

**TLS - Boca Systems Corporate Brand Guidelines**

Implementing the TLS - Boca Systems brand in communications  
Version 2.3.0.5, updated December 2016

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### **TLS - Boca Systems Brand: Corporate Mission Statement**

TLS - Boca Systems wants to present itself as an independent and honest team that has a lot of knowledge. We aim to help customers to be successful and we will assist them to work carefree within the ticketing world. The focus is on selling high quality thermal printers and tickets and looking after an excellent service for our customers.

We offer our service from a clear vision that is focused on individual development, organization policy and distinctive entrepreneurship. In association with our employees, partners, suppliers and customers we pursue success and customer orientation is our key focus. TLS works with passionate, sound and talented employees. As a counter-payment we offer a combination of an extremely pleasant, modern, comfortable workplace and a competitive salary.

### **TLS - Boca Systems Brand: Promise and Personality**

Since 1995 we aim for being an excellent service and products provider. We cherish loyalty and durability. Our logo expresses our high bond to Boca Systems inc., while also being different and more international. We also value a certain fun factor. Although honest, hard work is at the core of what we believe in, it is also important to have fun and do appreciate the relativity of things. We wanted our logo to express a bit of that too.

## Referring to TLS - Boca Systems

The company name is TLS - Boca Systems. The abbreviation “TLS” stands for Ticket & Labeling Solutions, which was the former company name. Boca Systems is taken over from our US partner Boca Systems.

“TLS” is always to be written with capitals.

There is a white space before and after the hyphen connecting “TLS” with “Boca Systems”.

The hyphen used is not to be interchanged with a dash or minus. A hyphen is always shorter than a dash. Care should be taken when using auto-correction assistants in Office Suits as they tend to automatically convert hyphens to dashes.

No special font styles should be used when referring to the company name in plain text. The brand name shouldn't stand out of plain text fields and should keep the Arial font at a size and weight equal to the text-part it is surrounded by.

When writing larger texts, do not allow the company name to be broken up at the end of a line.

Example:

lorem ipsum lorem ipsum lorem ipsum  
lorem ipsum lorem ipsum lorem ipsum  
lorem ipsum lorem ipsum **TLS - Boca**  
**Systems** lorem ipsum lorem ipsum lorem  
ipsum



lorem ipsum lorem ipsum lorem ipsum  
lorem ipsum lorem ipsum lorem ipsum  
lorem ipsum lorem ipsum lorem **TLS -**  
**Boca Systems** lorem ipsum lorem ipsum  
lorem ipsum



lorem ipsum lorem ipsum lorem ipsum  
lorem ipsum lorem ipsum lorem ipsum  
lorem ipsum lorem ipsum lorem ipsum  
**TLS - Boca Systems** lorem ipsum lorem  
ipsum lorem ipsum



## Referring to TLS - Boca Systems Products

Following the naming pattern used with the company name, we refer to all our products (printers) as to "Lemurs" or "Lemur printers". The Lemur being the original Boca Systems printer model name across the whole production range.

*Note: The Lemur has replaced the now obsolete "Ghostwriter" series.*

Alternatively, as all printers in our portfolio together with their obsolete predecessors have always been known as "BOCA printers" on the market, the manufacturer can be mentioned in the product name as well. The present Lemur models can be referred to as "BOCA Lemur printers".

Several rules apply to the above mentioned product naming:

"BOCA" is always to be written in capitals.

Note: This is always true for cases when using the word "BOCA" in the product name.

However, this is not true when referring to the full brand name of the manufacturer: "Boca Systems" or our company name "TLS - Boca Systems", where the word "Boca" always needs to be written with a leading capital only, same as the word "Systems".

"Lemur" is always to be written with a leading capital followed by lowercase letters.

Various models add a product type to the model name, such as the "-M" for the printers equipped with magnetic en/decoders. The product type should be added to the model name, connected with a hyphen directly with no spaces around it: "Lemur-M".

