

TracPlus Brand Guidelines

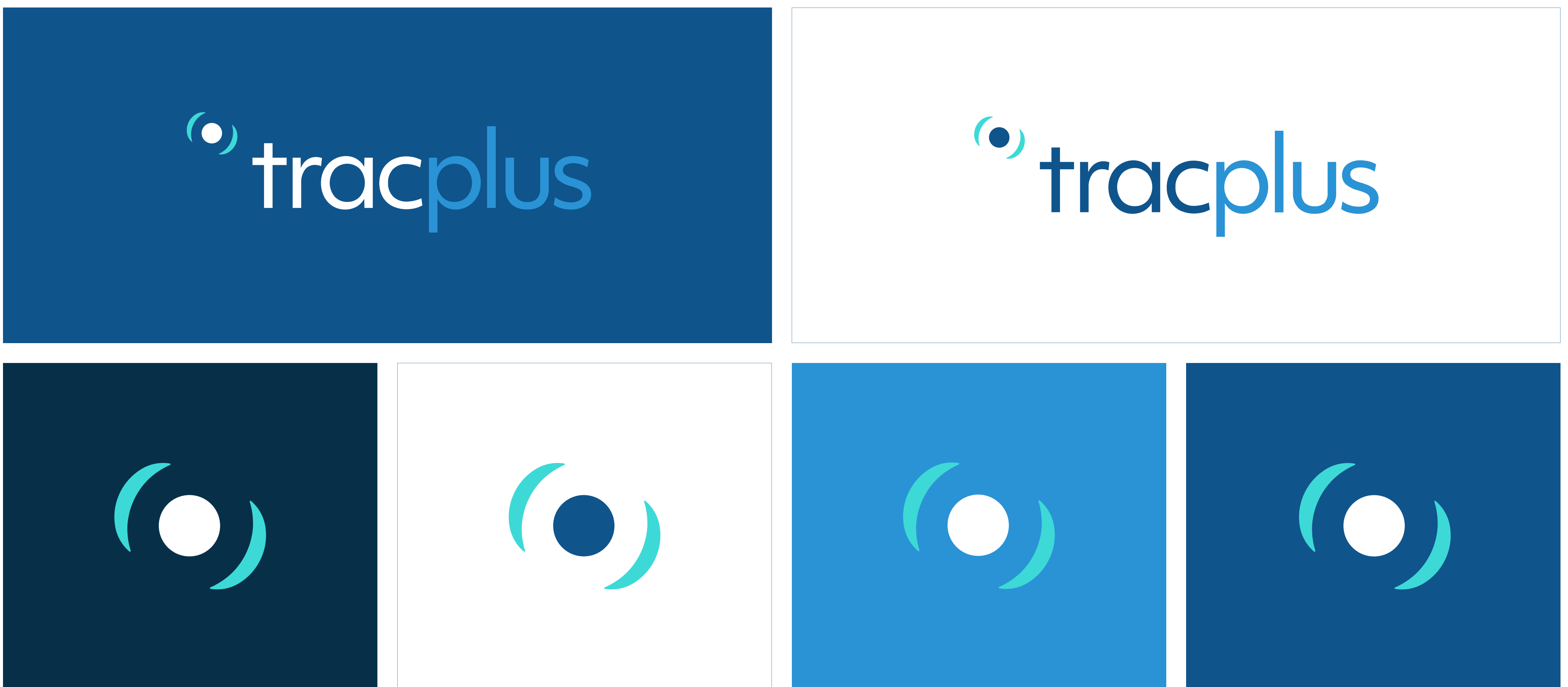
Welcome to the TracPlus brand guidelines, this document outlines a ruleset for how to use the TracPlus logo and branding elements correctly across various mediums.

Company name capitalisation

When written as plain text, the company name has a capitalised T and a capitalised P, with all other letters being lower case, i.e. TracPlus. When represented as a logotype, however, the brand name uses all lower-case glyphs (see below).

Logo

The logo should be used as the primary identity in all internal/external situations including web, app, print advertising and collateral. Our logo is the combination of a wordmark and brandmark.



Logo Guidelines

We require that you respect the following guidelines to ensure the TracPlus branding is always looking its best.

Exclusion Area

The logo exclusion area is equal to the width of the brandmark (marked as ✕ in the graphic).



Minimum Size

The **brandmark** may be used as small as 16px by 16px for digital favicons.
The **logo** should be not be used smaller than 300px digitally, and 80mm when printed.



