a bold, blue, sans-serif font, arranged horizontally.

INGENIERÍA

The word 'INGENIERÍA' in a bold, blue, sans-serif font, centered below the previous graphic.

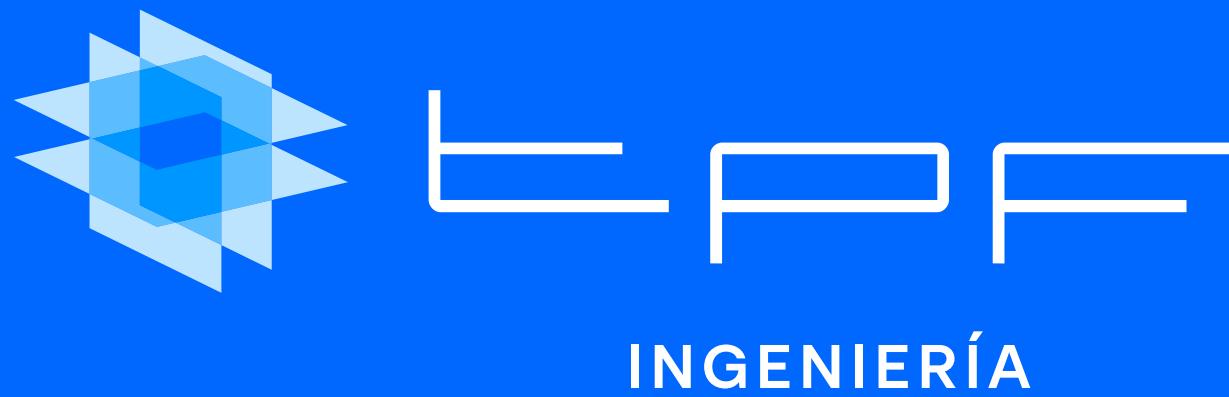


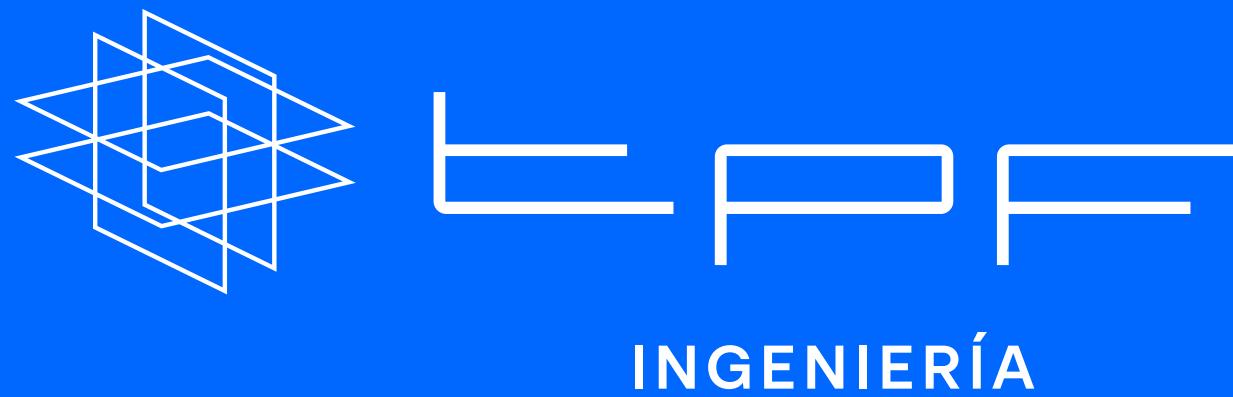
INGENIERÍA

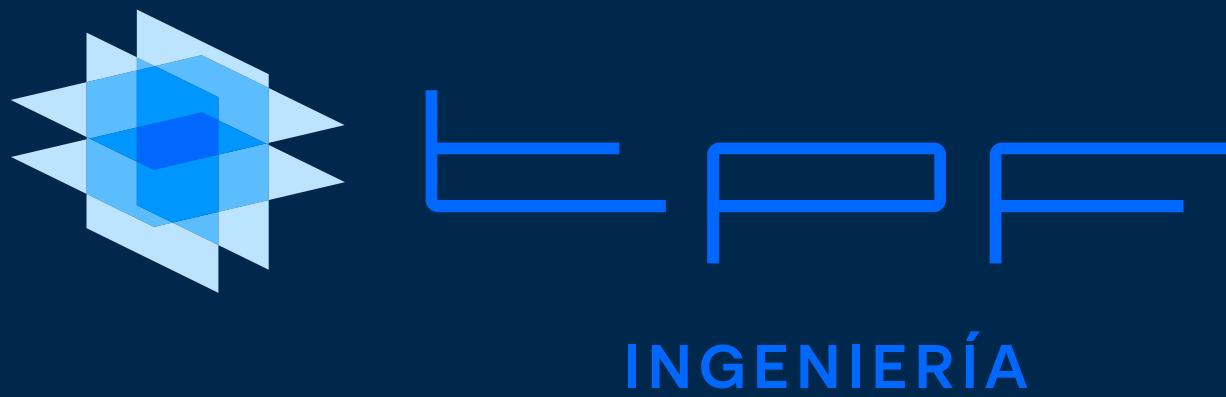


T P F

**INGENIERÍA**







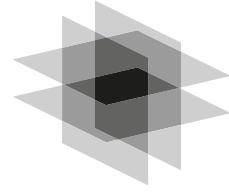




INGENIERÍA

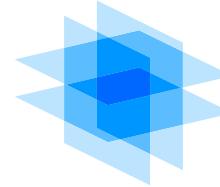


INGENIERÍA



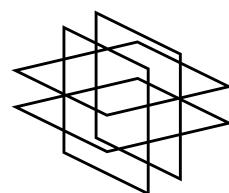
EPPF

INGENIERÍA



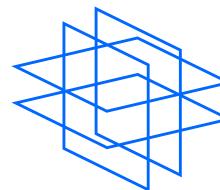
EPPF

INGENIERÍA



EPPF

INGENIERÍA



EPPF

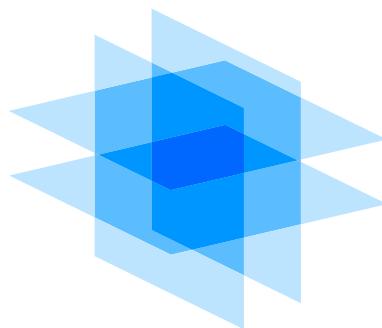
INGENIERÍA

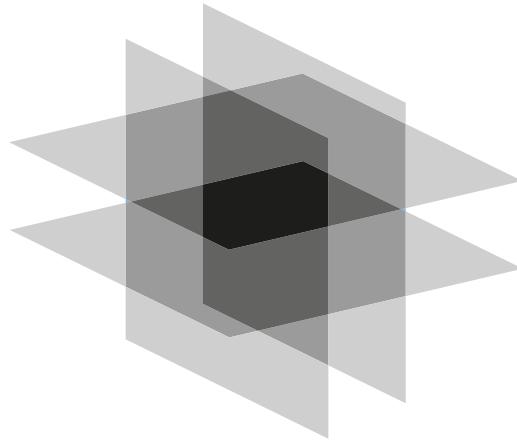


# The icon

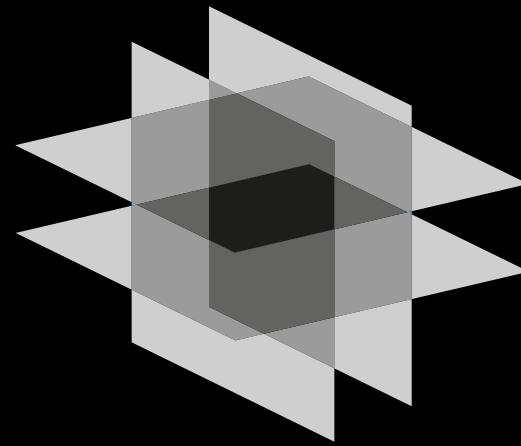
BRAND BOOK AND  
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TPF's icon is our most recognizable image. It could be used as a signature element and be separated from the type part of the logo. Don't