Similarly to the brand name, no special font styles should be used when referring to the product name in plain text.



## Brand Colors

The chosen supporting color for the TLS - Boca Systems brand is Blue with code PMS313. However, this color is not meant to appear in the company logo itself.

Print and screen specifications for this is indicated below, by CMYK/Pantone/RGB values.

Wherever possible, try to use the Pantone code for printed documents to really bring the TLS - Boca Systems brand alive and keep consistency.

The TLS - Boca Systems brand color:

### Print Specifications:

Pantone 313 CV  
CMYK 100/0/6/18



If the Pantone code isn't available, as an alternative – especially for digital publications and the web – RGB hex-code #008FBE can be used.

The color Pantone 313 CV will be referred to as “TLS Blue” in this document.

## 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.

## Fonts

The chosen font for the TLS - Boca Systems company logo is Impact, altered with a custom skew clockwise and custom added weight to match the logo of Boca Systems Inc closely.

The logo font color is white with a thicker black outline added. The text “since 1995” has been added underneath the main logo at a smaller size (at ratio 1.8:1).

The TLS - Boca Systems company logo should always be placed separately on all designs. Alternatively - and for ads exclusively - the company logo can be placed on a wide blue rectangle colored with solid TLS Blue. In the latter case, a thin white outline is added around the characters to make it stand out from the blue rectangle.

The company logo is not meant to be redrawn.

The Impact font shouldn't be used anywhere else in neither digital nor printed publications - the above information only tries to explain the logo construction. Ready-made logo files in several formats are available to be placed where needed..

## Font for Main Text

The chosen font which needs to be used in publications is Arial.

This font must be used as a signature font for all the displayed text on any piece of TLS - Boca Systems promotional material, by this we mean all text items like: contact details, information and main text.

There are various weights of Arial allowed. This does not include every weight or cut of the font, the ones applicable feature below.

Arial 15 pnts:

**Subtitle should be written in Arial 10 pnts Bold**

abcdefghijklmnpqrstuvwxyz

Main text should be written in Arial 10 pnts Regular

ABCDEFGHIJKLMNPQRS

*Notes: should be written in Arial 10 pnts Italic*

TUVWXYZ      0123456789

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 shold be used anywhere in external publications.

*Note: For further visual explanation on how fonts should be used view the attached templates.*

## Font Colors

In order to not disturb the main logo which is dominated by characters of the brand name a maximum of 2 Font colors can be used in advertisements. These are black or white.

By limiting the use of text color to white and/or black, we will make sure contrast to the supporting TLS blue color remains consistent across documents.

The black font color is altered slightly by reducing its opacity (to 90%) for all digital publications to ensure a better reading experience. This alteration doesn't apply to the logo nor other elements utilizing the black color.

The custom style of characters with outlines (applied to the main brand logo) shouldn't be used anywhere else in publications.

## Hyper-links

For digital publications all hyper-linked text will use the color of TLS blue while keep the regular cut of the Arial font at 10 pnt size.

The TLS - Boca Systems official web-page uses orange with PMS and # for hyper-links and changes the weight of Arial to bold. This font style is exclusively used by the company web-page.

## Background Color

The background of all documentation and publications should be a combination of white main area with a TLS blue “bar” along the left edge. The blue “bar” should reach the bleeds of all documents to ensure no white/unprinted edges appear between the blue “bar” and the document edges.

No gradients of any color should be used anywhere in TLS - Boca Systems designs.

The move to gradient-less designs for TLS - Boca Systems again ensures that flat and contrastful documents can be printed and digitally published, without the need of paying attention to breakage of gradients.

## Main Company Logo

As mentioned in the first chapter of this document, the TLS - Boca Systems company logo should only be placed on designs as standalone.

Standalone company logo:



Be aware there is a white thin line-art around the logo, which will be visible on a coloured background:



Exclusively for ads, business cards, and the company web-page, an alternative layout is used where the company logo is being positioned on a wide TLS blue rectangle. Possible alignment are left, or alternatively, center:



The right alignment for the company logo is reserved to the standalone logo placement.

