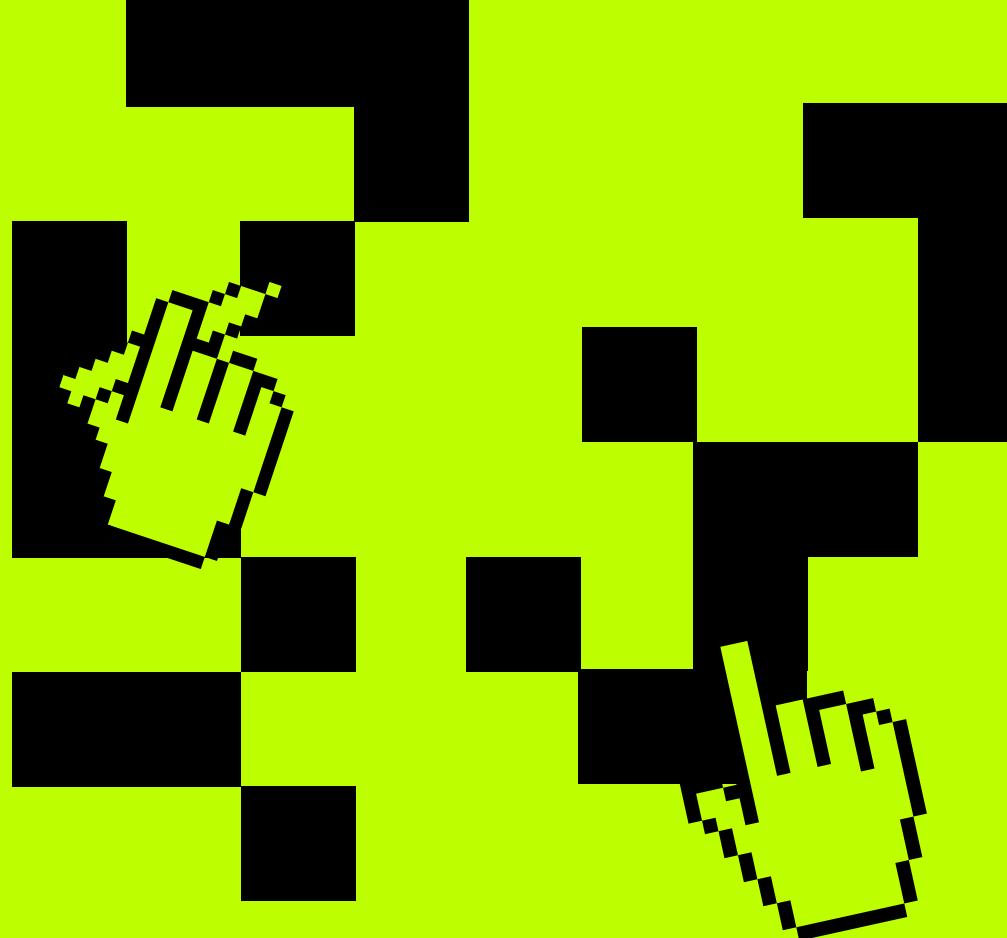


Br@nd
→ Guidelines



turntabl.

Introduction

Turntabl was conceived on the ideal that incredibly talented people were available in a time when their skills were in demand, but there was no pathway to connect supply and demand.

The idea of creating Turntabl was an idea born about changing the way the world thought about software development. It was boring, and stale, and designed to make big companies rich. What if we turned the tables on that and made it about the skilled people.

An employee owned business, that created pathways for insanely talented individuals to build software for some of the biggest companies in the world, and all whilst growing their home country as a pre-eminent tech hub.

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What Is A Brand Guideline?

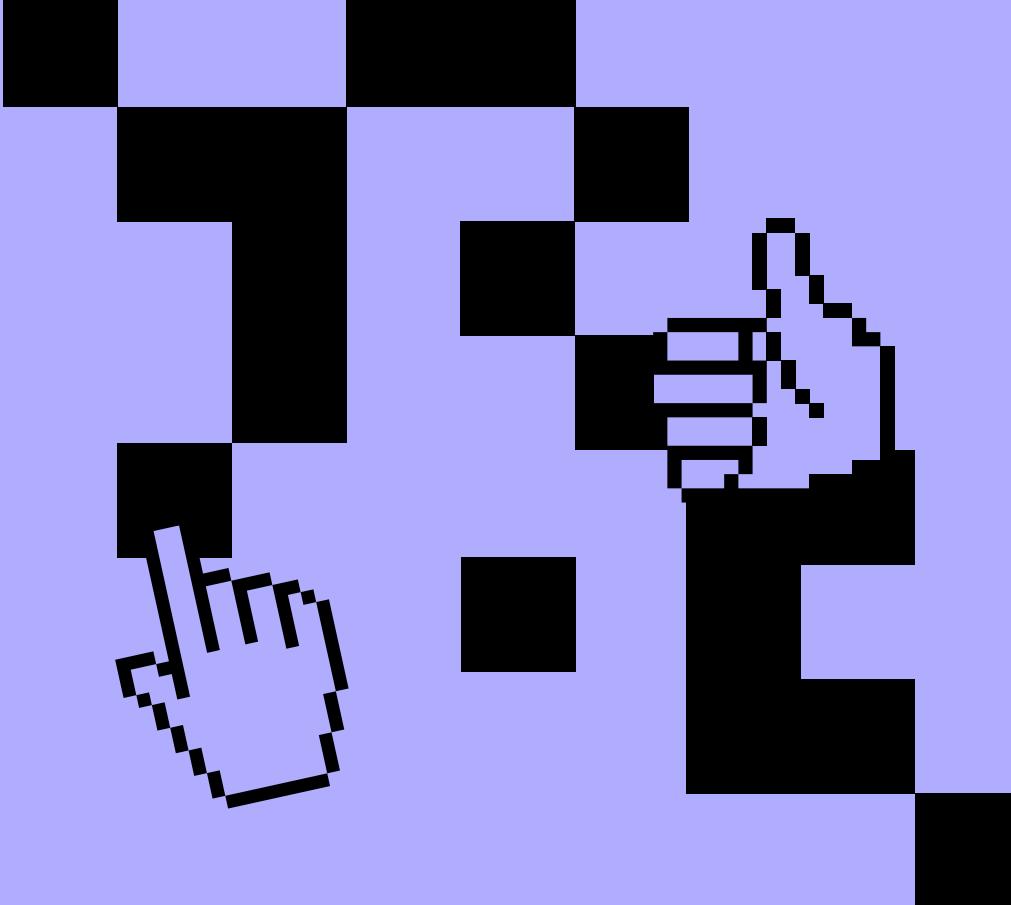
The purpose of this document is to provide clarity and confidence in understanding the visual identity of turntabl.

The identity of turntabl is not only the name, logo, and colours but it's represented throughout all printed applications, typefaces, website, social media and brand language. This guideline presents the key elements of the brand and how to use them appropriately.

This document outlines all rules and specifications for the brand identity to ensure all communications, both external and internal represent turntabl in the best possible light. No deviation should be made from the standards laid down in this document.

If you have any questions about any of the information presented, please contact Control Studio via email at contact@controlstud.io.

Br@nd
→ Platform



turntabol.

1.1 Brand Personality

We have a desire to craft something meaningful and special. We are visionary, non-conformist and authentic. We love new ideas and make things happen.

We are knowledgeable and like to share our expertise openly and with confidence to benefit and help others.

We are successful at developing truly radical ideas, products, and services and leading reform of all kinds.

1.1 Brand Personality

Our Brand Archetypes

PRIMARY: THE CREATOR

Turntabl are primarily a creator, also known as the builder, the creative archetype touches upon discovery and innovation. Creators are nonconformists and are usually the first ones to introduce a new technology or create a unique combination of features. The goal of a Creator is to solve a problem by inventing something that didn't exist before. They constantly strive to create meaningful products with enduring value that align with their vision. Another characteristic of Creator brands is they empower customers to express themselves freely. This could either be with the help of a tool, feature or even design.

FIRST SECONDARY: THE SAGE

Turntabls first secondary personality style is the Sage. The Sage is like a trustworthy, intelligent friend you can always depend on. Sages are thought leaders and trusted sources of information, they exist for knowledge, truth and wisdom and they not only strive to seek valuable information, but also to share it with others. People rely on them to better understand the world around them. This is why most Sage brands have a loyal following of customers who keep coming back to seek more knowledge.

SECOND SECONDARY: THE REBEL

Turntabls other secondary personality style is the Rebel. Rebel brands dislike rules and conformity. They value freedom and want to break through the status quo, even if it requires a fight. The Rebel brand archetype seeks to undermine the status quo so that people question it, search for better alternatives and – ta-dah – turn to them in the process. The Rebel brand is the company on a mission to make the world a better place. These ventures are about challenging the status quo and making a positive difference.

1.1 Brand Personality

Traits and Comms

Our brand personality comes across in how we look (our design and visual identity) and the things we say (our tone of voice and messaging).

It's important that the impression we're trying to create is engaging and consistent.

OUR TRAITS:

Experts
Supportive
Truthful
Uncomplicated
Accomplished
Perceptive
Insightful
Inclusive
Respectful
Inspirational
Human & Authentic

OUR COMMS:

We respect our audience, whoever they are.
We're simple, clear and to the point. No over-embellished language or long-winded swaths of copy. Keep it short, sharp, sweet and relatable.
We're empathetic, but don't let our emotions get the better of us.
We bring people on the journey, make them feel like part of the team, and inspire them to do great things.
Bold, not brash. Strong, not aggressive.
Smart and humble. Not condescending or elitist.
We're real people. Human not machine.

1.2 Brand Values

1	2	3	4
Innovative	Experts	Building a Better Future	Unique
<p>Turntabl is changing the way the world thinks about software development. Turntabl is known for building brilliant software and for elevating the talent of Ghana to the world stage thanks to their innovative culture. Turntabl is one-of-a-kind, and reinventing the industry to a new standard.</p>	<p>Turntabl has considerable experience in delivering successful projects. Having worked with companies from investment banks to FX brokerages, Turntabl is already building a wealth of experience across a variety of technologies. Turntabl associates go through TLC, a 12-week intensive associate program taught by the very best instructors from around the world.</p>	<p>Turntabl is built on the ideal of contributing towards creating a better future for everyone they come across. Clients, team members, communities, even countries. Turntabl is an equal opportunities employer and spends considerable time working to close the gap between women and men in technology. Turntabl will be an employee-owned business, which creates pathways for talented individuals to build software for some of the biggest companies in the world, and all whilst growing their home country as a pre-eminent tech hub.</p>	<p>Turntabl is a unique software agency that is based in London and Accra, Ghana. Turntabl is committed to offering world-leading training to their associates in Ghana before engaging in client projects. When you work with Turntabl you take an active part in the development of junior engineers from a developing nation. By hiring Turntabl associates you benefit from their unique drive and passion whilst contributing to their futures.</p>

1.3 Brand Tone of Voice

Our words say a lot about who we are. So it's important we use them the correct way when we write or speak as turntabl.