alter, rotate, or modify the icon. Don't change the color arrangement inside the rosette. Don't tear apart the layers of the rosette. The icon is also the reduction of TPF's logotype. Is the quickest way of saying 'TPF' without spelling it out.

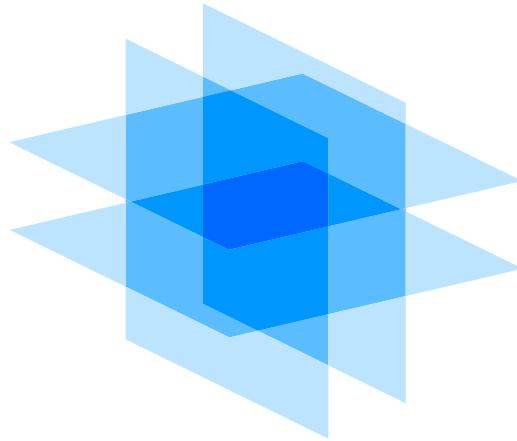




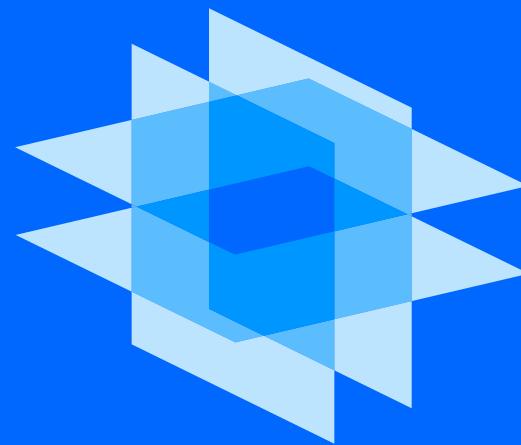
This icon version should be used when a black and white material is being printed, in a white background.



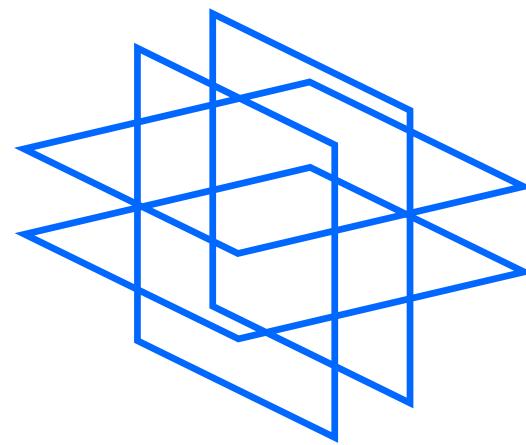
This icon version should be used when a black and white material is being printed, in a black background.



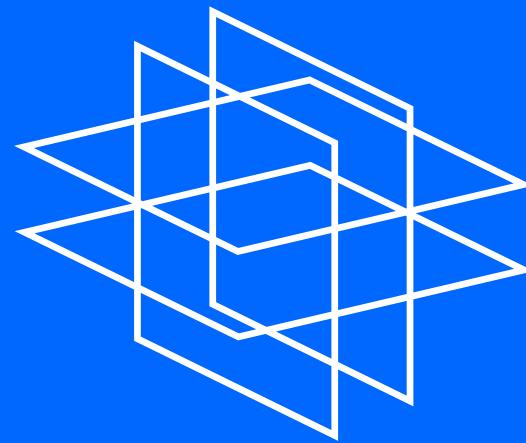
This icon is the main version and  
should be used in a white  
background.



This logotype is the main version  
and should be used in the TPF's  
blue background.



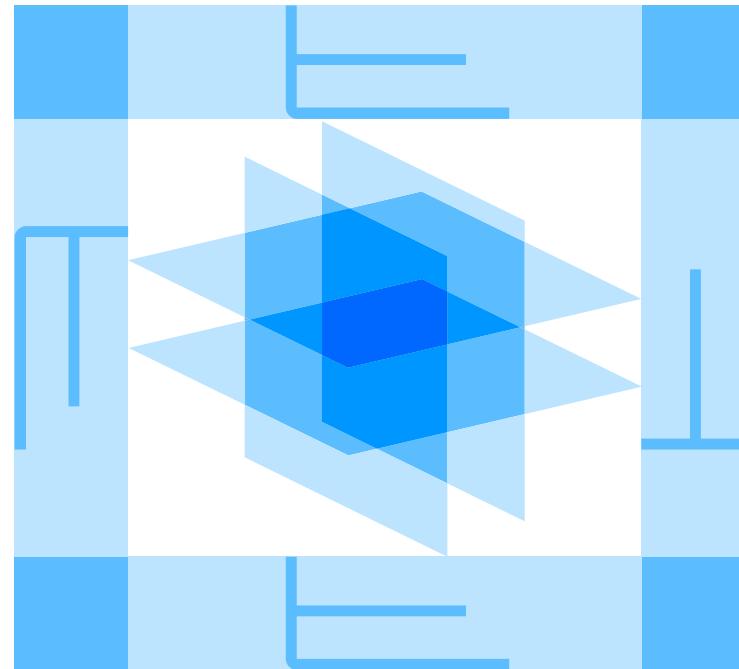
This version of the icon is proper  
for a clean look and should be  
used in a white background.



