



Tarrier Deep Construction

TDC

Logo & Brand Identity

Virsiion 1.0 - 2021

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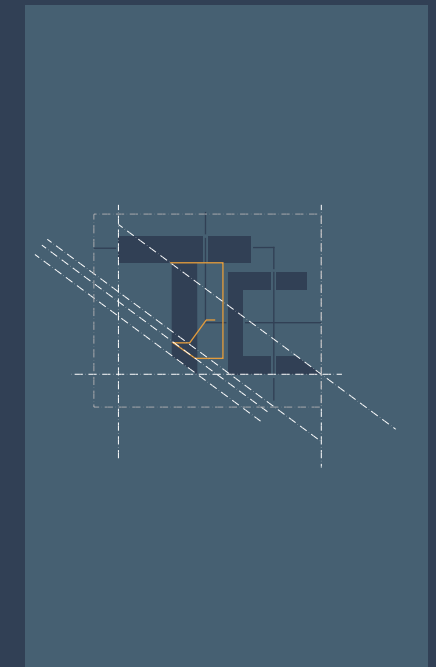
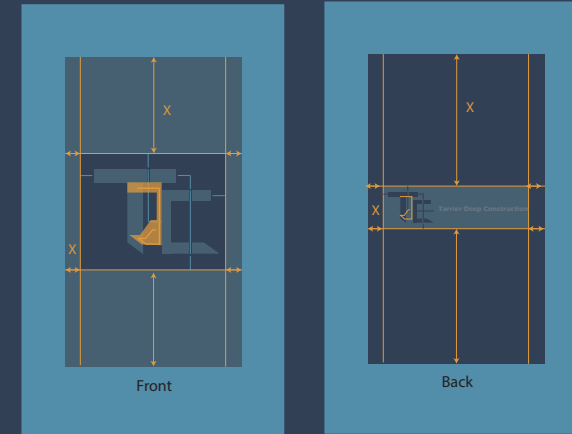
Welcome to TDC(Tarrier Deep Construction), brand guidelines. These guidelines assist and provide you with the information needed for consistent use of logos, colors, and more.

TDC is a construction company working in the geotechnical field of construction and their main focus is the deep excavation and foundation. They are offering their services to the residential, commercial and industrial project mainly in the lower main land, BC.

Logo- Clear Space

Blue area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Gray area. Gray indicates Clear Space. The gray area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



Logo Construction

03

Color Palette .

Very dark desaturated blue

#334257
RGB(51,66,87)
CMYK(41,24,0,66)



Very dark desaturated blue

#476072
RGB(71,96,114)
CMYK(38,16,0,55)



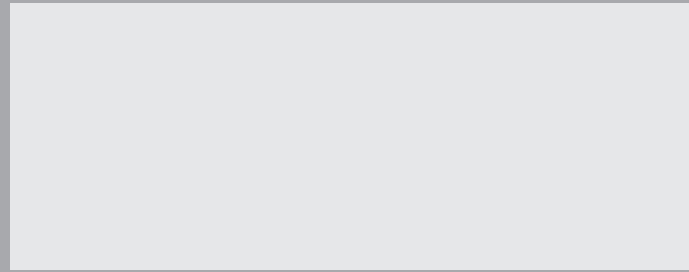
Dark moderate blue

#548CA8
RGB(84,140,168)
CMYK(50,17,0,34)



Very light gray

#EEEEEE
RGB(238,238,238)
CMYK(0,0,0,7)