Our brand voice helps people know it's us speaking to them. It guides us when we're writing, to make what we're saying more engaging. And it's a golden opportunity to build our brand's character. So let's use our words well.

1.3 Brand Tone of Voice

Knowledgeable	Approachable	Honest
<p>Authoritative, accomplished, understanding, in touch, perceptive, experienced, discerning, insightful.</p> <p>You understand your market and invest time and money to make sure you keep on top of the latest trends. You gather quality information to give the best possible advice. You're proud of your achievements and celebrate your success. You talk with authority and confidence, but you don't try to make others feel small and stupid. You're confident in your abilities and your customers trust your advice.</p>	<p>Inclusive, open, welcoming, responsive, supportive, warm, down-to-Earth, conversational, smiling, relatable.</p> <p>You're honest and open. You try harder to get things right, you don't hide behind pompous, over-formal language. You connect with people in a human way and are inclusive and warm. People tell their friends about the support they received when dealing with your business. You're quick to respond, and you actually make things happen. You're in touch and relevant.</p>	<p>Clear, open, truthful, uncomplicated, easy to understand, substantial, respectful of others.</p> <p>You state the truth clearly and back it up with facts and figures. You don't need to overcomplicate issues with obscure terminology and jargon. You make your language easy to understand and keep it simple. Honesty flows hand in hand with openness. There must be a willingness to open yourself up to criticism, and allow your audience to engage with you. There's nothing hidden in your small print. It's all in your big print.</p>

1.3 Brand Tone of Voice

TURNTABL ARE:

Experts, knowledgeable, enlightening and engaging.

Clear, helpful and interesting.

Friendly, positive, encouraging and supportive.

Human, personal, inclusive and authentic.

Guiding brands on a journey, making them feel a part of the team, inspiring and supporting them to do great things.

TURNTABL ARE NOT:

Over-embellished in language or have long-winded swaths of copy.

Brash, disrespectful or aggressive.

Condescending or elitist.

Creating a “us and them” culture.

Pessimistic.

A robot or a machine.

Using humour to communicate.

1.3 Brand Tone of Voice

General writing tips

1. THINK ABOUT WHAT YOU ARE TRYING TO SAY

Take a few moments first. What are you trying to say? Jot down the main points. Don't worry about structuring them. Let the ideas flow; you can organise them later.

2. REMEMBER WHO YOU ARE TALKING TO

What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in this target audience. Imagine them sitting right in front of you. Read it out. Would you talk to this person like this?

3. CREATE A CLEAR STRUCTURE

Divide your work into manageable paragraphs of no more than eight sentences and sentences of no more than 20-25 words with a single idea in each. This helps create a clear narrative that people can easily navigate. It helps you get your message across too.

4. USE HEADINGS

Headlines for chapters, pages, sub-sections and paragraphs create a narrative. These act as signposts for busy readers and ensure they get, even at the quickest glance, some of the messages you want them to.

5. JUST START

Now you have the bones of a structure. Start writing. Write to your structure, but let the ideas flow. Don't worry about getting it right first time. You can edit later.

6. EDIT, EDIT, EDIT

Always edit. Editing is as important as writing itself. The art of great editing is knowing when to stop. Strive for concision, but don't cut it back so far that the language has no personality. Be brutal. Your writing will be better for it.

7. AVOID THE PASSIVE

Why? The passive sounds weaker, is less direct, more formal and impersonal.

Have a look at this simple example:

- i. Your letter will be replied to in due course.
- ii. We'll reply as soon as we can.

8. GET STRAIGHT TO THE POINT

No-one has time to navigate reams of copy to find out what you're trying to say. Get to the point quickly and make it interesting. Be clear about what you want to say and stick to it.

9. WE / YOU

Give your writing a more personal, human touch. Instead of saying 'Turntabl has an active relationship with businesses', say 'You can get involved'. The emphasis here is on 'we' and 'you' rather than 'we, we, we'. Remember it's about what our readers want to know and not just what we want to tell them.

1.3 Brand Tone of Voice

Digital writing tips

1. DIGITAL CONTENT is not the same as print content. People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.
2. LANGUAGE is most powerful when used economically, and that's doubly true online. Write in tabloid-size packages using a maximum of 25 words per sentence, one sentence per paragraph, four to six words per headline.
3. LEGIBILITY. It's hard to read off a screen. It's 25% slower than print. Help your reader. Don't go crazy with bolding, italicising and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.
4. CREDIBILITY. There can be no excuses for poor spelling and grammar. It seriously undermines the credibility of your message. Sloppy spelling will not make you look serious or professional. It could even make your communications appear fraudulent.
5. AMBIGUITY ISN'T GOOD. Your writing should do what it says on the tin.
6. SEARCHABILITY. Write to be found. What words would people type into Google to find you? Use those words in your copy. But don't overuse the same phrase to the detriment of your writing or marketing.
7. ACCESSIBILITY. Don't exclude visually impaired or blind readers. Don't let your copy rely heavily on imagery, and use tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks fully.
8. PERSONALITY. Just because you're writing for digital media doesn't mean that you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality.
9. SPAM. Don't unintentionally make emails to customers look like spam. This is especially important in subject lines. Avoid words like 'free', 'win'. Avoid spelling mistakes, text speak abbreviations and acronyms as these are all on the spam filter hit list. Think hard about the words you use and how they'll look sitting in your customer's inbox.
10. STRUCTURE. When structuring your work, think of an inverted pyramid. The most important information first, the broader base of detail later.

1.3 Brand Tone of Voice

In Application Example

Here is an example of how we might use our tone of voice.

There will be times where we use all three and sometimes,
we use two or one.

We are a forward thinking software
agency with a difference.

Honest

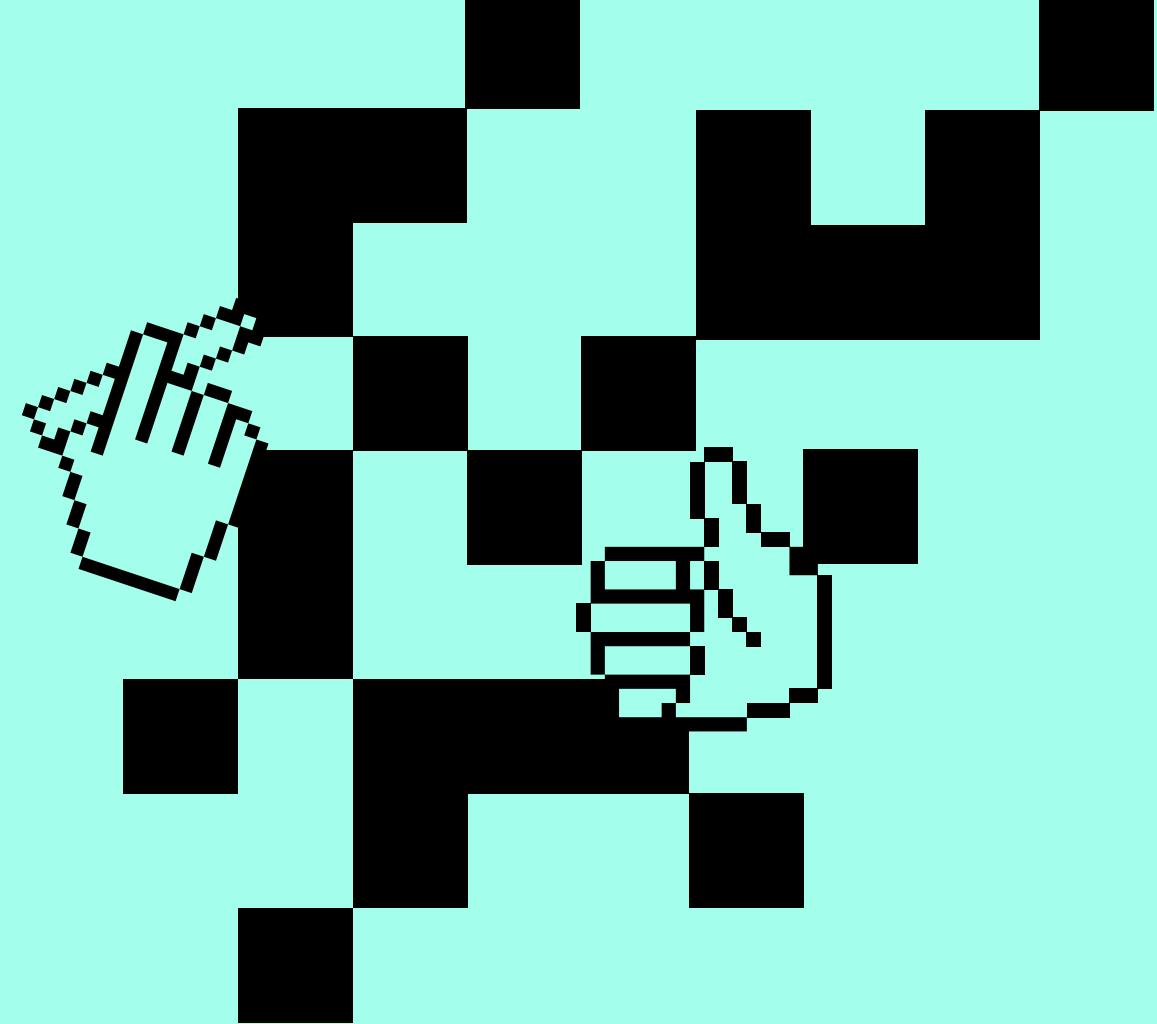
Turntabl is brilliant at evaluating and comparing new
technologies, getting right to the point and reporting back
quickly. We love prototyping to show proof of concept, figuring
out what works and what doesn't, then taking that knowledge
and building systems that work.

Knowledgeable

Philanthropy is at the core of what we do. Each of our experts
spends a weekday afternoon teaching kids to code in local
schools – so when you work with us, you can be sure we're
doing good together.

Approachable

Br@nd
→ Elements



turntable.

2.1 Masterbrand

In this document, the Masterbrand refers to the turntabl logo. This is the complete form of turntables identity and should be used both internally and externally based on the rules set out in these guidelines.

The Masterbrand should be used where the Masterbrand with Tagline (pg. 20) cannot be used. The Masterbrand can be used alongside images, video, graphics etc.

A White version of the Masterbrand is available. The Clear White version of the Masterbrand must be used alongside Pixel Black backgrounds.

The dark version of the Masterbrand should use the colour Pixel Black (pg. 28 & 29) and be used on Clear White and Coloured backgrounds.

The image shows a large, bold, black version of the turntabl logo. The word "turntabl." is written in a lowercase, sans-serif font. Each letter is composed of small, square pixels, giving it a digital or pixelated appearance. The letters are slightly rounded at the top and bottom edges. There is a small gap between each letter, and the overall style is modern and minimalist.

2.1 Masterbrand

Clearspace

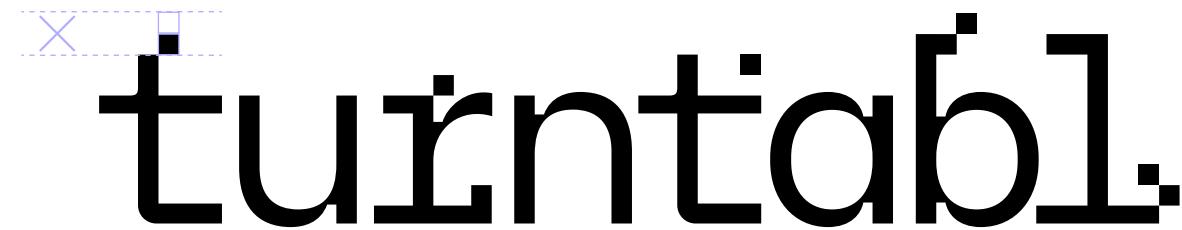
The recommended minimum spacing that should be applied around the Masterbrand is a clear area of '(x)', where 'x' equals double the width and height of the pixel in the turntabl Masterbrand.

This ensures the clarity of the logo wherever it is used.

To maintain the brands integrity it is important that the spacing not be adjusted or altered in any way.

The value of 'x' is the bare minimum required, and more clear space should be applied around the logo wherever possible.

CLEARSPACE VALUE



CLEARSPACE



2.1 Masterbrand

Minimum Size

The Masterbrand should never be used at a width less than 30mm.

When space on an application is restricted and needs to be smaller than 30mm, please use the clean version of the Masterbrand which excludes the pixel details. Never use the clean Masterbrand above 30mm.

When space on an application is restricted and needs to be smaller than 15mm, please use the Monogram (pg. 23).



2.2 Masterbrand with Tagline

In this document, the Masterbrand with Tagline refers to the lock-up of the turntabl Masterbrand with "innovative software development". This should be used both internally and externally based on the rules set out in these guidelines.

The Masterbrand with Tagline can be used with graphics and should be used when there isn't a lot of content on a page. It shouldn't be used alongside typography and on small applications. The Masterbrand with Tagline and the Masterbrand (pg. 17) may be used interchangeably. It is at the discretion and judgment of the designer as to which version is used.

White versions of the Masterbrand with Tagline are available. The Clear White version of the Masterbrand with Tagline must be used alongside Pixel Black backgrounds.

The dark version of the Masterbrand with Tagline should use the colour Pixel Black (pg. 28 & 29) and be used on Clear White and Coloured backgrounds.



2.2 Masterbrand with Tagline

Clearspace

The recommended minimum spacing that should be applied around the Masterbrand with Tagline is a clear area of '(x)', where 'x' equals double the width and height of the pixel in the turntabl Masterbrand with Tagline.

This ensures the clarity of the logo wherever it is used.

To maintain the brands integrity it is important that the spacing not be adjusted or altered in any way.

The value of 'x' is the bare minimum required, and more clear space should be applied around the logo wherever possible.

CLEARSPACE VALUE



CLEARSPACE



2.2 Masterbrand with Tagline

Minimum Size

The Masterbrand with Tagline should never be used at a width less than 35mm.

When space on an application is restricted and needs to be smaller than 35mm, please use the clean version of the Masterbrand with Tagline which excludes the pixel details. Never use the clean Masterbrand with Tagline above 35mm.

When space on an application is restricted and needs to be smaller than 30mm, please use the Monogram (pg. 23).



2.3 Masterbrand Monogram

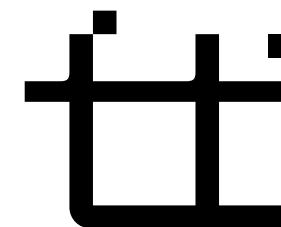
There is one monogram used by turntabl. The Masterbrand Monogram refers to the simplified lock-up of the turntabl Masterbrand. This should be used both internally and externally based on the rules set out in these guidelines.

Generally the Masterbrand Monogram is used for areas where logos have to have a minimum width lower than 15mm or it can be used for decorative purposes.

The Masterbrand Monogram should never be used to replace the Masterbrand or the Masterbrand with Tagline.

White versions of the Masterbrand Monogram are available. The Clear White version of the Masterbrand Monogram must be used alongside Pixel Black backgrounds.

The dark version of the Masterbrand Monogram should use the colour Pixel Black (pg. 28 & 29) and be used on Clear White and Coloured backgrounds.



2.3 Masterbrand Monogram

Clearspace

The recommended minimum spacing that should be applied around the Masterbrand Monogram is a clear area of '(x)', where 'x' equals double the width and height of the pixel in the turntabl Masterbrand Monogram.

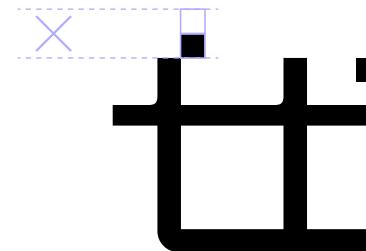
This ensures the clarity of the monogram wherever it is used.

To maintain the brands integrity it is important that the spacing not be adjusted or altered in any way.

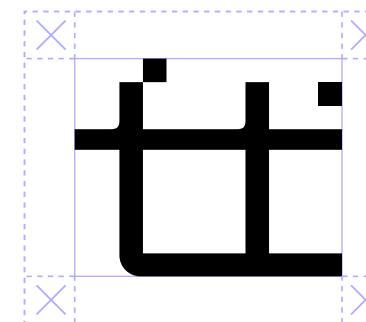
The value of 'x' is the bare minimum required, and more clear space should be applied around the logo wherever possible.

There is no minimum size for the Masterbrand Monogram.

CLEARSPACE VALUE



CLEARSPACE



2.4 Incorrect Use

It is crucial that the supplied artwork for the Masterbrand (including all its variations) are used and not altered in any way.

This ensures consistency across all expressions of the brand, building brand equity. Never alter, squash or stretch any versions of the Masterbrand.

The Masterbrand should not be altered and new words or fonts may not be introduced into the Masterbrand.

These rules are applicable to all master and subsidiary version of the turntabl Masterbrand.

turntabl



2.4 Incorrect Use

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These rules are applicable to all master and subsidiary version of the turntabl Masterbrand.

turntabl
innovative software development

turntabl
innovative software development

turntabl
software development

turntabl
innovative software development

turntabl
based in Ghana

turntabl
innovative software development



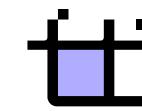
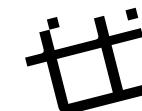
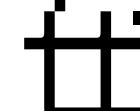
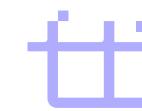
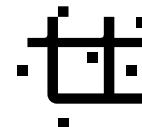
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The Masterbrand should not be altered and new words or fonts may not be introduced into the Masterbrand.

These rules are applicable to all master and subsidiary version of the turntabl Masterbrand.



2.5 Color Palette

Digital Colour Palette

The colours to the right are the primary digital colour palette for turntabl.

In order for the Masterbrand and applications to be reproduced accurately and consistently across all mediums, it is important that these colour specifications and the colour combinations (pg. 30) are followed.

This colour palette is for digital materials and should never be used for printed creative.

The colour palette should be applied as specified in the turntabl styleguide.

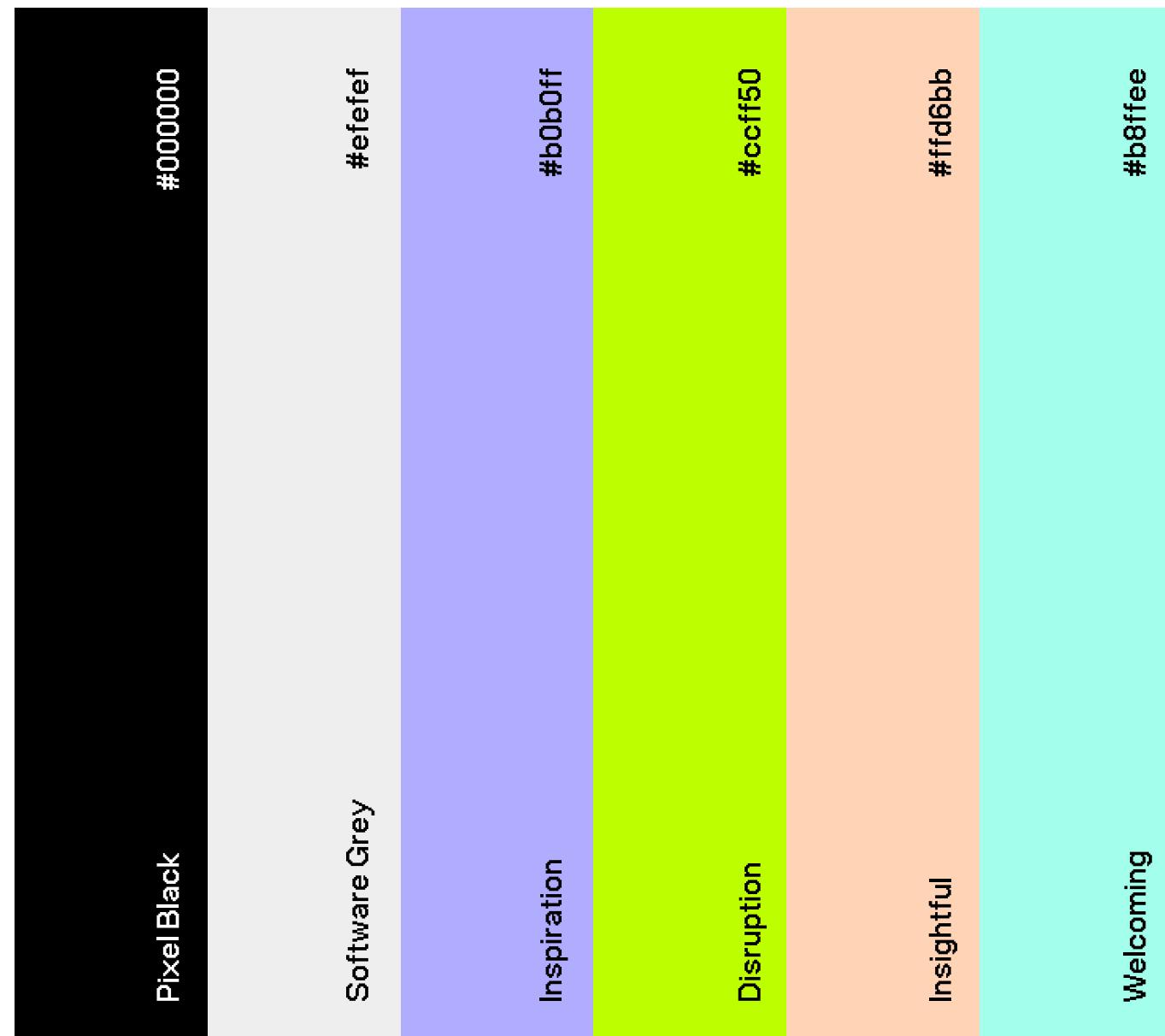
Colours

PIXEL BLACK	INSIGHTFUL
HEX: #000000	HEX: #ffd6bb
R:0 G:0 B:0	R:255 G:214 B:187

SOFTWARE GREY	WELCOMING
HEX: #efefef	HEX: #b8ffee
R:239 G:239 B:239	R:184 G:255 B:238