Example of wrong logo placement:



*Note: Do NOT attempt to redraw the logo. Always use artwork provided.*

## Logo Placement

The basic reference unit for all distances, sizes and margin widths is based on the most common format used by TLS - Boca Systems which happens to be a standard A4 sheet. For a A4 sheet, the base reference unit equals 1 cm.

We will refer to this base unit as T (stands for TLS, or Ties - our Art Director) in the following formulas.

For the logo size  $T = \text{cap height of the company name} + \text{the distance from the baseline of the company name to the baseline of the "since1995" part.}$

Put simply, T is the distance between the very top edge of the white letters (TLS - Boca Systems) and the lowest white edge of the "since 1995" logo part:



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.

The logo "bar" should always sit T distance away from any page edge:



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 the edge of a page.

As mentioned in the previous chapter, 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:



### Size and Space Around the Logo

The logo should always sit T distance away from any other logos or elements, as shown in this diagram 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 element.

The template on page 14 shows the standard logo size based on an A4 document.

## Using Templates

The TLS - Boca Systems design department provides an assortment of templates to create advertisements and publications in order to maintain consistency in media outings. On the next page you can find an example of a template(A4). Other templates for advertisements and others media outings can be found in the appendices.

Do not move any of the elements at the top or the bottom of the template. These were carefully placed to ensure a calm, recognizable layout. However, the main area in the middle can be played with to suit a particular use case.

The template for advertisements which is shown below can be found by following this link.

The following items will be an integral part of advertisements:

1. The QR code in combination with the website should be included.
2. The complete logo bar will follow the logo placements rules from now on. This means that the bar should always sit T distance away from both left and right page edges, as well as from the top document edge.
3. The Social Media logo's will be mentioned at all times on advertisements, the only valid logo's are shown on the template on the next page. Social Media logos take advantage of hyper-links when not on paper. You can see examples of Social Media logos on page 15.
4. Company web-page address and local telephone number

A4 Template

**TLS-Boca Systems**  
since 1995

**Lorem ipsum**

**Lorem ipsum**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui.

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[hyperlink](#)



Image line

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- Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus.
- Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui.

[hyperlink](#)



Image line

[www.tls-bocasystems.com](http://www.tls-bocasystems.com)

## Company Web-page Header

The screenshot shows the top navigation bar of the TLS-Boca Systems website. It includes the company logo "TLS-Boca Systems since 1995" on the left, followed by a horizontal menu with links: Environment, Languages, About Us, Contact, and social media icons for LinkedIn, Twitter, and Facebook. To the right of the menu is a search bar with a magnifying glass icon.

## Company Web-page Footer

The footer section of the website features a blue background with white text. It includes links to TLS - Boca Systems, Contact, Warranty Registration, Terms and Conditions, FAQ, and Language. To the right of these links are three social media icons for LinkedIn, Twitter, and Facebook. On the far right, there is a cartoon illustration of a tiger standing.

## Book Layout Example (Chinese Printer Manual)

This screenshot displays a page from a Chinese printer manual. The page is filled with text and several diagrams illustrating printer maintenance procedures.

- FCC 注意事项**: A note about FCC certification and compliance.
- 保修条款**: A detailed section on warranty coverage, stating that the warranty period is 1 year for parts and 90 days for labor, unless otherwise specified.
- 包装和附件**: Instructions for packaging and shipping, mentioning that the printer and its accessories should be shipped in their original packaging.
- 重要的安全信息**: A warning section with a yellow triangle icon, cautioning against high voltage and safety risks.
- 打印机安装及维护**: A large section containing text and two photographs showing the printer being assembled or maintained.
- 标准接口**: A technical section describing the standard serial port (RS-232), parallel port (Parallel), and network port (Ethernet).
- 维护及调整**: A section on printer head cleaning, including a diagram of the printer head assembly and a list of steps for cleaning.
- 清洁打印机头**: A detailed step-by-step guide for cleaning the printer head.
- 更换打印机头**: A section on how to replace the printer head, accompanied by three photographs showing the removal and installation process.
- 清洁打印滚筒**: A section on cleaning the print roller, with a diagram and a photograph of the roller being cleaned.
- 装纸程序**: Instructions for loading paper, including a photograph of the paper being loaded into the printer.

