

PRIMARY LOGO



TECH. PEOPLE. MEDIA

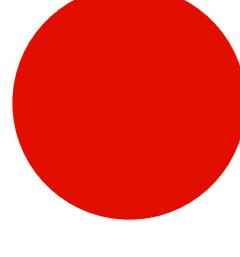
SECONDARY LOGO



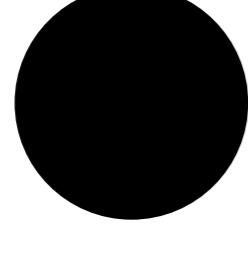
ICON



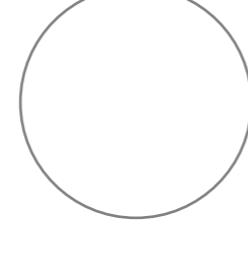
COLOR PALETTE



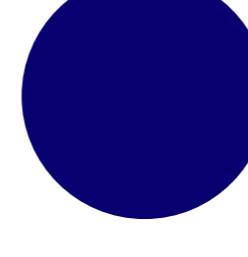
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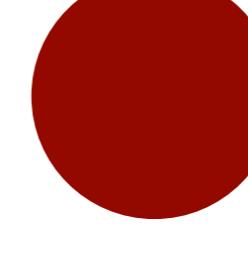
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#FFFFFF



#080071



#940900



#680082



#FFB617

TOPOGRAPHY

Aa

Poppins

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 1234567890!@#\$%^&*()

Aa

Satoshi Variable

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p
q r s t u v w x y z 1234567890!@#\$%^&*()

The infographic features the TPMX logo at the top. Below it, the text "MARKETING VS BRANDING" is displayed in red. A scale is used as a central metaphor: one side shows a brain icon labeled "MARKETING SPEAKS TO THE MIND", and the other side shows a heart icon labeled "BRANDING SPEAKS TO THE HEART". The text "Marketing tells them what you offer. Branding makes them feel why it matters." is written below the scale. At the bottom, the question "WHICH ONE ARE YOU FOCUSING ON today?" is posed in a large, stylized red font.

The screenshot shows the TPMX Instagram profile. The bio reads: "Where brands are born at the intersection of Tech. People. media". It includes links to "tpmx.com" and "tpmx.com". The profile has 18 Following, 8132 Followers, and 142 Posts. The feed shows three posts: one about marketing vs branding, one about struggling to generate leads, and one encouraging users to "DO SOMETHING".