INSPIRATION	CLEAR WHITE
HEX: #b0b0ff	HEX: #ffffff
R:176 G:176 B:255	R:255 G:255 B:255

DISRUPTION	
HEX: #ccff50	
R:204 G:255 B:80	



2.5 Color Palette

Print Colour Palette

The colours to the right are the primary print colour palette for turntabl.

In order for the Masterbrand and applications to be reproduced accurately and consistently across all mediums, it is important that these colour specifications and the colour combinations (pg. 30) are followed.

This colour palette is for printed materials and should never be used for digital only creative.

The colour palette should be applied as specified in the turntabl styleguide.

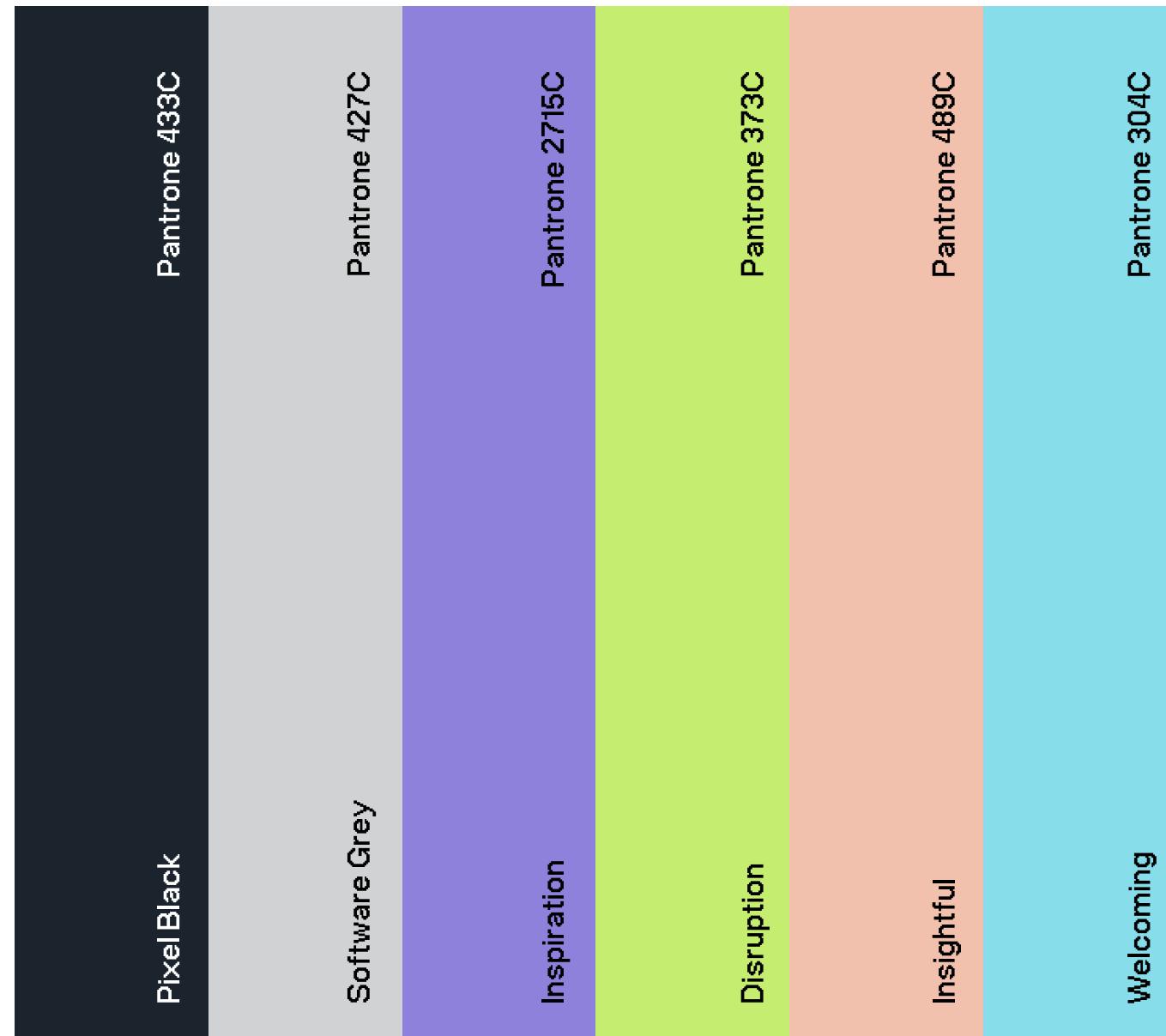
Colours

PIXEL BLACK	INSIGHTFUL
Pantone 433C	Pantone 489C
C:81 M:69 Y:57 K:66	C:6 M:25 Y:26 K:0

SOFTWARE GREY	WELCOMING
Pantone 427C	Pantone 304C
C:17 M:12 Y:12 K:0	C:36 M:0 Y:8 K:0

INSPIRATION	CLEAR WHITE
Pantone 2715C	C:0 M:0 Y:0 K:0
C:48 M:49 Y:0 K:0	

DISRUPTION	
Pantone 373C	
C:22 M:0 Y:63 K:0	



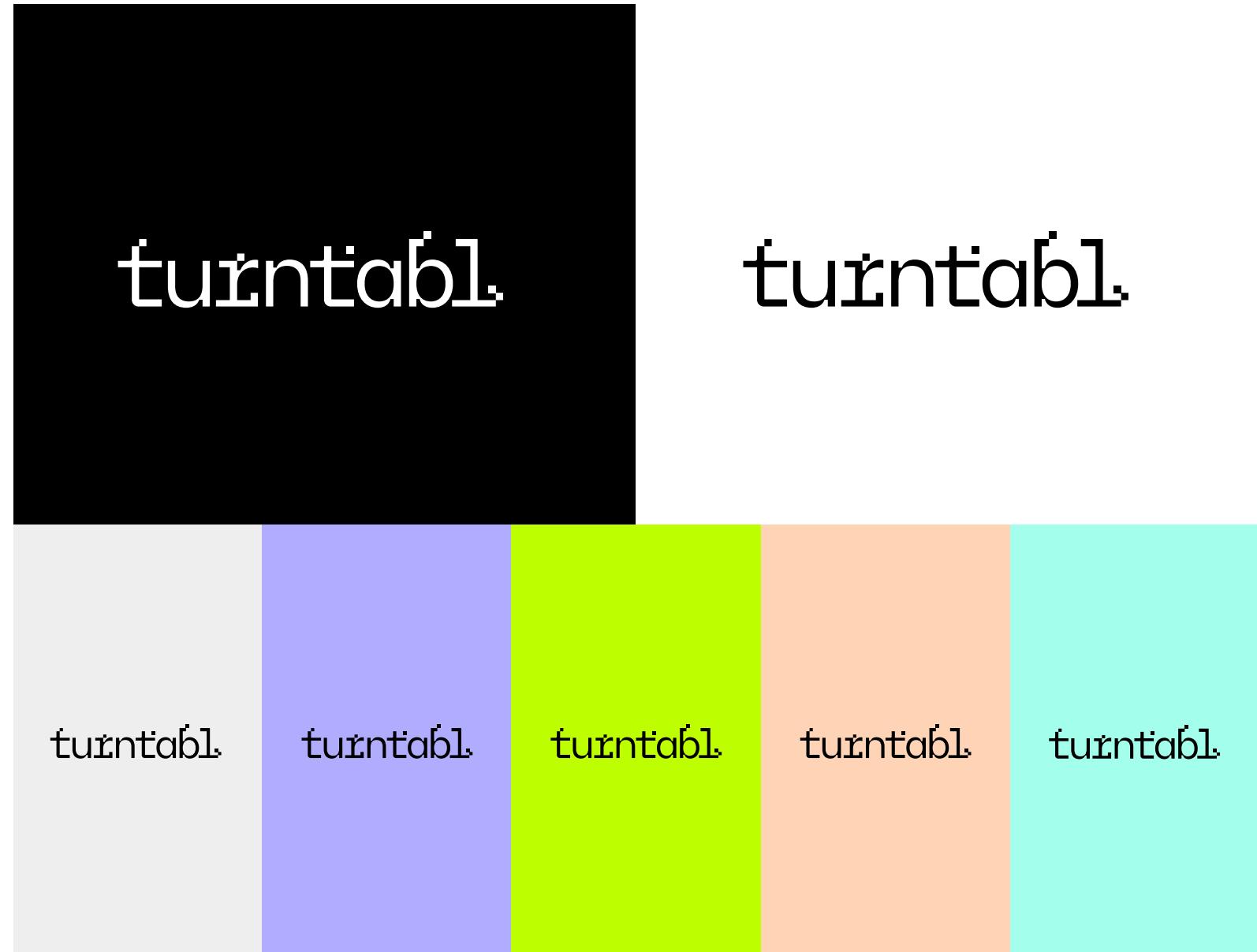
*IT IS RECOMMENDED THAT WHEN PRINTING, TO ALWAYS REQUEST PRINTED PROOFS AS VARIOUS STOCKS AND DIFFERENT PRINTING METHODS MAY PRODUCE DIFFERENT RESULTS.