At the bottom of the page, there are two small links: [www.tls-bocasystems.com](http://www.tls-bocasystems.com) and [www.tls-bocasystems.com](http://www.tls-bocasystems.com).

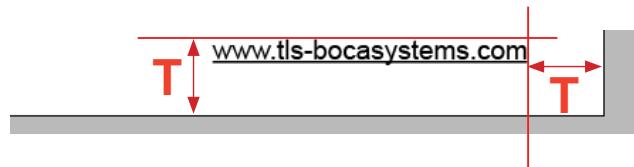
## Using Documents: For Standard Paper and Stationary

The following guidelines need to be followed when printing standard documents on non stationary paper.

1. When using standard documents, only the company logo should be used as a header for all TLS - Boca Systems offices and should be placed according to the chapter “Logo placement” of this document:



2. When using standard documents, the following footer should be used for all TLS - Boca Systems offices and should be hyper-linked to the company web-page:



3. For specific documents, like contracts and invoices, pre-made footers including important company details should be used. Detailed footers are available for all offices and shouldn't be re-typed by anybody but the design department. For detailed footers, the Arial Regular font is used at size of 8pt (alternatively Arial Narrow, 7pt), all rows of the footer should be centered to the whole page width while no text should overlap with other elements. Bullets with hex# 2022 are used as fill-up characters:

TLS - Boca Systems • Boca Systems Europe B.V. • Rochussenstraat 291-B • 3023 DE Rotterdam • Nederland  
Tel +31 (0)10 2210 660 • Fax +31 (0)10 2210 661 • Email: [info@tls-bocasystems.com](mailto:info@tls-bocasystems.com) • Internet: [www.tls-bocasystems.com](http://www.tls-bocasystems.com)  
Leveringen en transacties geschieden volgens onze algemene leverings-, verkoop- en betalingsvoornamen: [www.tls-bocasystems.com/en/95/terms-conditions](http://www.tls-bocasystems.com/en/95/terms-conditions)

Knowing the limitations of ERP and CRM programs used within the company, the fact that auto-placed footers might break the brand guidelines has been accepted. However, care should be taken when auto-placing footers to keep documents as clear, accurate and legible as possible.

### Examples on Using the Company Name

Please refer to us as:

TLS - Boca Systems ✓

Please do not refer to us as:

TLS – Boca Systems ✗

TLS-Boca Systems ✗

TLS – BOCA Systems ✗

TLS ✗

Ticket & Labeling Solutions ✗

TLS - BOCA ✗

BOCA ✗

When referring to the TLS - Boca Systems products in the middle of a sentence, ensure that you use of Capital letters:

BOCA tickets ✓

BOCA printers ✓

Instead of:

Boca tickets & Boca printers ✗

## Using Pictures

The selection of pictures that can be used for digital as well as analogue publications and documents is constantly being populated by the design department to provide a useful internal library. All available photos in the library are styled to fit the brand guidelines. Styling includes proper saturating, background-free views and general conceptual "stock" pictures to describe real life situations. Wherever possible, tint, hue and saturation of library pictures should fit with the chosen TLS Blue color.

Pictures library link: [smb://TLS-QNAP\(SMB\)\\_smb.\\_tcp.local/Public/TLS/](smb://TLS-QNAP(SMB)_smb._tcp.local/Public/TLS/)  
*will be created with new server structure*

Please discuss your intentions with the graphic design department if you want to use a specific type of pictures for advertisements in case these aren't available at the above link yet.

## Using This Document

This document establishes distinct guidelines on how all aspects of the company's brand are being handled. It tries to establish rules for creating a unified and identifiable presence for our brand. This includes everything from the design of a logo and how it can be used, to letterhead, the look of a website, social media posts, advertisements, personal communications and how it all looks.

Sort of a "brand bible" these guidelines are meant to help employees properly use and communicate the message of our brand. It outlines brand goals and the company philosophy. Further it answers a few key questions: What is the correct spelling and use of the brand (and affiliated) names? What images are associated with the brand and product lines? In what ways can/should the company logo be used? What are people allowed to say about the brand? What marketing tactics are preferred or encouraged versus what marketing tactics should not be used?

It also serves as a guide for designers and newcomers. A good brand bible outlines all of the basic design tools that are needed to create and disseminate company communications – from allowable typefaces and styles, to a color palette, to image use, text and tone, and the emotion portrayed by the brand.

Carefully formed brand guidelines last. Ideally, they last forever. Please use them.

## Explanation of the Version Numbering Scheme

In order to keep track of future versions of this document, we have implemented a version numbering scheme explained below.

The version structure: a.b.c.d

Version example: 2.0.2.1

Everytime a change is pushed into this document, the correspondent version level needs to be manually incremented. The importance of the performed change can be determined by and should fit into one of following version levels:

- a new corporate identity
- b new or rewritten chapter (additions to document summary/titles)
- c new or updated paragraph (text/illustration/description changes)
- d minor text updates

This practice permits our colleagues (or potential adopters) to evaluate how much real-world testing a given document version release has undergone.

## Explanation of the Change Log

The last page/pages of this document is being reserved for the change log. Similarly to the version numbering scheme, the change log helps keeping track of which, when and by who changes to this document have been performed. The structure of the change log corresponds with the widely adopted changelogs by <http://keepachangelog.com/>.

The change log structure:

```
## [version.number] - date - name(of person performing changes)
### Added/Fixed/Changed/Removed
- brief description of change + page number(at time of change)
```

Change log example:

```
## [2.0.2.1] - 20-07-2016 - Juraj
### Added
- Explanation of versioning p.19
- Explanation of the changelog p.19
```

A best practice is to copy the header of the previous change-header, adjust the version, date, name and note down the changes performed.

All checks by the director/manager responsible are considered level "d" updates and should be noted down as a regular change by the designer responsible for updating this document.

## Change Log

[2.3.0.5] - 06-12-2016 - Juraj

Changed

- referring to our products - capitalization updated slightly (Thermal Ticket Printer > thermal ticket printer)

- agreed on with Ferdinand

[2.3.0.4] - 14-09-2016 - Juraj

Changed

- referring to our products - scheme updated p.6

- suggested by Erik, checked by Joeri

[2.3.0.2] - 14-09-2016 - Juraj

Changed

- description about font use to make more clear that other typefaces and weights aren't allowed p.8

- checked by Joeri and Ferdinand

[2.3.0.0] - 13-09-2016 - Juraj

Added

- chapter "Reffering to TLS - Boca Systems Products" p.6

- product model/type structure (info. by Natascha) p.6

[2.2.0.1] - 09-09-2016 - Juraj

Changed

- way of reffering to parts of the brand name in this document - added "" p.5

- corrected typo's p.5

[2.2.0.0] - 21-07-2016 - Juraj

Added

- Corporate Mission Statement (by Ferdinand) p.3

- footer information & example p.16

- using this document p.19

- info about styling pictures according to TLS Blue color p.18, p.6

[2.1.0.0] - 20-07-2016 - Juraj

Added

- Promise and Personality text (by Joeri) p.4

- Explanation of versioning p.19

- Explanation of the changelog p.20

- Change log p.20

- book layout example p.15

- description of logo placement (on blue rectangle, right) p.10

Removed

- "enumeration of cities" p. 13

[2.0.0.0] - 15-07-2016