This version of the icon is proper  
for a clean look and should be  
used in the TPF's blue  
background or overlaid in media.

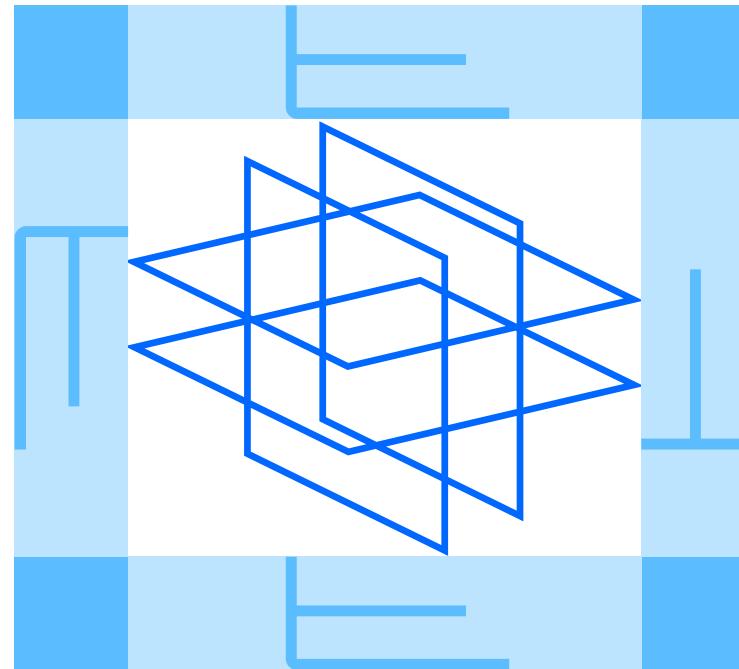


Every time the logo is overlaid in media, (photographs, videos and images) we should use the white outline version.



The clearspace should be respected every time the icon is used. The measure is the 'T's Cap height, represented by X.





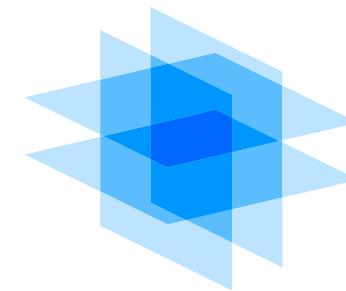
The clear space should be respected every time the icon is used. The measure is the 'T's Cap height, represented by X.



# Minimum Sizes

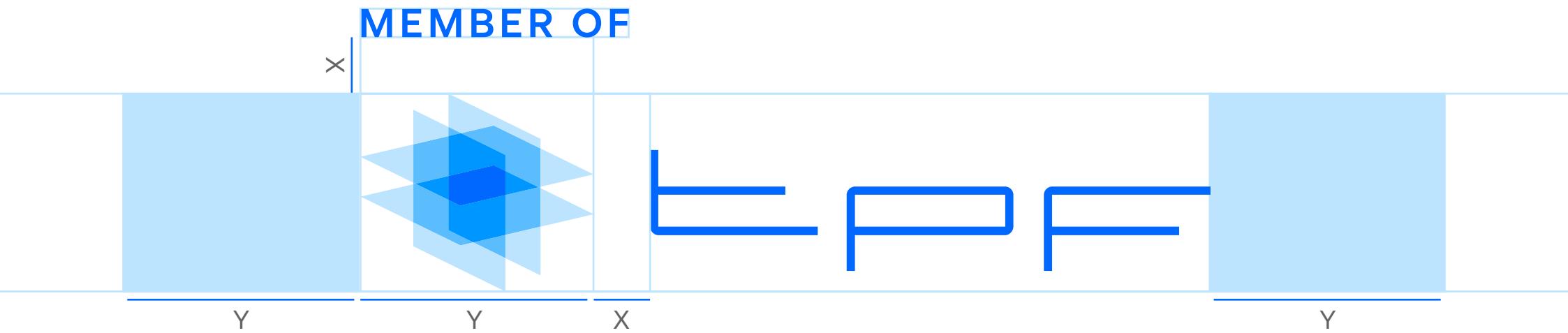


Screen: 80 px width  
Printed: 2,5 cm width



Screen: 13 px width  
Printed: 0,4 cm width

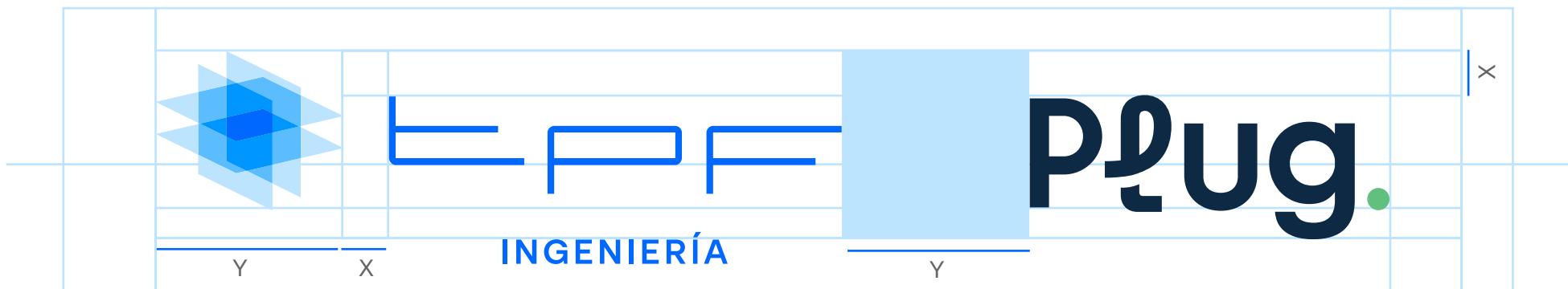
The minimum sizes should be respected every time the logo is used. Don't go any smaller than the measures above.



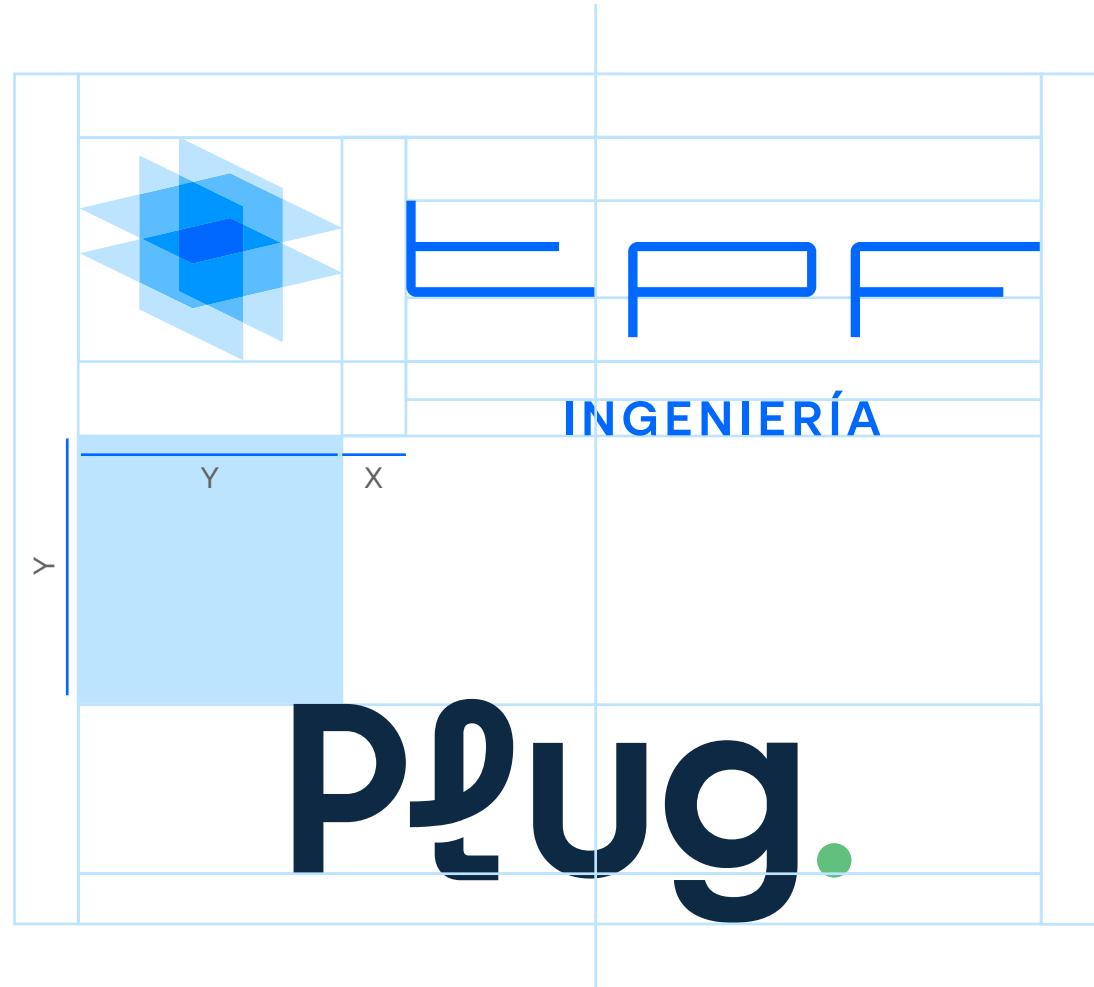
Aligning partnership logos  
should follow clear space rules.  
The separating line between  
logos can be created either by  
the rosette at the same size as  
the logo.

# Pairing Lockups

## 02. TPF and Partnership



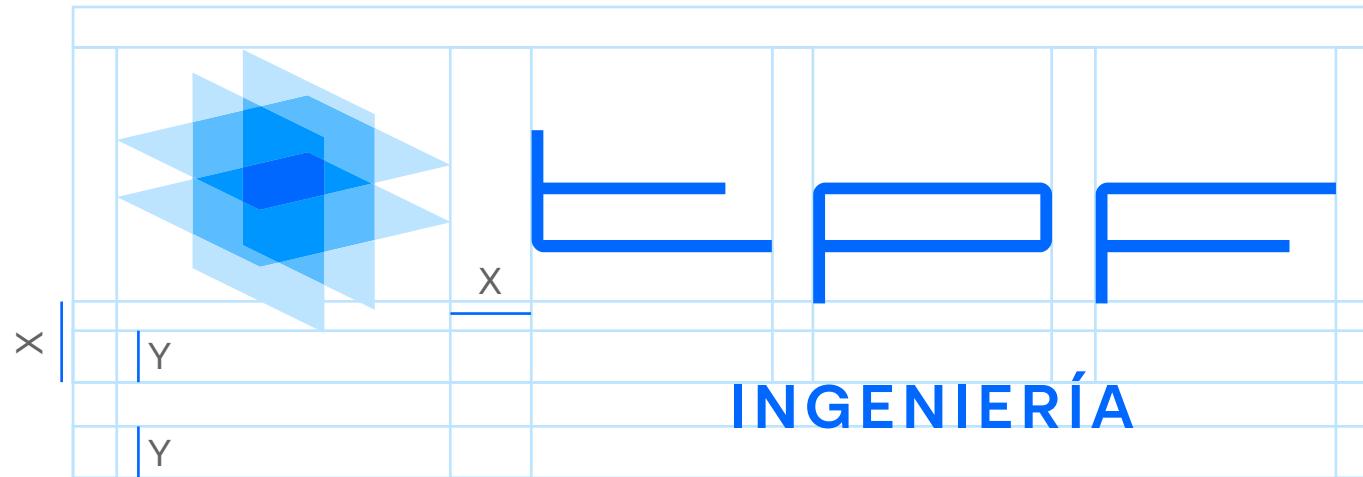
The partnership logo should be aligned by TPF's letters height. The separating line between logos can be created either by the rosette at the same size as the logo. TPF's logotype should always come first.



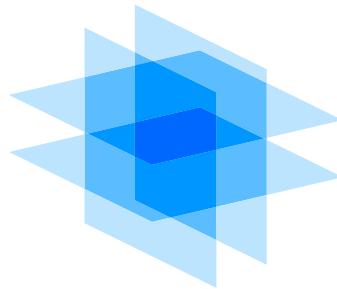
When aligning logos vertically, the space between the partner and the TPF should be the rosette width. The size of the partner's logo should be smaller than TPF's and aligned in the center.

# Pairing Lockups

## 03. TPF Subsidiaries

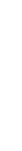


The name of the subsidiary  
should be aligned by the  
space between the rosette and  
the wordmark (X). It also must  
be aligned by the center of  
wordmark, not including the  
rosette.



A lockup of the letters 'TPF' in a blue sans-serif font, where each letter is a single continuous line segment.

**INGENIERÍA**



BR Sonoma W03 Semibold  
23 pt / tracking 100 pt

The name of the subsidiary must be written in BR Sonoma W03 Semibold, 23 pt, with 100 pt of tracking (space between each letter).

When using TPF's logo, the minimum sizes should be respected. Don't go any smaller than the measures below. If the space where the logo is being applied is smaller than 2,5 cm / 70 px, the name of the subsidiary should be deleted and only the main TPF logo is used.