2.5 Color Palette

Colour Combinations

When selecting colours they must only appear as a background colour and always be the only colour on the single piece of creative. On the right, we have our colour combinations showing that with every colour, we only use Pixel Black, except for when we use Pixel Black as the background colour, we then use Clear White.

The colour treatment of the brand applications is used to showcase a bold visual identity that can't be ignored. The use of vibrant colours emphasizes disrupting a sector and celebrates a new progressive brand.



2.6 Typography

Mondwest Regular and NeueBit Bold are the primary typefaces for turntabl.

For all body copy, which includes subheadings, annotations, and dates, NeueBit Bold is to be used.

Please view the type hierarchy (pg. 36 & 37) for which is best to use when.

Mondwest Regular and NeueBit Bold are to be used across all mediums (Digital, Web and Print).

Font licenses will need to be purchased to use these for digital, web and print.

Mondwest
Regular

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
1 2 3 4 5 6 7 8 9 0

NeueBit
Bold

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
1 2 3 4 5 6 7 8 9 0

2.6 Typography

Singular Headlines

When a piece of creative only has a headline with no body copy, we visually treat that headline differently as to what we would do if it had body copy (pg. 37).

For this treatment we use a mixture of Mondwest Regular and NeueBit Bold per line of text. Each word is also capitalised when using singular headlines.

The sizes of these two fonts together differ as NeueBit Bold will need to be made larger so it looks the same size as Mondwest Regular. To the right we see an example of these two typefaces working together, and the point size difference (12pts) it needs to make them look similar in size.

We Are A
Forward Thinking
Software Agency
With A Difference.

NeueBit Bold
Size: 48pt

Mondwest Regular
Size: 36pt

2.6 Typography

Singular Headlines

A part of the singular headline treatment is to incorporate glyphs into the headline.

These glyphs are symbolic of coding that turntabl use to create software.

The glyphs you choose to use to replace letters should work in a way that when you read it, you are still able to read the word without it severely visually impacting the word.

GLYPHS

£↳!;!j?■*#＼{}()[]=\$£€+±¬@ø
Ξ↳!;!j?■*#＼{}()[]=\$£€+±¬@ø

EXAMPLE OF GLYPHS REPLACING LETTERS

We A¬e A
Forw@rd Th;nking
S¤ftware Agen(y
Wi+h A D!fference.

2.6 Typography

Singular Headlines

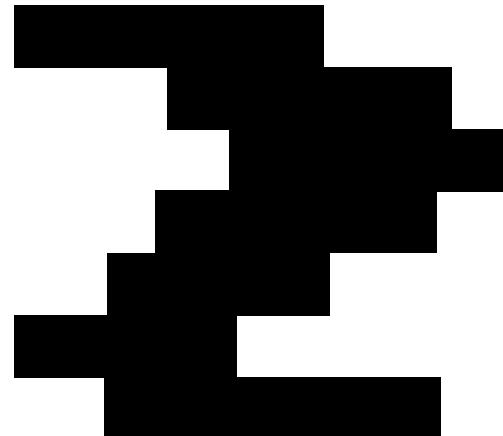
The visual treatment of the singular headline on any creative should also incorporate movement.

This movement is visually represented by adjusting each line of text from left to right to create excitement and energy.

EXAMPLE OF MOVEMENT WITHIN SINGULAR HEADLINES



We Are A
Forw@rd Th;nking
Sxftware Agen(y
Wi+h A D!fference.



We Are A
Forw@rd
Th;nking
Sxftware
Agen(y
Wi+h A
D!fference.

2.6 Typography

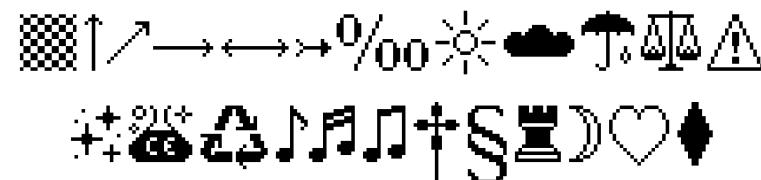
Singular Headlines

Lastly, once the singular headline has been created using glyphs and movement, we can then add some visual embellishments to enhance the visual branding.

You are able to get these embellishments from the glyphs of the typefaces.

It is important to refrain from going overboard with adding embellishments as you don't want it to distract from the messaging.

EMBELLISHMENTS



EXAMPLE OF EMBELLISHMENTS INCORPORATED INTO SINGULAR HEADLINE

We Are A
→ Forward Thinking
Software Agency
With A Difference. +*

2.6 Typography

Singular Headlines Hierarchy

When creating singular headlines, we use a hierarchy that best represents turntabl. Hierarchy and type sizes help us deliver information in an organised and easy to understand way. To the right, we have an example of our typography hierarchy with a singular headline.

When using typography please keep to a similar ratio as this hierarchy as possible.



Wh-n You W#rk
With Us Y*u Take
An Active Pa-t In
The Development
☀ Of Ghana

NeueBit Bold
Size: 54pt

Mondwest Regular
Size: 42pt

2.6 Typography

Hierarchy

If the creative has body copy we then treat the headlines differently. This is so information can have greater readability and legibility.

Turntabl uses a hierarchy that best represents them. Hierarchy and type sizes help us deliver information in an organised and easy to understand way. To the right, we have an example of our typography hierarchy with sizes and leading.

When using typography please keep to a similar ratio as this hierarchy as possible.

ABOUT US

Hey! We're turntabl.
A forward thinking
software agency with
a difference.

LEARN MORE ABOUT US AND OUR SERVICES.

We are a unique software agency based in London and Accra, Ghana. We are committed to offering world-leading training to our associates in Ghana so we can provide tailored services bespoke to your requirements.

Annotation

NeueBit Bold – All Caps
Size: 12pt, Leading: 12pt

Headline

Mondwest Regular
Size: 32pt, Leading: 33pt

Sub Heading

NeueBit Bold – All Caps
Size: 14pt, Leading: 14pt

Body Copy

NeueBit Bold
Size: 15pt, Leading: 15pt

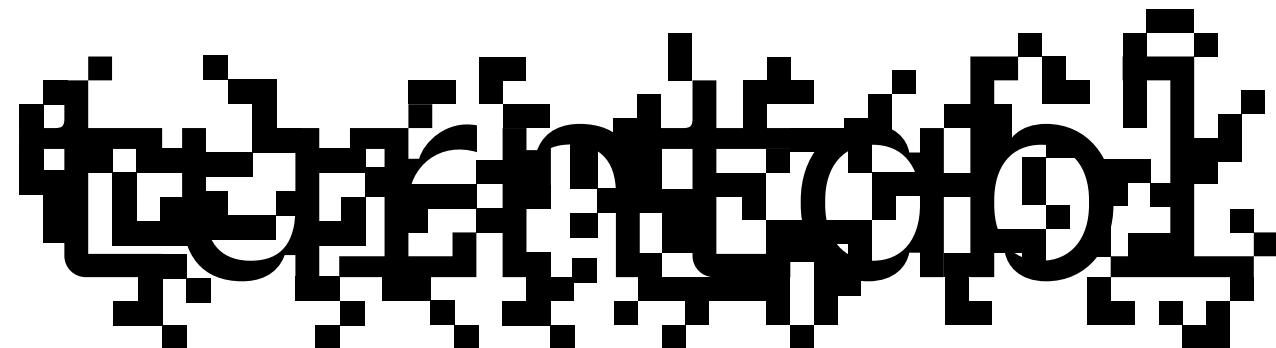
2.7 Graphic Elements

Graphic Element

We have our own bespoke graphic that has been created to attract and motivate people of all ages and is bound to capture attention and inspire fascination.

With a distinctive personality and sense of energy, the disruptive nature of this treatment serves to highlight turntabl as an innovative and different software agency.

This graphic element should never be seen in silo and should always be combined with imagery or copy to best represent turntabl, please see examples in Brand Applications sections (pg. 44 onwards).



2.7 Graphic Elements

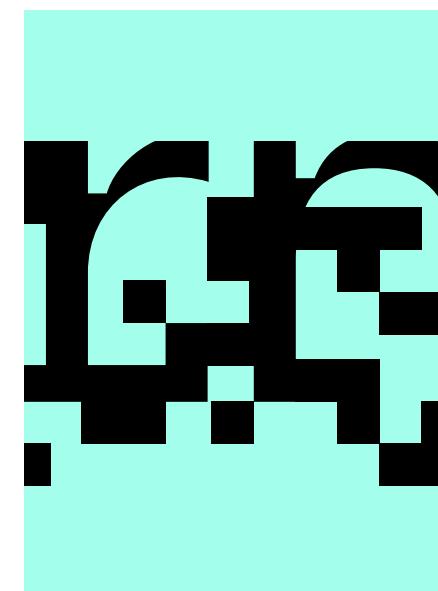
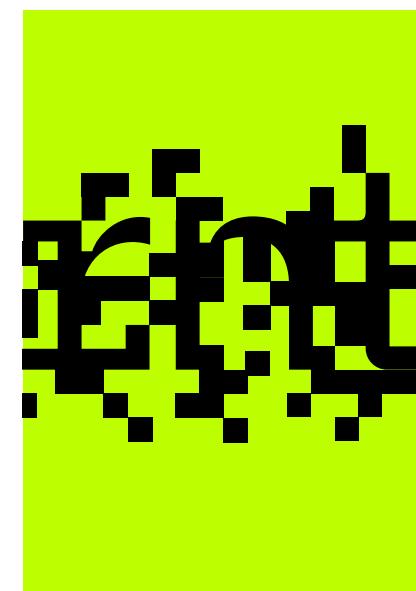
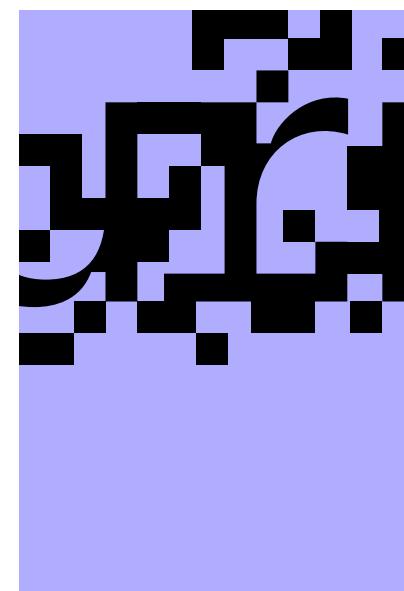
Graphic Element Cropping

This graphic system encourages experimentation from the internal team to create visually engaging and stimulating overlays to bring signature flair to presentations, print applications and social media.

