Corporate Identity - Quick Reference Guide v.8

TLS-Boca Systems *since 1995*

Referring to TLS - Boca Systems
• The company name is TLS - Boca Systems while "TLS" is always to be written with capitals.
• There is a white space before and after the hyphen connecting "TLS" with "Boca Systems".
• The hypen used is not to be interchanged with a dash or minus (hyphen "-" is shorter than a dash "–" and positioned lower than a minus "– ".).
• The brand name should keep the Arial font at a size and weight equal to the text-block it is surrounded by.
• When writing larger blocks of texts, do not allow the company name to be broken up at the end of a line.

Referring to TLS - Boca Systems Products
• "Lemurs" or "Lemur printers", "BOCA printers" or "BOCA lemur printers".
• In the product name "BOCA" is always to be written in capitals.
• "Lemur" is always to be written with a leading capital "L" followed by lowercase letters.
• we add sub-models with a hyphen and a capital letter indicating the model: "Lemur-M", "Lemur-R", ...
• Same as the brand name: don't use any special font styles when referring to the product name in plain text.
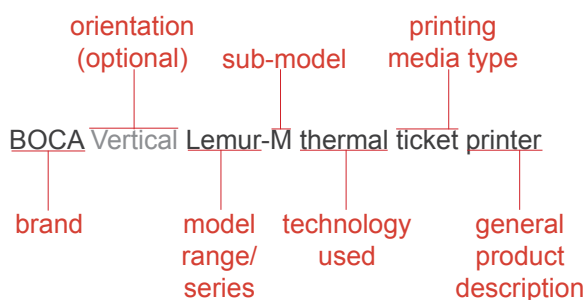
Example:
BOCA Lemur-M ✔
Lemur-K ✔
BOCA Lemur-C thermal ticket printer ✔
Boca Lemur-M ✖
Lemur - K ✖
Boca Lemur -M ✖
L-K ✖

orientation (optional) — sub-model — printing media type

BOCA Vertical Lemur-M thermal ticket printer

brand — model range/ series — technology used — general product description

Examples of the Company Name:
TLS - Boca Systems ✔

DO NOT refer to us as:
TLS – Boca Systems ✖
TLS-Boca Systems ✖
TLS – BOCA Systems ✖
TLS ✖
Ticket & Labeling Solutions ✖
TLS - BOCA ✖
BOCA ✖

manufacturer

Boca Systems, Inc.

Example of the Product Name (Capitals)
BOCA tickets ✔
BOCA printers ✔

Instead of:
Boca tickets & Boca printers ✖

Logo Placement
• We define the logo **"height"** as *T* - distance between the very top edge of the white letter "S" in the "TLS" part and the lowest white edge of the "since 1995" logo part:

TLS-Boca Systems *since 1995*   T

A. Documentation and official documents
• The basic reference unit *T* for all distances, sizes and margin widths based on a A4 sheet **equals 10mm**.
• The logo always sits *T* mm away from any page edge.
• We measure from the black-colored Logo edge.

T   Corner of a page
TLS-Boca Systems *since 1995*   T

B. Ads
• The logo is placed on a wide blue rectangle and combines with an info-footer; the following reference units apply:

A3 sheet: *T = 22mm, margin T/2 = 11mm,*
A4 sheet: *T = 15mm, margin T/2 = 7,5mm,*
A5 sheet: *T = 11mm, margin T/2 = 5,5mm*

Corner of a page   T/2
T/2   **TLS-Boca Systems** *since 1995*   T/2
T/2   BOCA Tickets, Plastic Cards   T/4 T/2
For more information, please visit: www.tls-bocasystems.com

! The placement of the TLS - Boca Systems logo is an integral part of the brand - these rules MUST be followed at all times. It's not desirable for the brand to break defined placement standards.

• As previously stated In case of Ads, the company web-page, signatures and business-cards, the company logo is placed on a wide **TLS blue** rectangle and is aligned to the left:

Header

Size and Space Around the Logo
• The logo should always sit min. **T** mm distance away from any other logos or elements, as shown in the examples in the previous chapter.

! This rule is consistent throughout any size that the logo might appear, except in smaller sizes where it should never be placed closer than 5mm to another logo or design element.

TLS blue - Brand Color Summary
Spot: Pantone 313 CV
Process CMYK: 100/0/6/18
Screen RGB: #008FBE

Color Palette in Pictures and Illustrations
Whenever using pictures in combination with the brand color, colors/white balance should be adjusted to match the brand color as much as possible. If there is a blue color appearing in the picture, the hue, tint nad saturation should be fine tuned to make colors match and ensure a calm, natural-looking, brand-matching picture is used.

Backgrounds
• The company logo should always be placed separately, allowed background colors are **white** and **TLS blue**.
• The standard background for documents is **white** with a **T** mm wide vertical bar of **TLS blue** across the left page-edge supporting the brand.
• Alternatively - and for **Ads** exclusively - the company logo can be placed on a wide rectangle/bar colored with solid **TLS blue**.
• The standard background for Ads is **white**, with the **T/2** mm tall supportive **TLS blue** bar placed horizontally underneath the logo functioning together as a header, combined with a **T** mm tall online-content related footer:

For more information, please visit: www.tls-bocasystems.com

Font for Main Text: Arial
This font must be used as a signature font for all the displayed text on any piece of TLS - Boca Systems promotional material and all text items like contact details, information and main text. The following sizes are based on common documents - A4, A5:

• A4 Titles: Arial 12 pnts Bold

• A4 Subtitles: Arial 10 pnts Bold

• A4 Main text: Arial 10 pnts Regular

• *A4 Notes: Arial 10 pnts Italic*

• A5 Titles: Arial 12 pnts Bold

• A5 Subtitles: Arial 9 pnts Bold

• A5 Main text: Arial 9 pnts Regular

• *A5 Notes: Arial 9 pnts Italic*

! No other fonts are allowed. Only the the above mentioned sizes and variations of the Arial Typeface (Bold for subtitles, Italic for notes) can be used. **No underscored text, nor *Bold Italic* should be used anywere in external publications.**

Font Colors
• A maximum of 2 Font colors can be used in advertisements. These are **black** or **white**.
• For all digital publications we alter the black font color slightly by **reducing its opacity to 90%** (This alteration doesn't apply to the logo nor other elements utilizing the black color).

Hyper-links
For digital publications all hyper-linked text will use the color of **TLS blue** while keeping the regular cut of the Arial font at a size equal to the main text.