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bigger than, or 2,5 cm / 70 px



smaller than 2,5 cm / 70 px

# Typography

## 01. Primary Fonts

BRAND BOOK AND  
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AaBbCc0123

Manrope Medium

AaBbCc0123

Manrope Bold

Our brand main typeface, Manrope, comes in seven weights from light to heavy. We most commonly use Regular, Medium, Bold, and Semibold. We have one primary typeface that should be used for all headlines: Manrope Medium/Bold.

AaBbCc0123

Manrope Light

AaBbCc0123

Manrope Regular

The Light and Regular weights are used across all body copy when we need to be a bit more clear. We use Manrope Light/Regular for the most part, but will occasionally highlight key words or phrases in Manrope Semi Bold.

# Typography

## 02. Secondary Fonts

Aa Bb Cc 01 23

Roboto Regular

Aa Bb Cc 01 23

Roboto Medium

Whenever it's not possible to use our main font families, the secondary font should be used as an alternative option. Manrope should be replaced for Roboto. For headlines, use Roboto Regular/Medium.

AaBbCc0123

Roboto Light

AaBbCc0123

Roboto Regular

The Light and Regular weights  
are used across all body copy  
We use Roboto Light/Regular  
for the most part, but will occa-  
sionally highlight key words or  
phrases in Roboto Medium.

# Typography

## 03. Pairing Fonts

Headline: Manrope Medium - 80pt

# Innovation

Subline: Manrope Regular - 40pt

## Building the world, better.

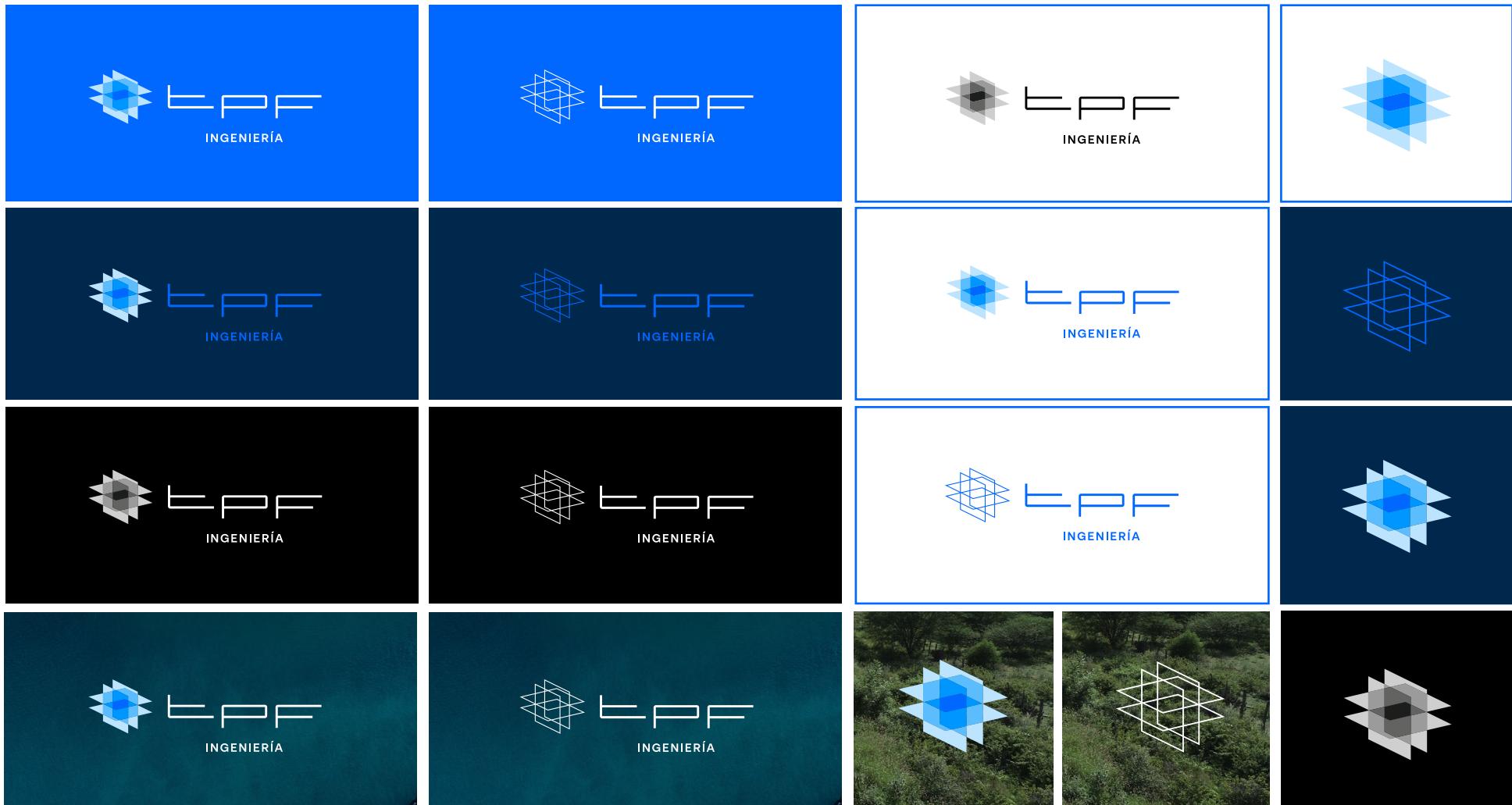
Body Copy: Manrope Regular - 18pt

  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

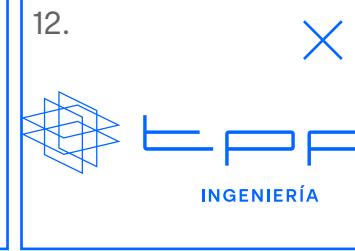
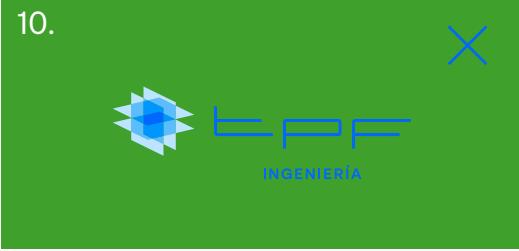
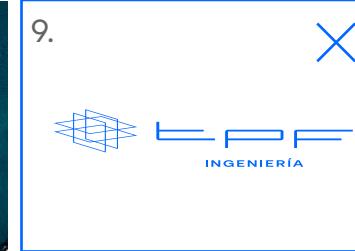
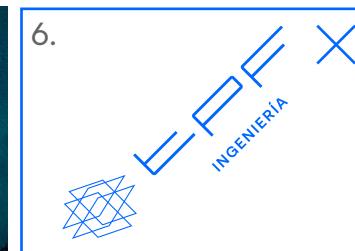
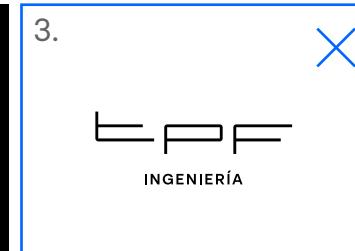
Annotation: Manrope Regular - 14 pt

Visit [tpf.eu](http://tpf.eu) for more information.