This graphic should be used to emphasize, highlight and guide pieces of information together and can be used with or without photography and videos.

The graphic can be seen on coloured or white backgrounds.

It is at the discretion of the designer to crop the graphic element in a way that complements the creative. Please ensure when cropping the graphic element that it does not interfere with any copy or any important pieces of information.

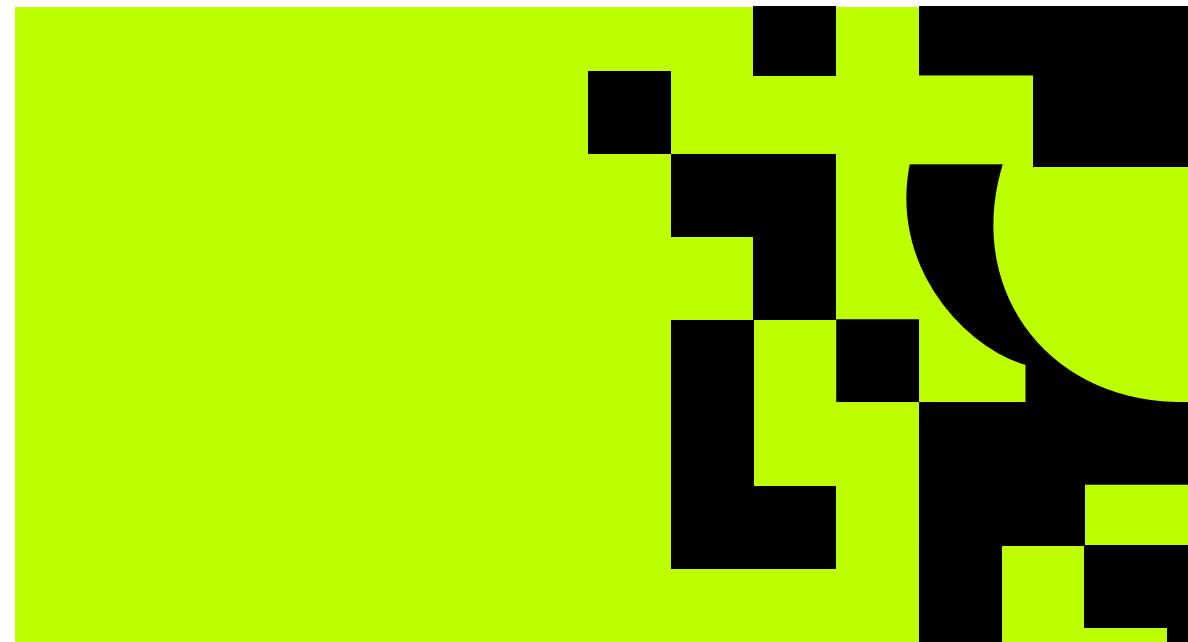


2.7 Graphic Elements

Graphic Element Cropping

When cropping the turntabl graphic element, you can crop it in any format you wish.

It is important to remember to leave space to allow for copy, imagery or videos that wont be blocked by any of the graphic element.



2.7 Graphic Elements

Creating Your Own

If the crop of the graphic element is proving too difficult for the format you are working with, you can also create your own graphic element by using pixels.

Pixels are 1:1 black squares that you can combine together to create your own graphic to suit the format which you are working with.

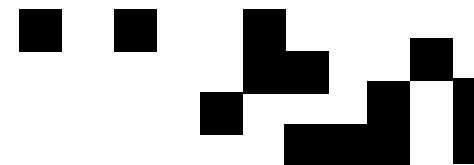
It is at the discretion of the designer to create these graphics and make them look as close or representative of the turntabl graphic when cropped (pg. 39) as possible.

Please ensure when creating your own turntabl graphic that it does not interfere with any copy or any important pieces of information.

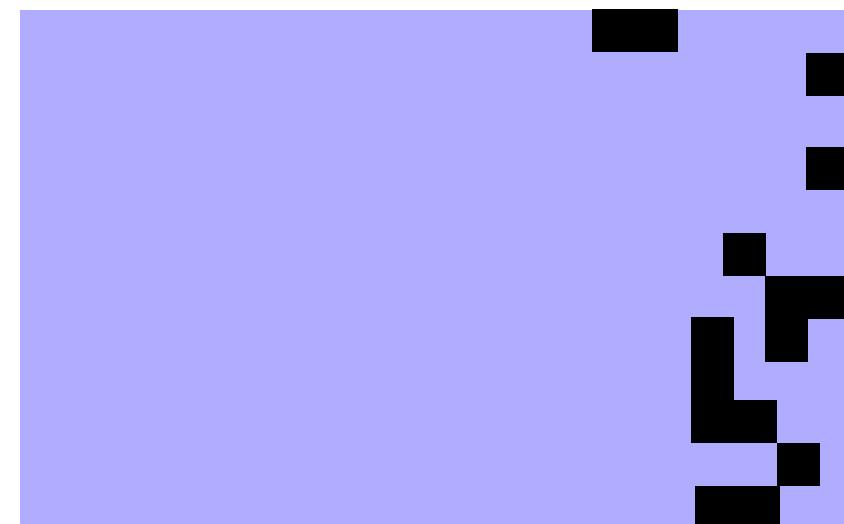
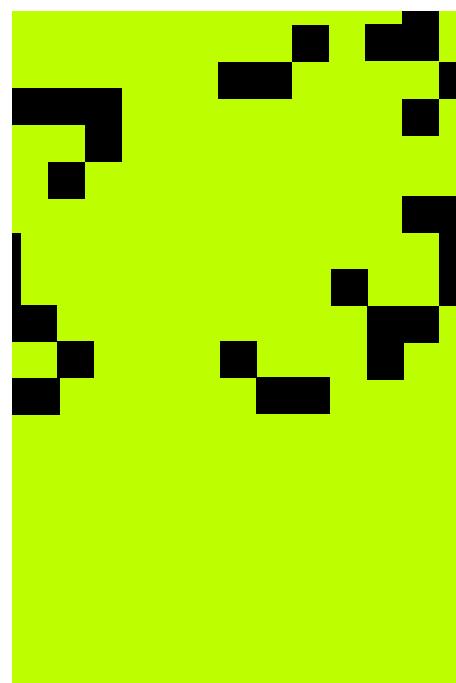
THE PIXEL



CREATING THE PIXEL GRAPHIC



EXAMPLES OF THE PIXEL GRAPHIC CROPPED IN DIFFERENT FORMATS



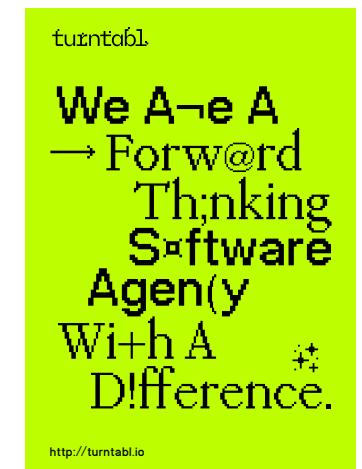
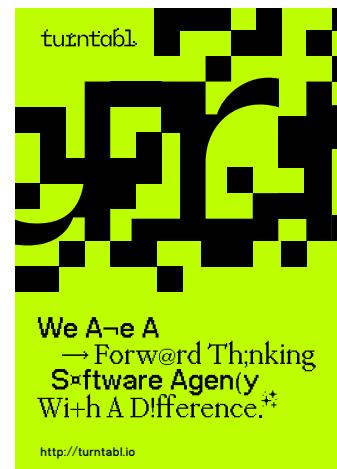
2.7 Graphic Elements

Graphic Scaling

Depending on the market you are targeting, you can dial the use of the graphic up or down.

The example shown on the right here is an example of how the same piece of creative is using the dial system to turn up or down the use of the graphic so that it can target certain markets.

As you can see on the far right example, you can also choose to not include the graphic element.



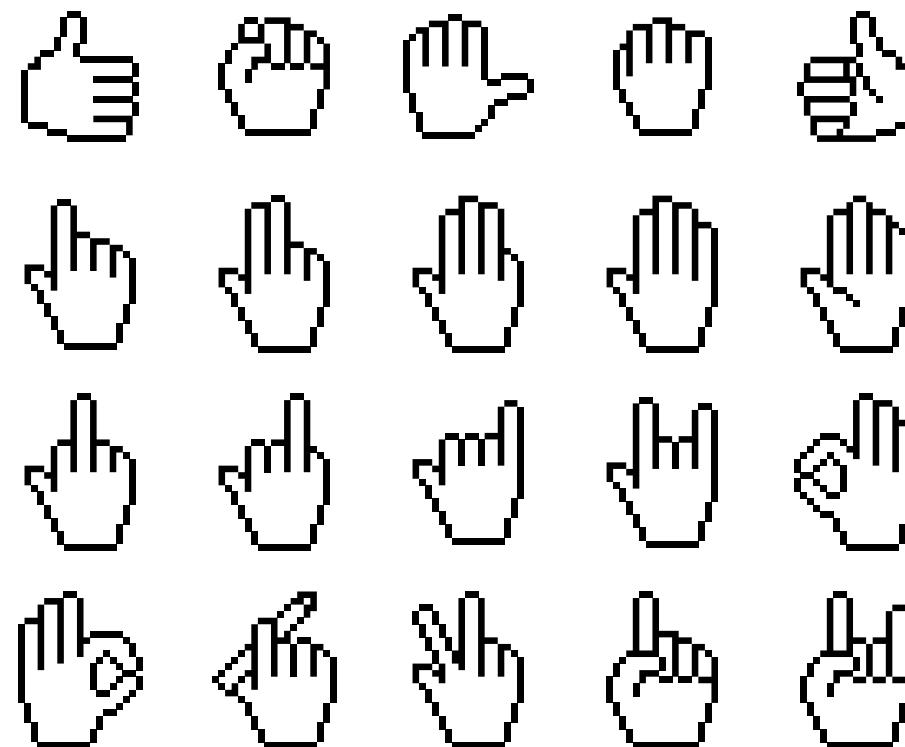
2.7 Graphic Elements

Hands

Turntabl has a human approach to creating software, and to further emphasise this we use these hand graphics in our creative to create a community and approachable look and feel.

The hand graphics are to be used to look like they are working together and to have some personality in them as well.

One in particular uses the middle finger, which is a rude gesture. This icon in particular should only be used when the context is appropriate, for example if turntabl shares a reaction post to someone doing something bad. This will encourage the rebel side of the brand personality.



