

TEO®

# Teo Brand & Style Guideline

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## LOGO

### Teo Technologies logo styles

The examples to the right demonstrate the proper color treatments for the Teo logo.

Ocean Blue, Space Blue and Cloud Grey are for Teo internal use, or in exceptional circumstances.

### What not to do with logo

- *Stretching*
- *Changing Colors*
- *Aligned Against edge*
- *Transparency*
- *Placed Over Busy Photography*



### GREEN PRIMARY LOGO

WEB  
DIGITAL  
PRINT



### REVERSED LOGO

WEB  
DIGITAL  
PRINT



### OCEAN BLUE LOGO

WEB  
DIGITAL



### BLACK LOGO

PRINT



### SPACE BLUE LOGO

WEB  
DIGITAL



### CLOUD GREY LOGO

WEB  
DIGITAL  
PRINT



## TEO THEME TAGS

### Theme tag next to logo

“Unified Communications” and all other tags will follow the logo at half the distance of the height of the logo, and font size lines up at half the height of the logo to not compete with the logo.





## TYPOGRAPHY

### Font Size & Leading

Font leading (space between lines) should always be 1.5x the font size.  
(example: Font size-18pt / Leading-27pt)

### Heading Font Size

Heading font size should always be 2x the font size of the body font size.  
(example: Font size-36pt / Body Font size-18pt)

### Heading and Body Gap

The gap between the heading and body is the size of the body font.  
(Example: Body Font size-18pt / Gap size-18pt)

### Fonts

Open Sans is the primary font for all Teo design. Only with an exception is Oswald used in the purpose of design, or fitting text into the allowed space.

### Primary Font

# OPEN SANS

LIGHT / REGULAR / SEMIBOLD / **BOLD** / **EXTRABOLD**

HEADLINE 1 / LIGHT

HEADLINE 2 / SEMIBOLD

HEADLINE 3 / EXTRABOLD

## Teo Technologies

Teo is the most comprehensive Business Communications Technology company in North America. Since 1972 Teo has developed and manufactured extremely reliable and easy-to-use business communications products. No other company has more experience, or a more complete communications solution portfolio.

### Our Services

Teo is a U.S.-based company that develops and manufactures industry-leading communications solutions for the commercial, government, defense, and intelligence markets. Our portfolio comprises:



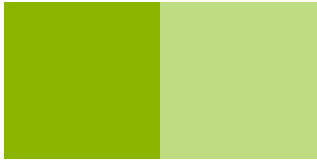










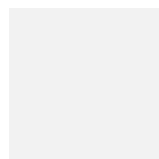
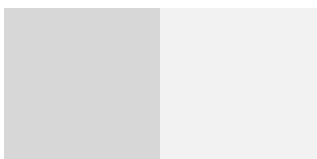




- *Unified Communications*
- *UC Endpoints*
- *Contact Center*
- *Military Grade IP*
- *TSG-6 Products*
- *ISDN Products*



## COLOR

### Teo Color Palette

We want colors that reflect the expansive technology in communication. Teo color palette aims to be vibrant without intrusive and familiar to the Northwest.

<b>TEO GREEN</b>		RGB/ HEX/ CMYK/	141 : 182 : 0 #8DB600 23 : 0 : 100 : 29		RGB/ HEX/ CMYK/	190 : 220 : 130 #bedc82 63 : 0 : 28 : 0		<b>Main Color Palette</b>	
<b>OCEAN</b>		RGB/ HEX/ CMYK/	30 : 175 : 204 #1EAFCC 85 : 14 : 0 : 20		RGB/ HEX/ CMYK/	95 : 210 : 240 #5fd2f0 53 : 0 : 5 : 0			
<b>SKY</b>		RGB/ HEX/ CMYK/	30 : 102 : 153 #1E6699 80 : 33 : 0 : 40		RGB/ HEX/ CMYK/	90 : 150 : 200 #5a96c8 61 : 31 : 5 : 0			
<b>SPACE</b>		RGB/ HEX/ CMYK/	31 : 45 : 63 #1F2D3F 51 : 29 : 0 : 75		RGB/ HEX/ CMYK/	89 : 106 : 115 #5a6973 68 : 50 : 44 : 16			
<b>CLOUD</b>		RGB/ HEX/ CMYK/	214 : 215 : 214 #D7D7D7 15 : 11 : 12 : 0		RGB/ HEX/ CMYK/	242 : 242 : 242 #F2F2F2 0 : 0 : 0 : 5			<b>Accent Color Palette</b>
<b>PUNCH</b>		RGB/ HEX/ CMYK/	242 : 72 : 72 #F24848 0 : 70 : 70 : 5						
<b>PAPAYA</b>		RGB/ HEX/ CMYK/	242 : 109 : 72 #F26D48 0 : 54 : 70 : 5						



## COLOR BAND

### Primary Color

Teo Green is to be used to highlight headers, italics, or decorate specific text and lines for emphasis.

### Secondary Colors

Ocean, Sky, and Space Blue are used for text headlines, and body text. Complement Teo Green with these colors.

### Tertiary Colors

Cloud, Punch and Papaya is used sparingly for accent.



#### *Text Sample:*

Headlines  
Emboldening  
Italics  
Highlight  
Quotations

#### *Text Sample:*

Headlines  
Emboldening  
Body Text

#### *Text Sample:*

Italics  
Bullets  
Highlight



## GRADIENT

### The color pairing

Teo gradients are a combination of the Teo color palette. Use the following colors to create the gradients. The angle of the gradient is set at 72 degrees.

#1EAFCC #8DB600



#1E6699 #1EAFCC



#1F2D3F #1E6699



#F24848 #F26D48







# THANK YOU

**Contact us for any questions**

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