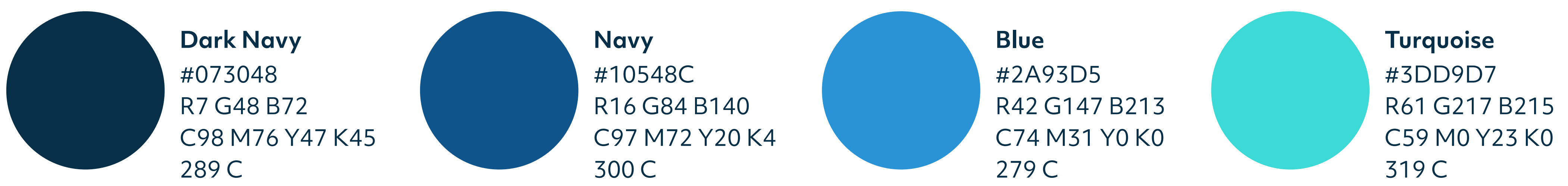
Imagery

The logo can be used with imagery, but must use a gradient, single or doutone transparent brand colour overlay.



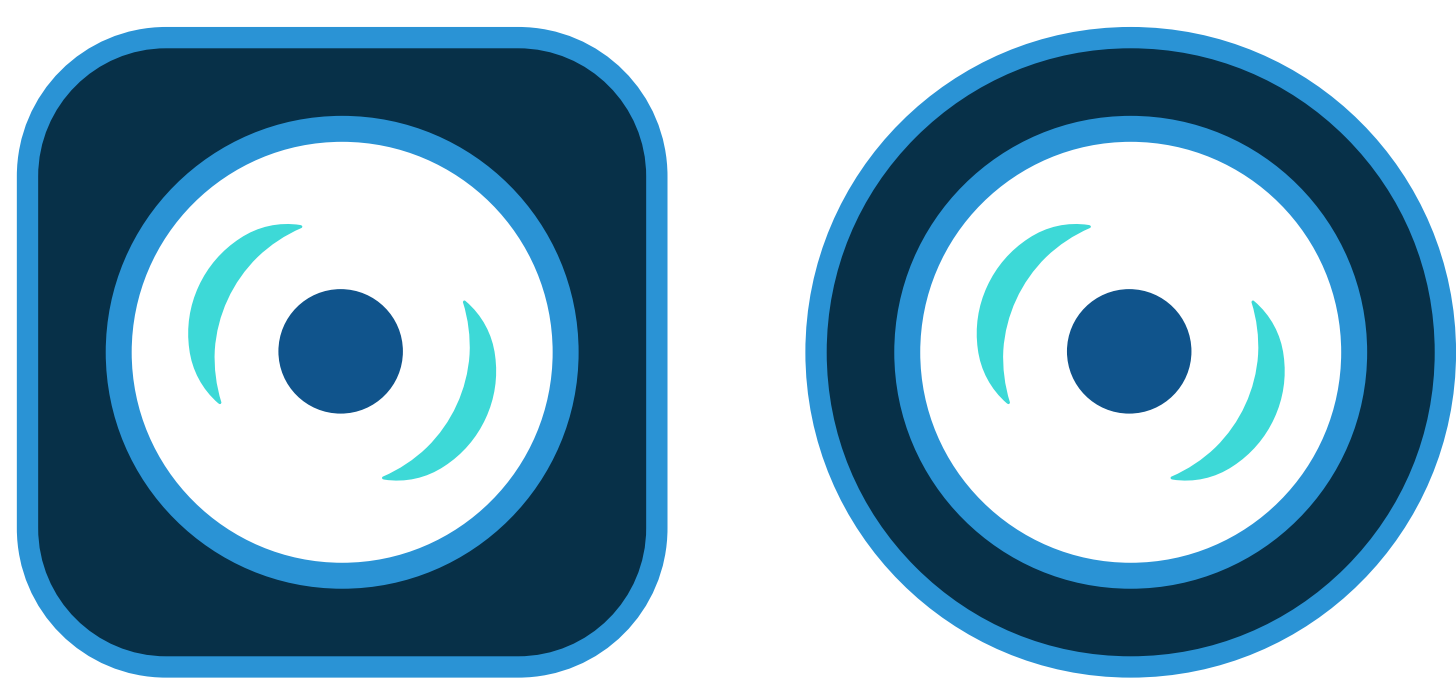
Brand Colours

The TracPlus branding colour set is made up of four specific colours.



App Store

With TracPlus being available as an Android and iOS application, the brand also requires an app icon. This is made up of the brandmark, background colour and borders.



Typography

The TracPlus typeface is Objective Mk1, this is available through the Adobe Fonts Library.

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ; ! ?)

Objektiv Mk1 - Regular

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ; ! ?)

Objektiv Mk1 - Medium

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ; ! ?)

Objektiv Mk1 - Bold

Conclusion

Thank you for reading the TracPlus brand guidelines and for implementing them for your use case! Alongside this document you should have access to the brand package, including the logo in various formats. These are also available in the TracPlus Drive under:

TracPlus Drive > 2. Marketing > Branding > TracPlus

If you are having trouble with anything in this guide, you are missing elements from the brand package, please contact the Marketing and Design team at marketing@tracplus.com.