# Do's and don't's



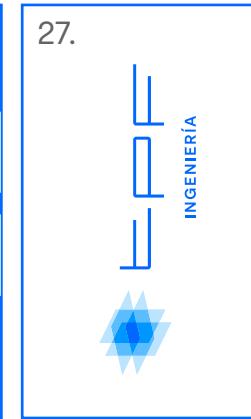
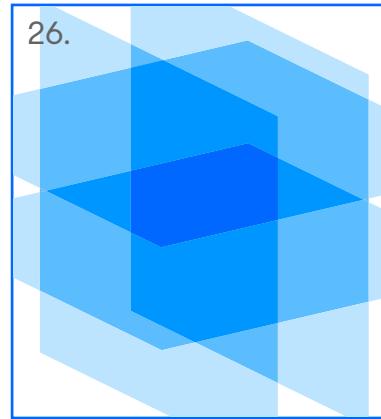
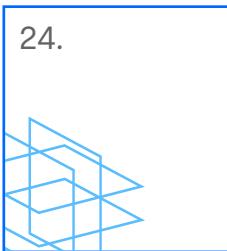
The logotype should always be applied following the background directions, and respecting the clearspaces.



1. Don't use the orange in the background.
2. Don't use the blue logotype version with the black background.
3. Don't use the wordmark apart from the icon.
4. and 7. Don't use the other blue tons as background.
5. and 8. Don't use the blue or black versions when the background is an image.
6. Don't rotate de logotype, unless is a 90° rotation.
9. Don't distorce the logo.
10. Don't use a non-brand color in the logo or background.
11. Don't mirror the logo.
12. Don't use the logo without the clearospace.

The logotype shouldn't be deformed, changed or overlayed.  
And the wordmark shouldn't be used away from the icon.

13.  X
14.  X
15.  X
13. Don't apply effects on the logo.  
14. Don't break the logo or move parts around.  
15. Don't use the outline in the wordmark.
16.  X
17.  X
18.  X
19.  X
20.  X
16. Don't use the icon with the orange in the background.  
17. Don't use the blue icon version with the black background.  
18. Don't use the black icon version with the blue background.  
19. Don't remove parts from the rosette.  
20. Don't rotate the rosette.
21.  X
22.  X
23.  X
21. Don't use other typography in the subline.  
22. Don't change the filling of the rosette.  
23. Don't use the subline version smaller than what we recommend.



## EXCEPTIONS

24. You can use the icon bleeding over the margin.
25. You can use the gradient background.
26. You can expand the icon to create a graphism.
27. You can rotate the logo 90° maintaining the reading way.

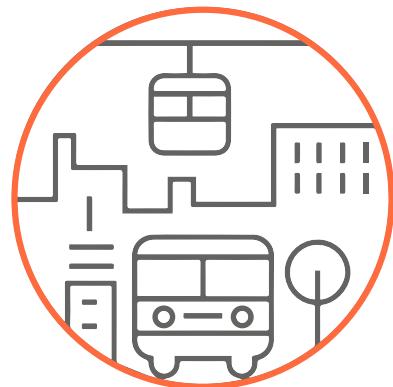
## Judgment Calls:

The Do's and Dont's of this brand manual are orientations and directions. You should use the common sense for cases that are not predicted in this material.

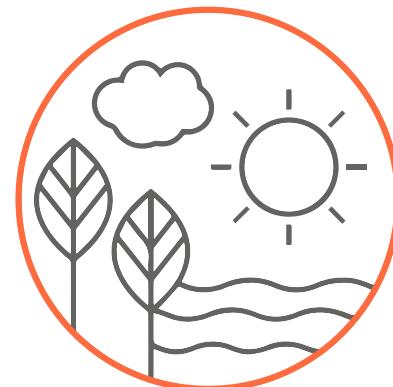
If you still have any doubts, get in touch with the Global Team for support through [helpdesk@tpf.be](mailto:helpdesk@tpf.be)

# Pictograms

## 01. Sectors



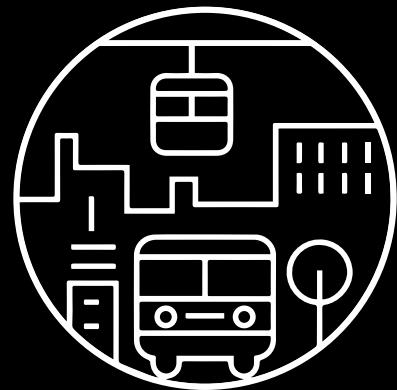
Building &  
Cities



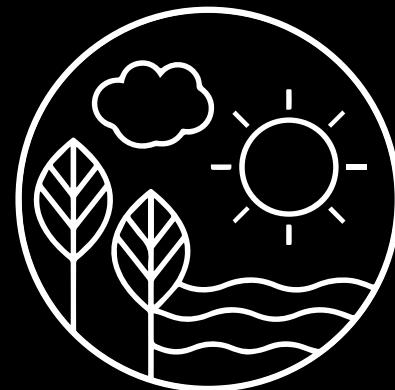
Environment &  
Water



Transport &  
Mobility



Building &  
Cities



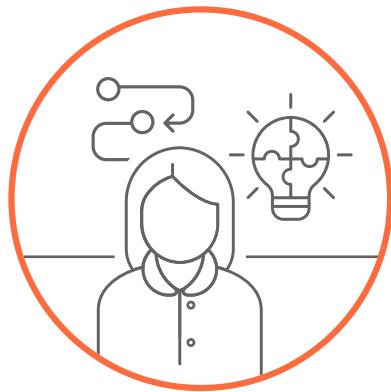
Environment &  
Water



Transport &  
Mobility

# Pictograms

## 02. Capabilities



Consultancy



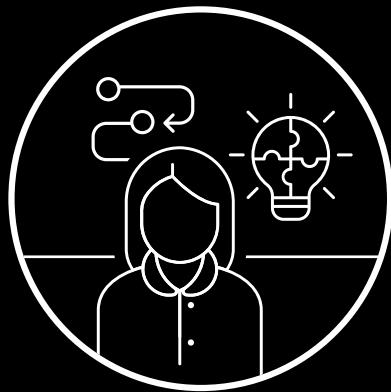
Design



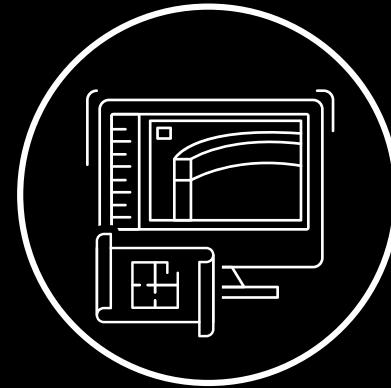
Project Management /  
Supervision



Technical Asset  
Management



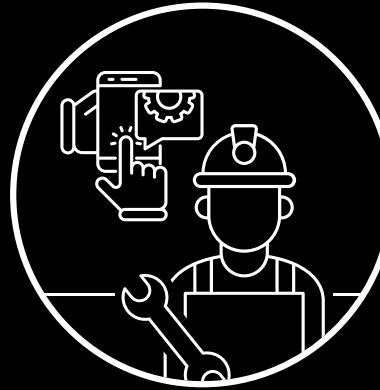
Consultancy



Design



Project Management /  
Supervision



Technical Asset  
Management

# Gradients







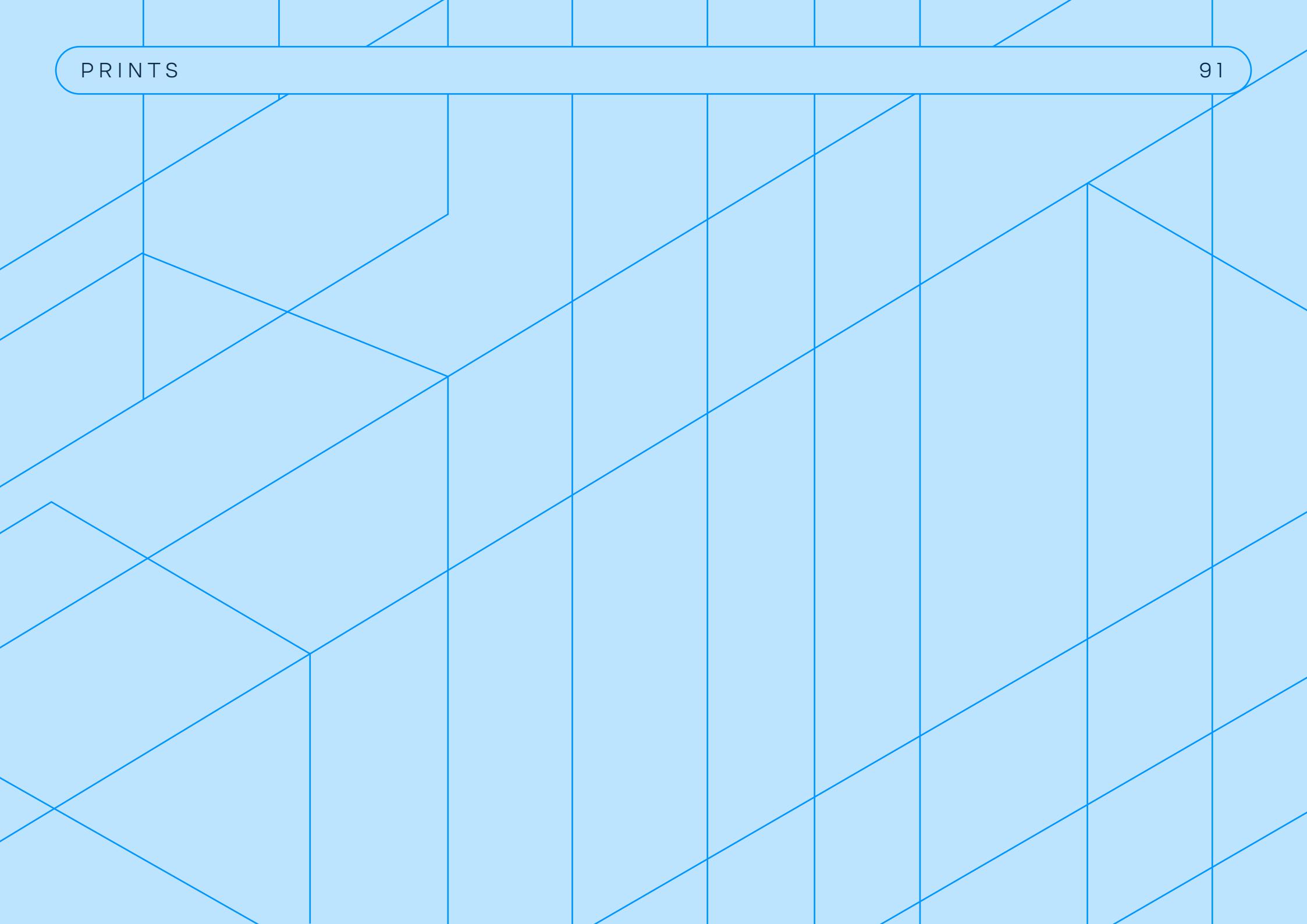


# Prints

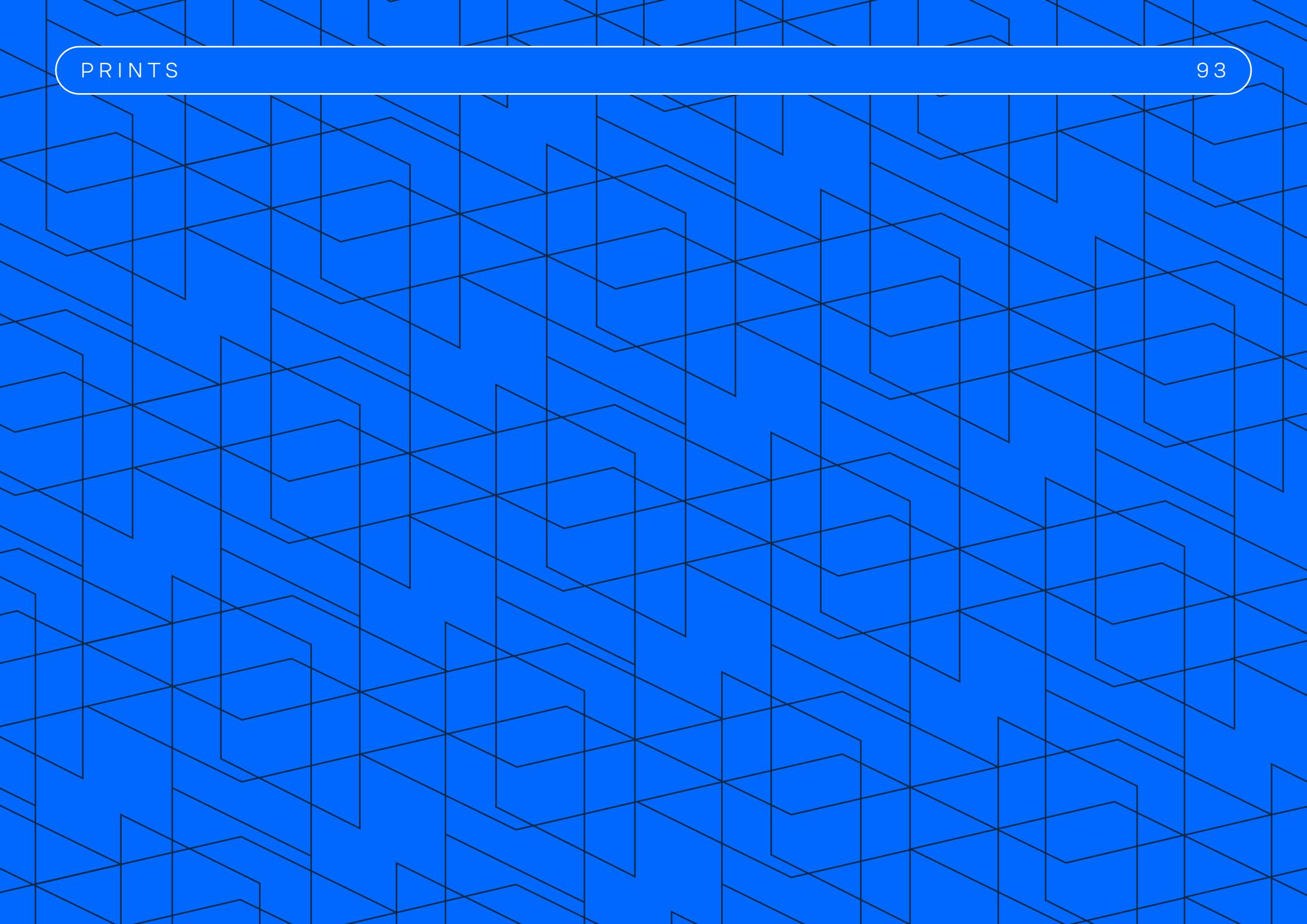
BRAND BOOK AND  
IDENTITY GUIDELINES

PRINTS

90

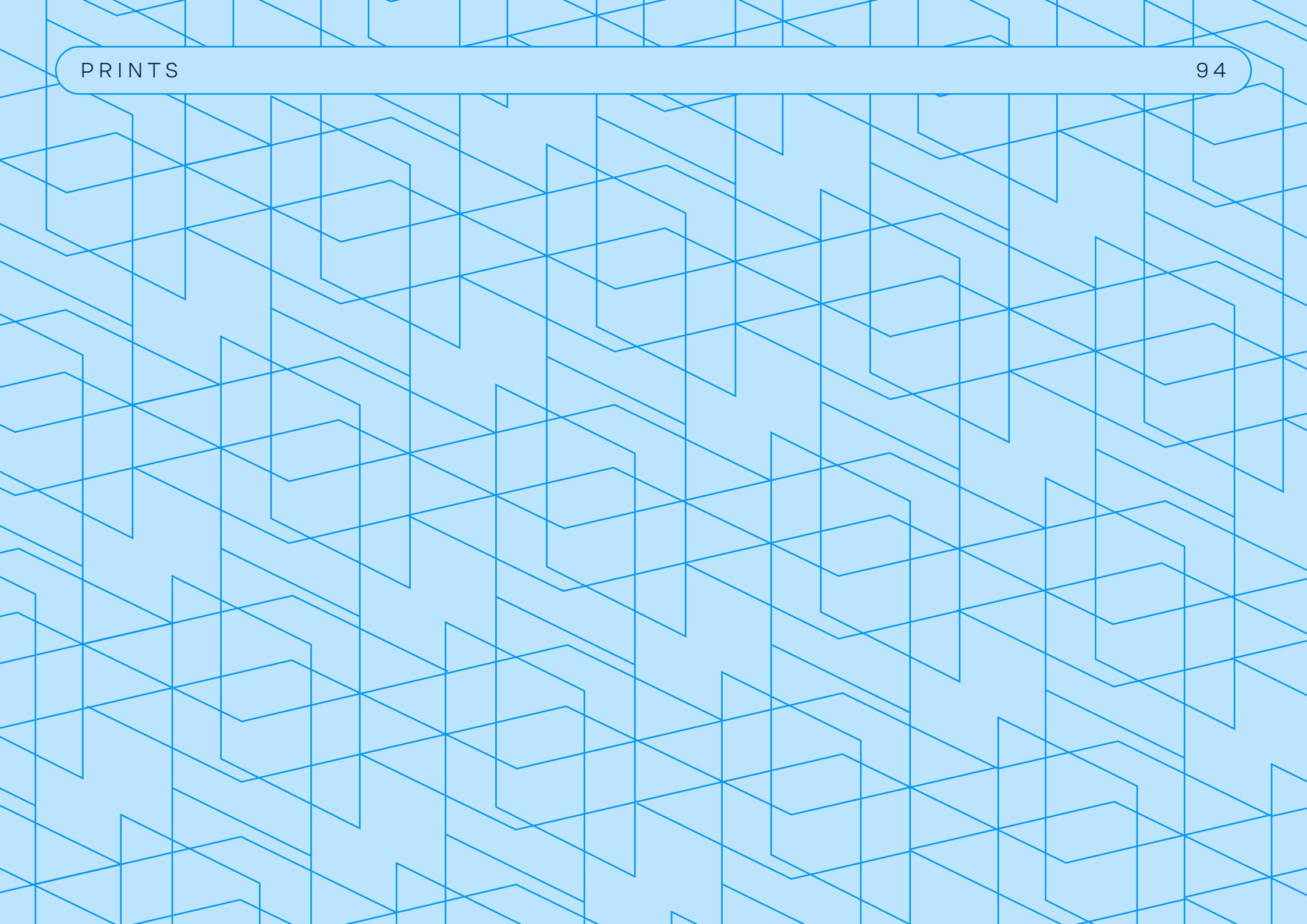






PRINTS

94











# Applications

BRAND BOOK AND  
IDENTITY GUIDELINES







Taking engineering to the  
four corners of the world.

TPF at a glance ↓

In 1991, TPF was 25 people generating a turnover  
of 2.5 million euros.

Today we are a community of 4,300 employees of  
40 different nationalities, speaking 24 different  
languages and positively impacting the lives of  
millions of people and generating 247 million in  
turnover in 2021. Gender parity within TPF is stea-  
dily progressing but not yet achieved. However,  
we are doing everything we can to improve this  
balance.

Building  
the world,  
better.





Building  
the world,  
better.



Taking engineering  
to the four corners  
of the world.

TPF at a glance →





# Brandbook and identity guidelines

DEVELOPED BY ESTÚDIO BIZÚ, 2023.