Bright orange

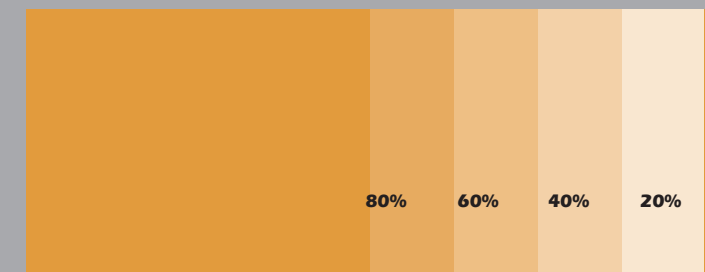
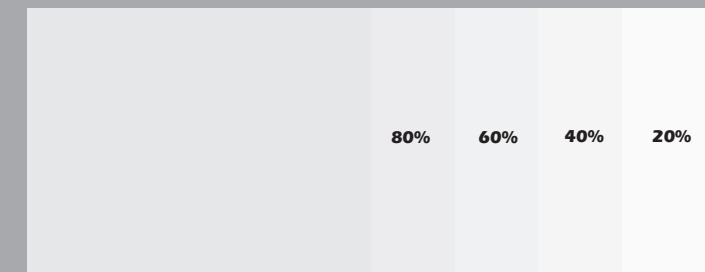
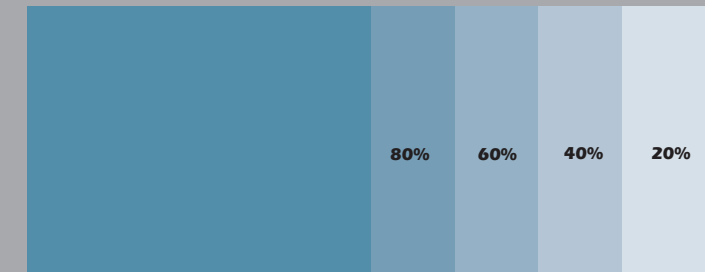
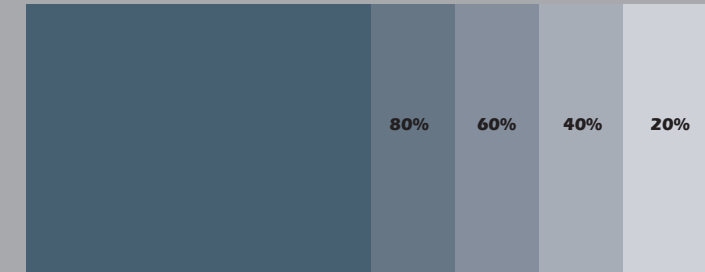
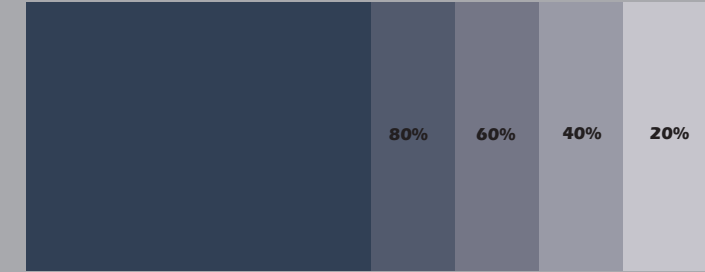
#e29b3d
RGB(226,155,61)
CMYK(0,31,73,11)



04

Color Breakdown .

Tints



Typeface Details . 05

The Typeface Family

Two font styles are used.
Typeface family:
Eras Bold ITC and Miriad Pro

Eras Bold ITC is used for:
Description under the logo.
It can also be used as the
standard when stronger
emphasis is needed, such as
in: stationery, website design,
brochures and all forms of
general correspondence.

Miryad Pro is used for:
All other forms of standard
body text, ranging from:
stationery, website design,
brochures and all forms of
general correspondence.

Eras Bold TDC

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
! @ # \$ % ^ & * () ?



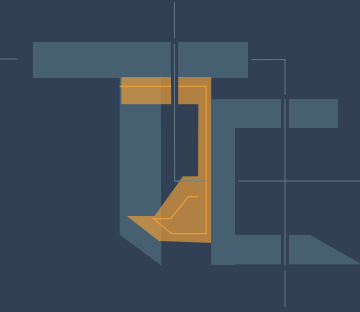
Miryad Pro

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
! @ # \$ % ^ & * () ?

06 Logo Style .

Virsion 1

This version can be used for business card and, in
environments that might require a cleaner aesthetic.



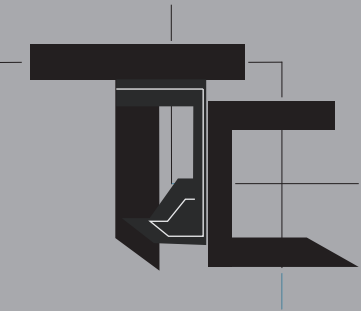
Virsion 2

This version can be used for advertising items,such
as company swag ,banner, website favicon etc .



Virsion 2

The solid black version is only to be used for Fax,
and some forms of black/white commercial printing
applications, such as local newspapers etc, where
course halftones screens are used.



