

# BRAND IDENTITY GUIDELINES

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TG GROUP OF COMPANIES





## BRAND STORY

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TG group of companies, is a joint form of four online digital solution agency, which include Skill Quest, Sandhya Varma's Learning Arena, webinteractive and Dloudspeaker. So, they wanted to merge these four into one single organization and work hand in hand. The behavioral role of these sites is; Skill Quest, it focuses on professional and holistic training for students, individuals, organizations, corporates, and institutes. Sandhya Varma's Learning Arena helps children to upgrade in their skills and learning rules. Lastly Webinteractive and Dloudspeaker helps in the online marketing and branding of various national and international clients.

As they were a budding agency with a lot of visions ahead in their journey. The keyword suggested for their new venture was "growth".

so, combining all four of these digital platforms, THINKING GUIDES was the perfect name for the new venture. Thus the monogram 'TG' could be used as the identity.

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# INSPIRATION

The logo icon is a monogram consisting of 'T' & 'G'. The icon is formed in the shape of an arrow which is an obvious symbol people can easily connect with growth the first glance.



## ICON EVOLUTION



stem part of  
letter 'T'



counter and spur  
of letter 'G'



arrow showing  
growth

## GEOMETRY AND LOCKUP



## GEOMETRY AND LOCKUP



## PRIMARY TYPEFACE

Gill sans MT is to be used for all body copy and headers. It may be used in the full range of weights offered in the font family

A large, white, sans-serif font 'A' and 'a' are centered on a dark blue background. The letters are bold and have a clean, modern appearance.

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&

## SECONDARY TYPEFACE

Arial is to be used for all body text.

It may be used in the full range of weights offered in the font family

A large, bold white letter 'A' is positioned above a smaller, regular white lowercase letter 'a'. Both letters are set against a solid red background. A thin white horizontal line runs across the page below the letters.

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890!@#%&

## COLOR PALETTE

Blue is the primary brand color, it signifies unity, stability and order. The secondary color is a shade of red. Red is associated with : Excitement, energy.

#020202

#003049

#c12126

#669bbc

## BACKGROUNDS

The following color pairings of the logo should be used for all primary purposes. The color logo can be used when placed on images with lighter-backgrounds and the solid white version of the logo can be used when placed on darker images.