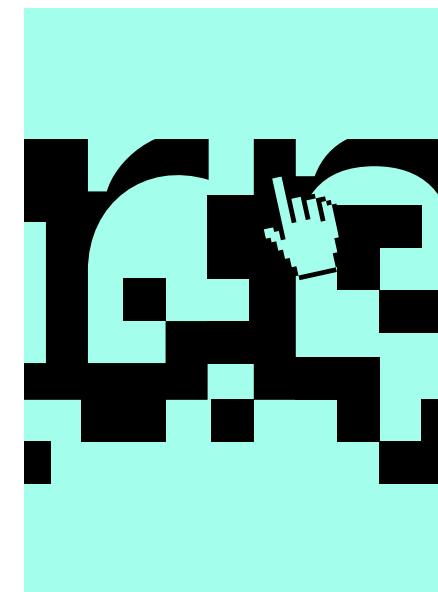
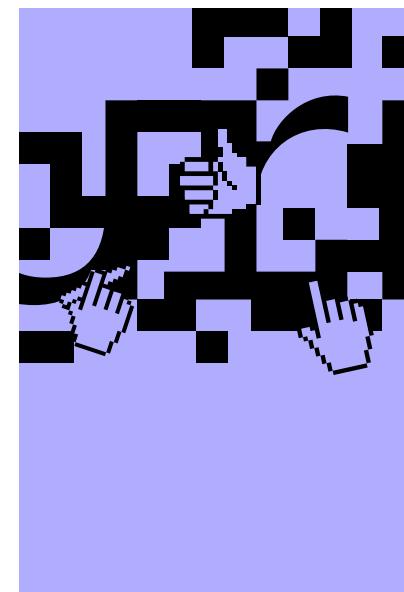
2.7 Graphic Elements

Hands in Context

When applying the hands to creative, please ensure they are all working with one another and that there isn't any doubles of the same hand being used.

These hands can work in multiples or as a singular.

The creative doesn't always need the hands and it will be up to the discretion of the designer to decide if the creative will benefit from using the turntabl hand graphics.



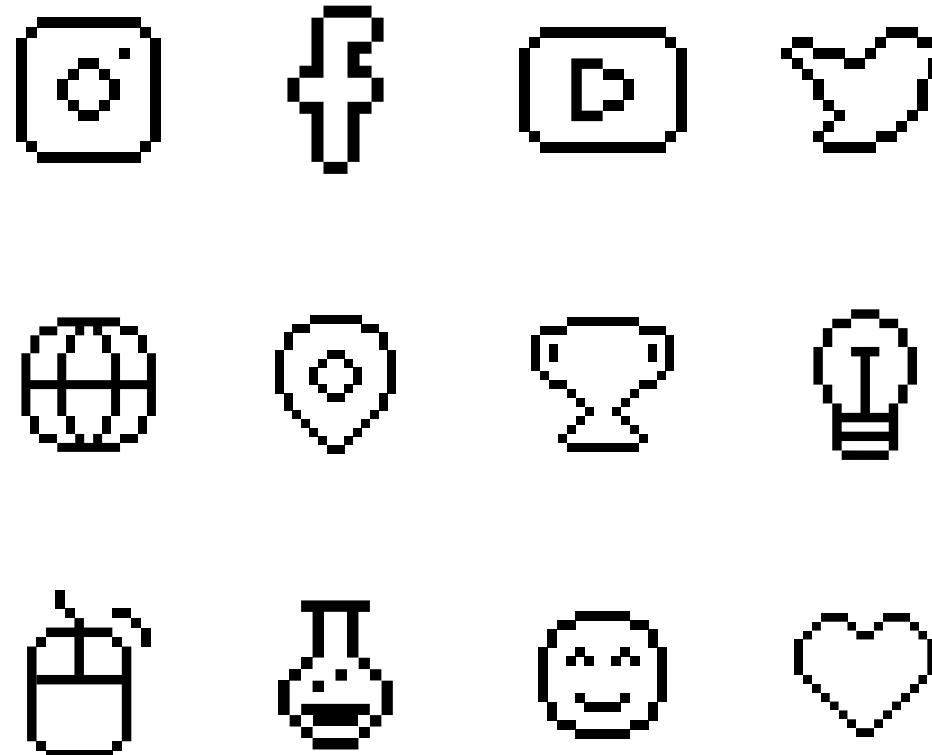
2.7 Graphic Elements

Iconography

We also have our own set of bespoke iconography that has been created to help explain information points or showcase different categories of turntabl.

We can use iconography to tell stories and to explain scenarios that might be too hard with photography alone.

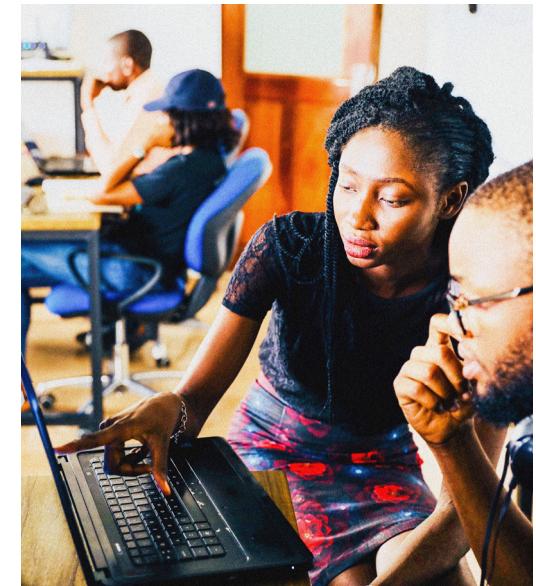
Additional iconography can be created and if required please feel free to contact Control Studio (contact@controlstud.io) to enquire.



2.8 Photography

When selecting images, use these guides to inform your image selection:

- Lighting is natural and not staged
- Photography to include some grain or texture
- Have a clear focal point and not be too busy
- Colouring to be warm and inviting
- Communicate enjoyment
- Communicate professionalism
- Modern staging
- Poses are authentic and people are friendly
- Capture diversity: race, religion, age, gender and ability



2.8 Photography

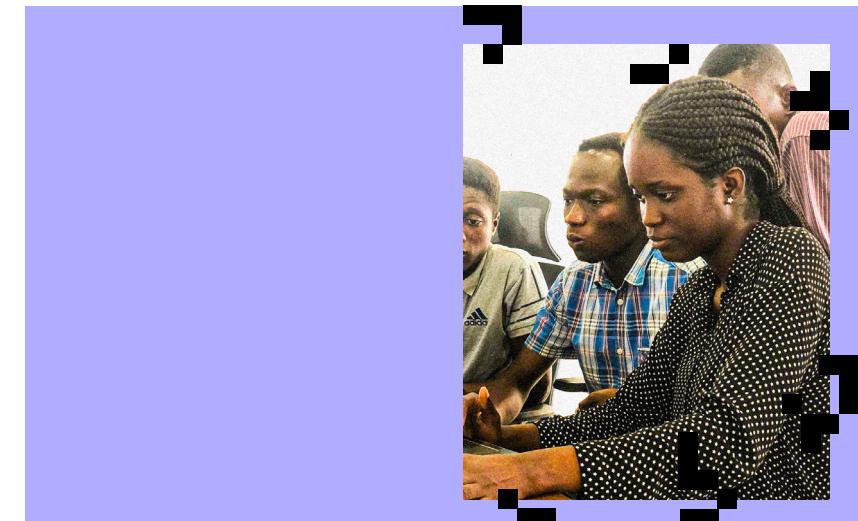
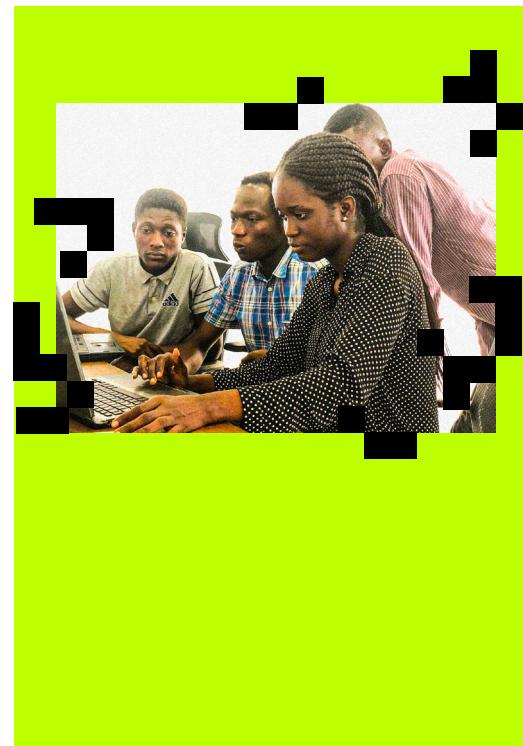
Photography Application and the Graphic Element

Here are two examples of how we might use photography or videos and our graphic element in our layout.

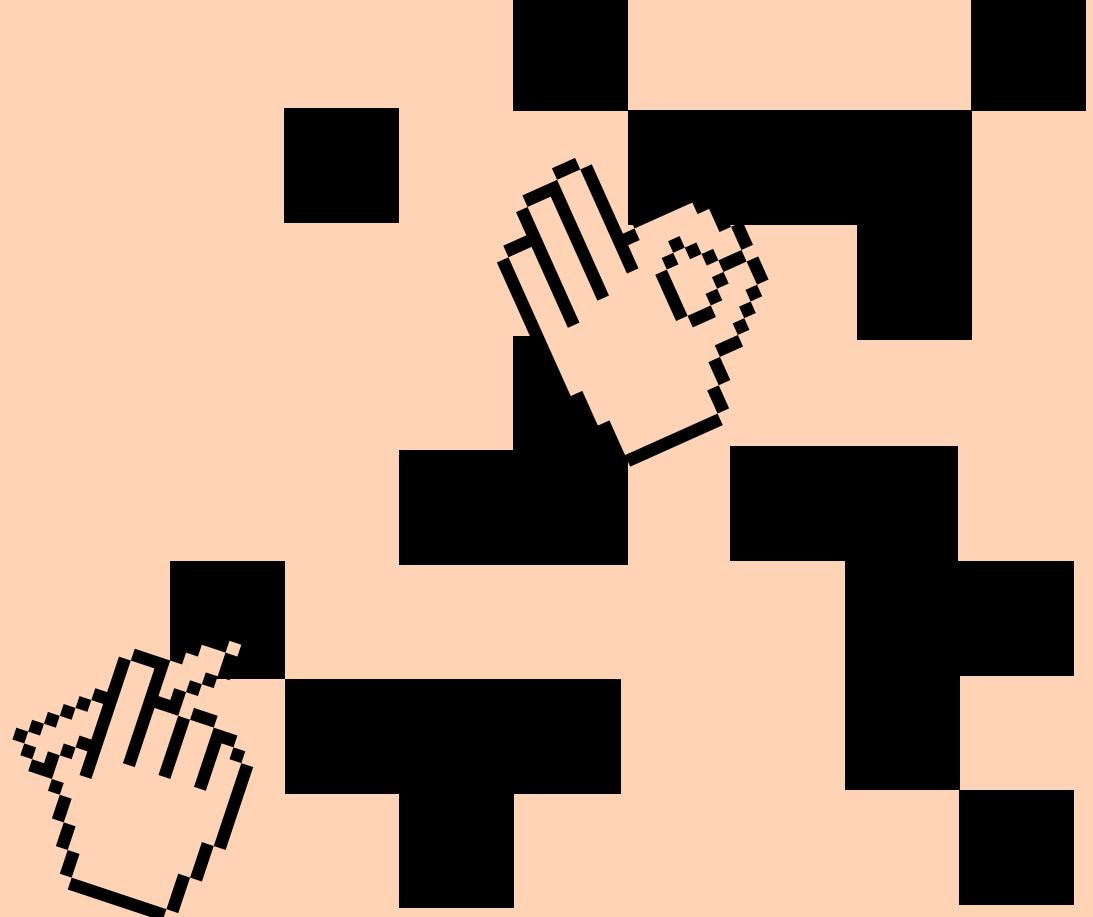
When using photography/videos in layouts that incorporate the graphic element, it is important that the graphic element is scaled down and not used in excess so as not to distract or impede on the photography/video.

