

TRACE3

Brand
Guidelines

2024 DESIGN & VISUAL IDENTITY OVERVIEW

TRACE3

MESSAGING

All internal and external communications must consistently align with the approved brand messaging in order to reinforce the Trace3 brand image across all platforms.

POSITIONING

Trace3 is the premier provider of IT solutions and consultation services. Through elite engineering and dynamic innovation, we empower executives and organizations to keep pace within the IT/corporate landscape.

VALUES & VOICE

We value innovative thinking, integrated partnerships, and courageous leadership. Our voice is dynamic, authoritative, edgy, innovative, and cool.

OVERVIEW

MESSAGING & STRATEGY

TRACE3

LOGO CLEAR SPACE

A clear space equal to at least half the height of the logo (x) should be maintained in all use cases. The clear space should not feature any text, graphics, or visual marks.



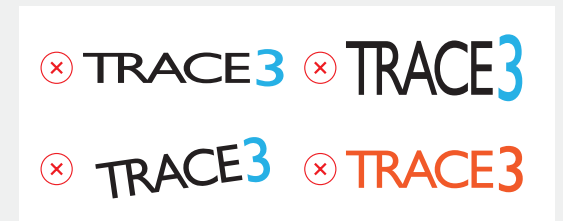
LOGO VARIATIONS

Our logo is available in a variety of formats to accommodate production needs across multiple platforms and media.



IMPROPER LOGO USAGE

Our logo should not be distorted proportionally, rotated, used with improper colors, or altered in any way.



OUR LOGO

SPECIFICATIONS & USAGE

TRACE3

PRIMARY FONT

Our primary font is Open Sans. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold

ALTERNATIVE FONT

If Open Sans is not available, the preferred alternative font is Arial.

Arial Regular
Arial Bold
Arial Black

FONT & COPY BEST PRACTICES

To clearly and accurately convey information, best practices include: use headings to break-up content, use bullet-points where appropriate, keep paragraphs short for easier scanning, omit unnecessary words in favor of being succinct.

TYPOGRAPHY

PRIMARY & ALTERNATIVE FONTS



TRACE3 COLORS

By using the approved Trace3 colors, we ensure consistency and recognition across all Trace3 materials by employees, partners, clients, and prospective clients.

TRACE3 BLUE HEX: 24b1e6 RGB: 36, 177, 230 CMYK: 69, 11, 0, 0	ACCENT BLUE HEX: 1680b6 ACCENT MED BLUE HEX: 115c8d ACCENT DARK BLUE HEX: 0d1329	MEDIUM GREY HEX: 666666 RGB: 102, 102, 102 CMYK: 60, 51, 51, 20	RUN BLUE HEX: 107690 RGB: 16, 118, 144 CMYK: 88, 43, 32, 6	GROW GREEN HEX: 07ad8c RGB: 7, 173, 140 CMYK: 78, 5, 59, 0	TRANSFORM YELLOW HEX: f8ac32 RGB: 248, 172, 50 CMYK: 1, 36, 91, 0	STANDARD BLACK STANDARD WHITE
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COLORS

TRACE3 COLORS & SPECIFICATIONS

TRACE3

CORPORATE DECK

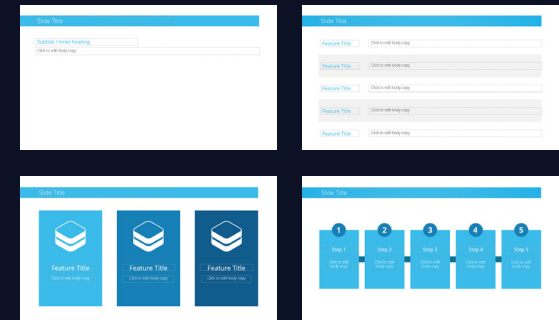
A Trace3 corporate deck that provides an overview to all things Trace3 has been created and can be found on The Hub. It contains multi-layered and animated elements and is best viewed/reviewed in presentation mode.



CUSTOM DECKS

A Trace3 branded deck that is ready for customization has been created and can be found on The Hub. This deck provides multiple customizable slide templates designed using best-practices and Trace3 approved colors, fonts, and styles.

The Trace3 Marketing team is always available for assistance when customizing your own PowerPoint content and presentations.



POWERPOINT

TRACE3 DECKS & PRESENTATIONS



OUTLOOK SIGNATURE

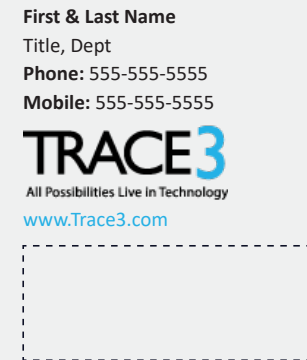
The standard email signature for all Trace3 employees is outlined to the right.

A step-by-step guide (including the properly sized Trace3 logo image for setting up your Outlook signature can be found on the HUB by clicking [this link](#). Simply download the document and follow the steps.



PROMOTIONAL IMAGES & LINKS

If you plan to include a promotional image or link (e.g., Trace3 Legends, Evolve) it must be placed below your standard Trace3 signature - shown as the outlined area in the example to the right.



EMAIL SIGNATURE

TRACE3 CORPORATE SIGNATURE STANDARDS

TRACE3

IMAGE SELECTION & APPLICATION

In order to further reinforce the brand identity, all images should align with the Trace3 spirit and convey ideas that fit within the Trace3 industry and culture.

IDEAS, SERVICES, BACKGROUNDS

To illustrate ideas, represent Trace3 services, or for backgrounds: use blue-toned semi-abstract imagery that portrays a high-tech feeling. Dots, lines, polygonal shapes, and particles are preferred - see examples below.



IMAGERY

USE OF IMAGES IN MARKETING MATERIALS