VISUAL BOOK

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Brand Concept

The overall goal for the Team Extension logo is to be simple and easy to remember, an image that sticks with you. It serves as a symbol that both, our employees and clients will endorse. The idea behind the upward pointing arrow is to be "Moving forward" and "Moving up".

As a company and a team we want to keep moving upwards in all aspects of our lives, in gaining knowledge and building our careers and technology to help ourselves and our clients go the extra mile. We aim to break down barriers and exceed our own limits, both physically and psychologically and bring the future closer to us.

The wide spectrum of colors we chose for the logo underlines our culture of welcoming and encouraging diversity in people, and thinking, knowledge, and capabilities.

Stand-alone Logo icon

Below is our stand-alone logo. There is no variation for it, so no black or white versions.
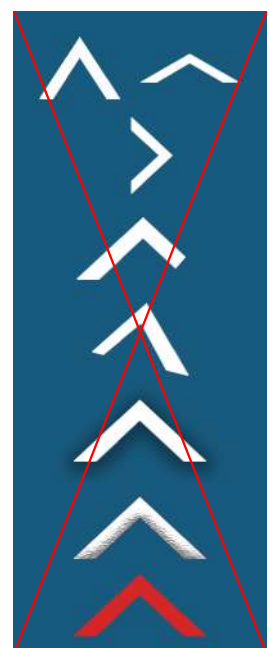
Don't warp or stretch the logo symbol.

Don't change the logo symbol's orientation.

Don't crop the logo symbol in any way.

Don't recreate any elements of the logo symbol or replace them with something else.

Don't apply any filters or textures to the logo symbol.

Don't change the logo symbol's colors

Complete Logo

Below is our complete logo.

Complete Logo + Tagline

Below is our complete logo with the tagline. We encourage you to use this one as often as possible.

Clear Space

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement shown below.

Minimum Size

Team Extension complete logo with slogan is restricted to 10 mm height for print and 50px for digital applications. Violating this standard compromises the integrity and legibility of the logo.

Print

Ideal minimum sizes for print:

You can use the complete logo without the slogan at a minimum size of 5mm *only inexceptional cases.*

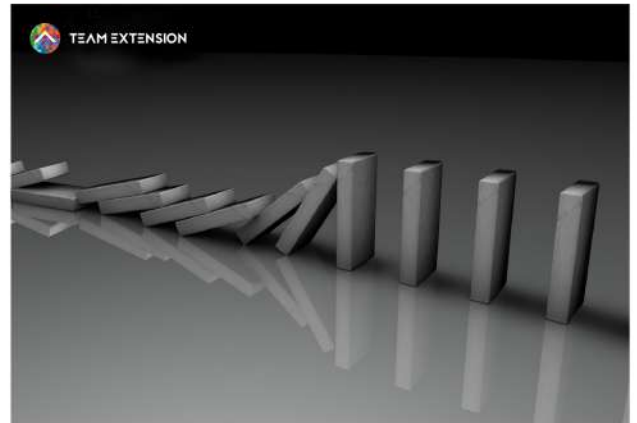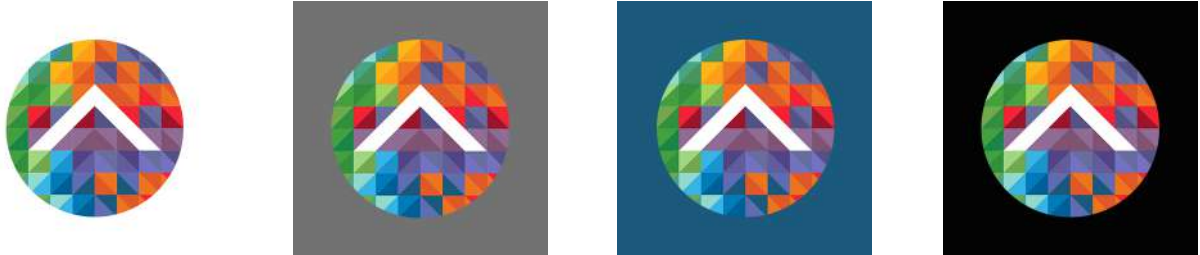## Web & Devices

Ideal minimum sizes for web & devices:

You can use the complete logo without the slogan at a minimum size of 20px *only in exceptional cases.*

Usage with backgrounds

Consistent usage of our Dell Blue or white logos on our supporting color palette helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility.
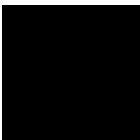

Incorect use

Color Scheme

	Color name	Pantone	CMYK	RGB/HEX
	Primary Blue	Pantone 7700C	C84 M17 Y0 K57	22-92-115 #165C7D
	Gray	Pantone 424C	C0 M0 Y0 K70	113-114-114 #717271
	Black	--	C0 M0 Y0 K100	0-0-0 #000000
	White	--	C0 M0 Y0 K0	255-255-255 #FFFFFF
	Secondary Blue	Pantone 7691C	C100 M43 Y0 K50	0-98-152 #006298

Here is a list of the colours contained in the stand-alone logo.

7427 C	1375 C	7731 C	7489 C	7700 C	7459 C	7456 C	7661 C
1788 C	1235 C	7740C	367 C	7691 C	7671 C	272 C	5135 C
7579 C	571 C	7738 C	359 C	7461 C	7673 C	7668 C	
158 C	5555 C	7730 C	7723 C	298 C	7669 C		

TEAM EXTENSION
your leading workforce partner

Typeface Family

Web

Roboto Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Italic (Regular)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Internal documents

LiberationSans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LiberationSans Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LiberationSans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LiberationSans Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890