Photographs/videos can be shown with the graphic element or without the graphic element. When shown with the graphic element, you must create your own to suit the photography/video layout.

Never have any of the graphic element covering any important features of the photography or video.



Br@nd
→ Application



turntabol.

3.1 Print Applications

Business Cards

The following pages outline how to apply turntables brand elements and content to a range of print and digital applications.

This page depicts the design and application for turntables Masterbrand and brand elements to the generic business card.

These applications have been designed by Control Studio and where possible, Control Studio should be consulted before any changes or updates are made.

PLEASE NOTE

Always request a sample and/or printed proof, in addition to always sighting a digital proof. It is also recommended that the designer attend a press check to approve finishes and the quality of print.



3.1 Print Applications

Letterhead

This page depicts the design and application for turntables Masterbrand and brand elements to the generic letterhead.

These applications have been designed by Control Studio and where possible, Control Studio should be consulted before any changes or updates are made.

PLEASE NOTE

Always request a sample and/or printed proof, in addition to always sighting a digital proof. It is also recommended that the designer attend a press check to approve finishes and the quality of print.



3.1 Print Applications

Stationary

This page depicts the design and application for turntabl. Masterbrand and brand elements to the generic printed stationary.

These applications have been designed by Control Studio and where possible, Control Studio should be consulted before any changes or updates are made.

PLEASE NOTE

Always request a sample and/or printed proof, in addition to always sighting a digital proof. It is also recommended that the designer attend a press check to approve finishes and the quality of print.



3.1 Print Applications



3.1 Print Applications

Merchandise

This page depicts the design and application for turntables Masterbrand and brand elements to merchandise.

These applications have been designed by Control Studio and where possible, Control Studio should be consulted before any changes or updates are made.

PLEASE NOTE

Always request a sample and/or printed proof, in addition to always sighting a digital proof. It is also recommended that the designer attend a press check to approve finishes and the quality of print.



3.1 Print Applications

Advertising

This page depicts the design and application for Turntabl Masterbrand and brand elements to advertising.

These applications have been designed by Control Studio and where possible, Control Studio should be consulted before any changes or updates are made.

PLEASE NOTE

Always request a sample and/or printed proof, in addition to always sighting a digital proof. It is also recommended that the designer attend a press check to approve finishes and the quality of print



3.1 Print Applications

Outdoor Advertising

This page depicts the design and application for Turntabl Masterbrand and brand elements to outdoor advertising.

These applications have been designed by Control Studio and where possible, Control Studio should be consulted before any changes or updates are made.

PLEASE NOTE

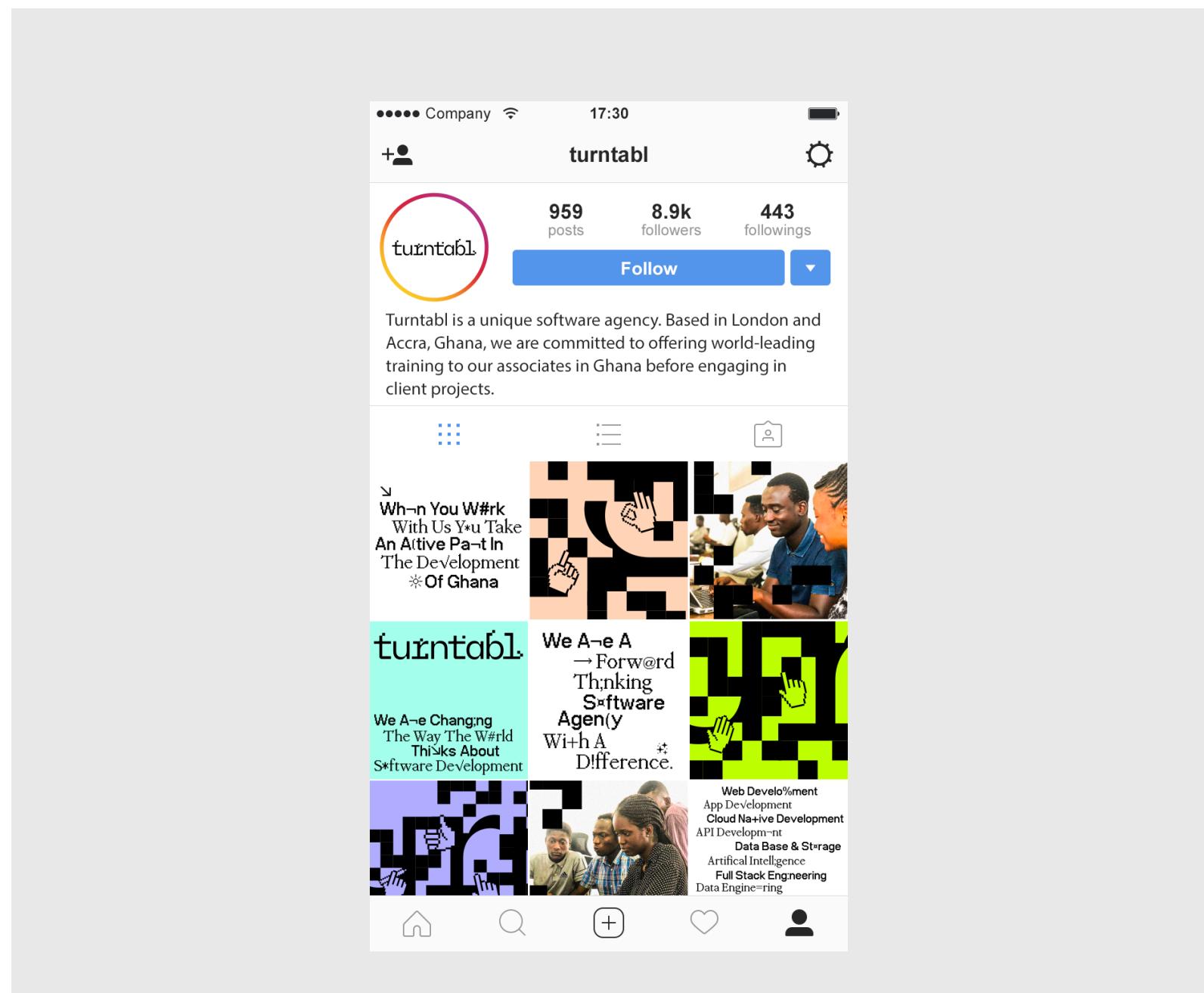
Always request a sample and/or printed proof, in addition to always sighting a digital proof. It is also recommended that the designer attend a press check to approve finishes and the quality of print.



3.2 Digital Applications

Instagram

This page depicts the design and application for turntables Masterbrand and brand elements to Instagram.



3.2 Digital Applications

Website

This page depicts the design and application for turntabl's Masterbrand and brand elements to a website.



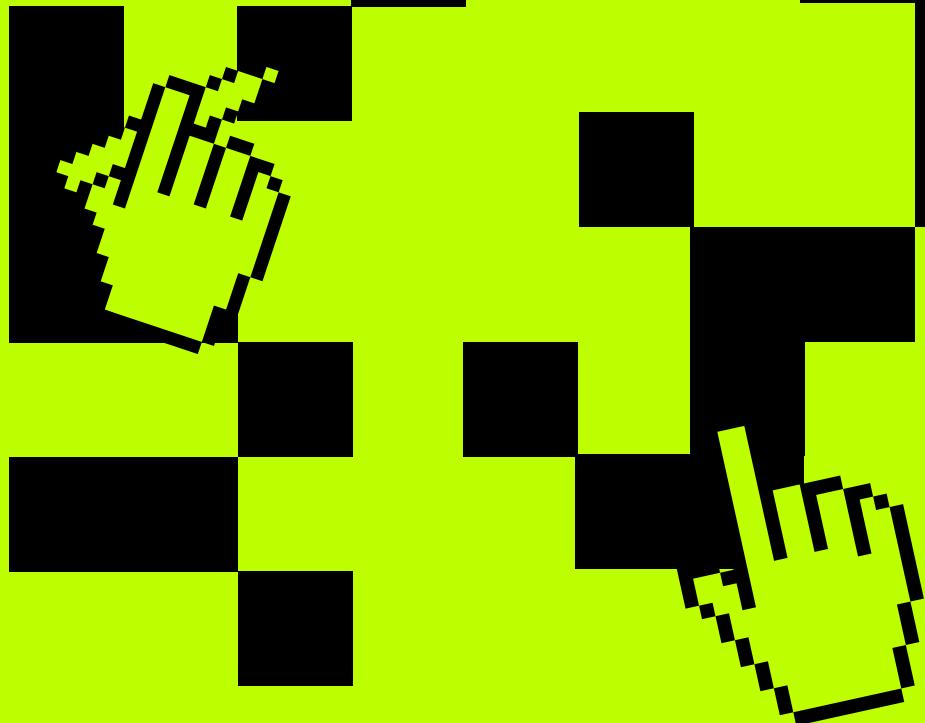
If you have any questions about
turntabl identity, or anything
covered in these guidelines,
please contact:

Control Studio

-

Alexander Bajada
Creative Director
Email: alex@controlstud.io

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turntabl.