Logo size for social platform

Facebook:

Link posts: 1200 x 628 px

Image posts: 1200 x 630 px

Cover image: 820 x 312 px

Profile image: 170 x 170 px

Twitter:

Image posts: 1024 x 675 px

Cover image: 1500 x 500 px

Profile image: 400 x 400 p

Instagram:

Image posts: 1080 x 1080 px

Profile image: 110 x 110 px

Stories: 1080 x 1920 px

YouTube:

Thumbnail image: 1280 x 720 px

Cover image: 2560 x 1440 px

Profile image: 800 x 800 px

LinkedIn:

Link posts: 1200 x 628 px

Image posts: 1200 x 1200 px

Cover image: 1536 x 768 px

Profile image: 300 x 300 px

Logo size for your website

For horizontal layout:

– 250 px x 150 px

– 350 px x 75 px

– 400 px x 100 px

For vertical (square) layout:

– 160 px x 160 px

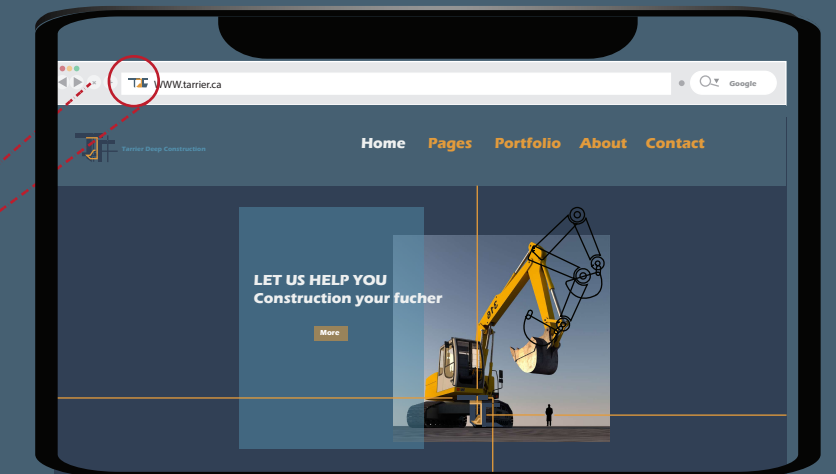
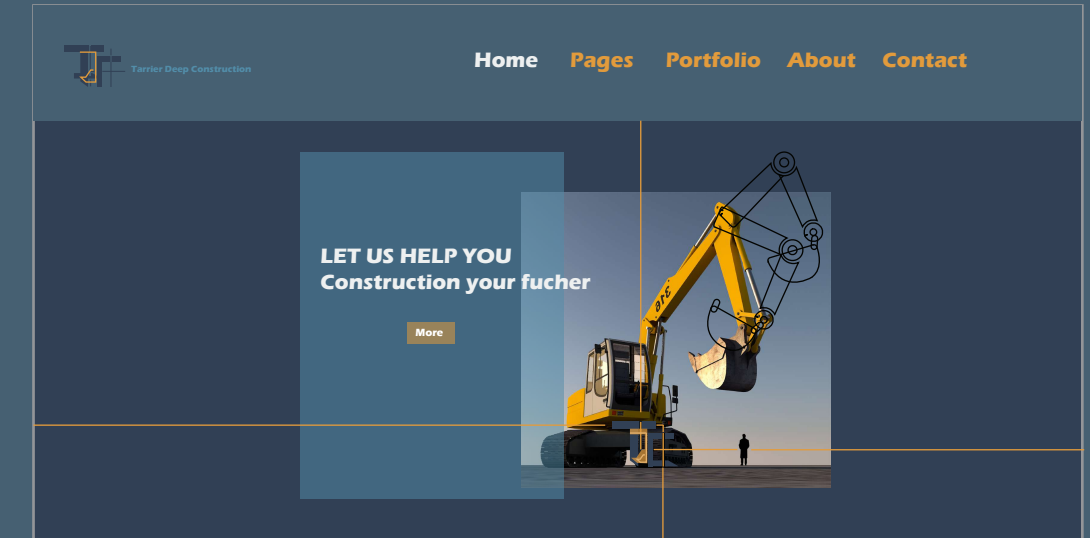
Favicon sizes for a website

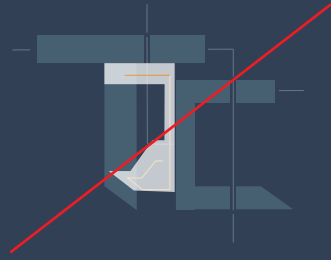
A favicon is a small icon that features your corporate logo, the first letter in your brand name, or image that identifies your business or website. You can employ favicons in the following sizes:

– 16 px x 16 px

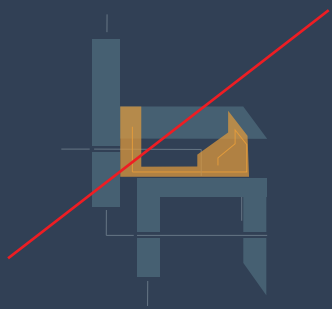
– 32 px x 32 px

– 48 px x 48 px

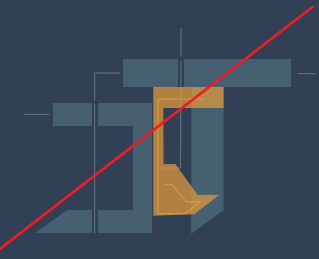




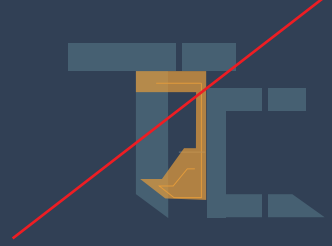
Don't change color of the logo



Never angle the logo



Never reflect the logo



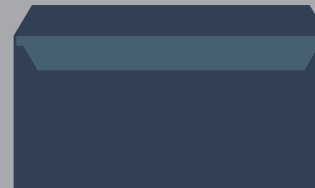
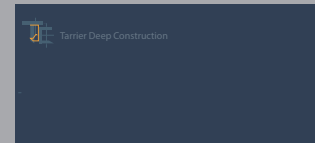
Don't remove the decotative line
of the logo

The Stantionery Items

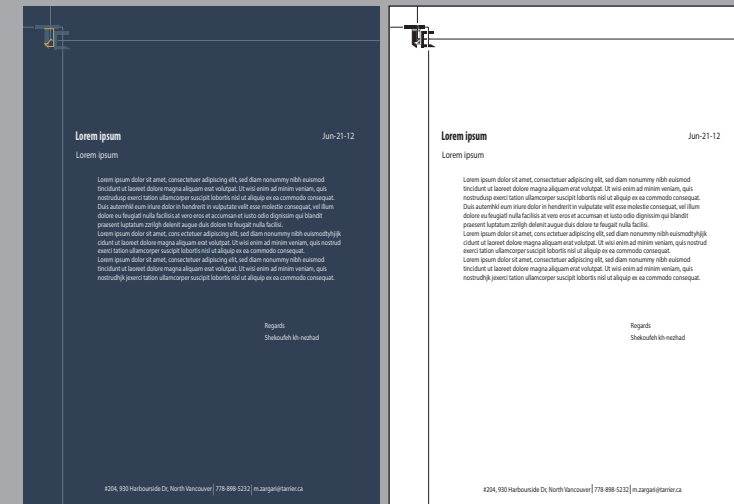
Business Card(2"X 3.5")



Business Envelop(9.5"X 5")



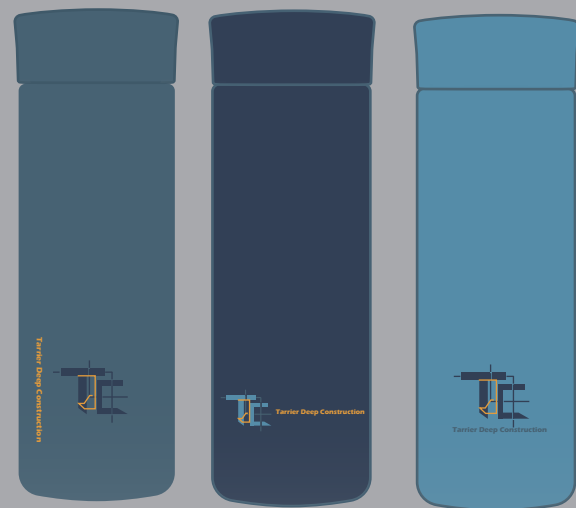
Letterhead(8.5"X 11")



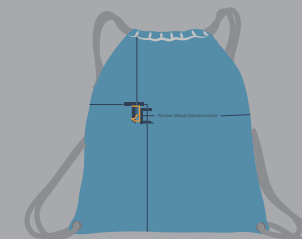
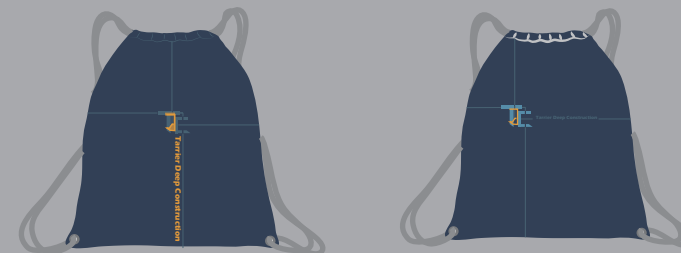
Coffee mug



water bottle



T-shirts



Backbag

Tagline

The tagline may be written in two fonts.
Eras Bold or Rude Miriad Pro Bold Condens.
Use at your discretion, but balance of the
type style, size and weight of font should
always be considered when executing design.

LET US HELP YOU
Construct your future

LET US HELP YOU
Construct your future

Tagline.

Our Imagery.



LET US HELP YOU
Construct your future



Tarrier Deep Construction

