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# TISTA Science and Technology Corporation

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Marketing Style  
Guide 2020



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# The Color Palette

## Primary and Accent Colors

Color is an essential part of any company's branding, as color is the first thing most people will notice upon viewing a logo or marketing materials. The various meanings society has ascribed to color over time go a long way in explaining the identity of a company and what it stands for at first glance.

At TISTA we use two deep shades of blue, along with white, to convey our professionalism

and dependability, as well as the high quality of our IT work. The splashes of brighter colors, blue and orange, give a modern look to our branding, but should be used sparingly to break up the two darker shades of blue.

The six colors below are our company's base color palette, with the top three colors as our primary hues and the bottom three as our accent hues.

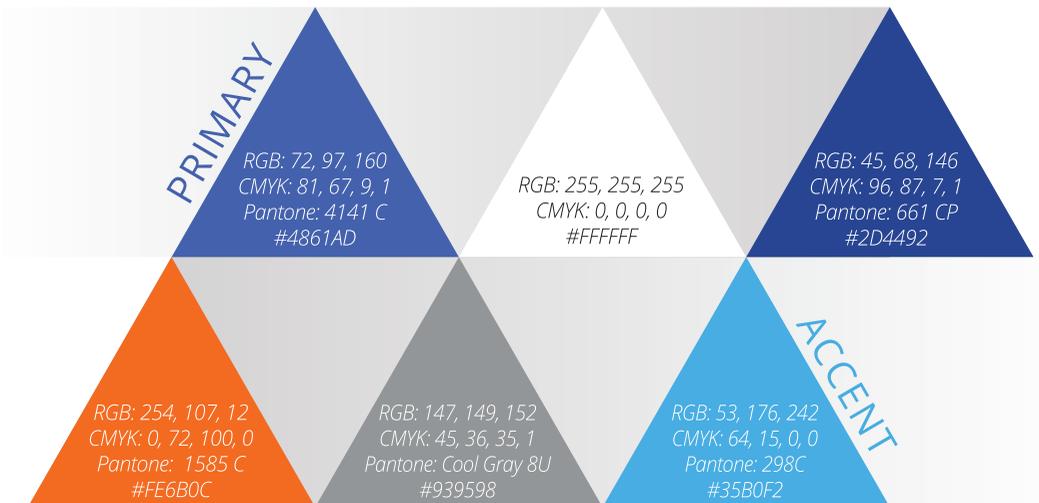


Exhibit x: TISTA's base color palette.

# Gradients

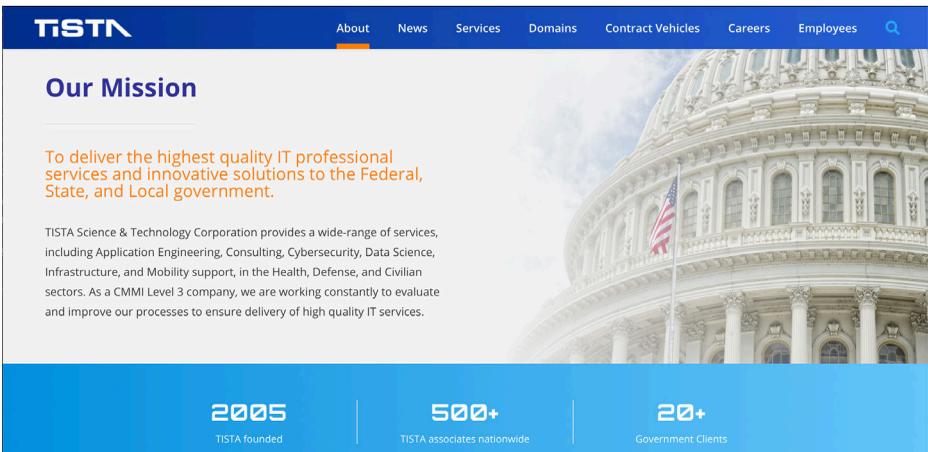
Aside from our base hues, lighter and darker shades of these hues may be used as a gradient in pieces of marketing material where there are wide swathes of color. The above color swatches are examples of common hues that we use to make gradients from the base colors.

For example, on many pages of the TISTA website, where there are large blocks of color, we use two or more of the above shades to make a gradient. Gradients are more interesting and pleasing to view than solid blocks of color in these areas.



*Exhibit x: Swatches used for gradients in TISTA's branding materials.*

Using any colors outside these hues and tones may cause confusion, as we want our branding to be distinct and clear. Please use caution when using outside hues.



*Exhibit x: Example of gradients used on TISTA's 'About' page.*

# Typeface Guide

At TISTA we strive to come across as professional, reliable, and trustworthy in all of our marketing. Crisp, easy-to-read, sans-serif typefaces like Oswald and Open Sans aid in that effort, while modern, block typefaces like Orbitron suggest we are bold and technically-minded.

## Print fonts

For print materials we typically use these three fonts:

**Main Headers** – Oswald Medium

**Sub or Section Headers** – Open Sans Regular

**Body Copy** – Open Sans Light

**Captions** - Open Sans Light Italics

## Web fonts

For the TISTA website we typically use these three fonts:

**Main Headers** – Orbitron Bold

**Sub or Section Headers** – Open Sans Regular

**Body Copy** – Open Sans Light 16px

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww  
Xx Yy Zz 1 2 3 4 5 6 7 8 9

Exhibit x: Orbitron Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9

Exhibit x: Oswald Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9

Exhibit x: Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9

Exhibit x: Open Sans Light

# The TISTA Logo

## External Marketing

There are two variations of the TISTA logo that may be used in external marketing material. The logo may not appear in any iterations beyond these for any external print or web materials. Wrong iterations include older versions of the logo, black and white versions, additional color palettes, or cropped versions that exclude certain portions of the typography.

Below is the only approved version of the logo for external marketing purposes without limitations:



Under certain circumstances, the graphic in the logo (the globe) may be used on its own in a document, but only if the full logo is also used elsewhere in that same document. The

globe may not appear in a document or other external marketing material, where the full logo does not also appear at once. The globe portion of the logo appears below:



Both versions of the logo should appear with at least 10px of padding on all sides in print and web material:

