



TransPerfect Brand Guidelines.

OUR BRAND. ANY LANGUAGE.



TRANSPERFECT



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COMPANY LOGO 04

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Introduction.

This guidebook is designed to project the image, values, and aspirations behind the TransPerfect family of companies.

The guidelines outlined here in form the cornerstone of all communication efforts, and must be followed carefully to ensure consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of TransPerfect's brand along with the individual institution's brand.

30+

Years in Business

100+

Awards & Accolades

10K+

Clients

7M+

Words Translated Each Day

5K+

GlobalLink Clients

300K+

Projects Completed

OUR CORE VALUES



Integrity

Exhibit the Utmost Integrity



Quality

Deliver the Highest Quality



Respect

Treat Everyone with Respect



Teamwork

Operate as a Cohesive Team



Service

Provide Outstanding Service



Diversity

Celebrate Diversity



Own It

Act as If You Own It



Urgency

Work with a Sense of Urgency



Financial Responsibility

Be Financially Responsible



Results

Achieve Results

The Primary Logo.

STACKED LOGO & USAGE

The Primary Logo combines two elements: the TransPerfect logotype and the icon as a graphical element. Position, size, and color, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

There are two different TransPerfect logos; stacked and side-by-side. **The stacked logo is preferred**; use it whenever possible.



Logo Icon

Often referred to as the "Swoopy T"

Logotype

Carefully chosen for its modern and yet refined, highly legible style, which is further enhanced by the use of uppercase letters, this unique logotype is based on the Gotham typeface.

CLEAR SPACE

The TransPerfect logo requires separation from other elements around it. **The space required on all sides is equivalent to half the height of the Logo Icon.**

It should never be less than this. The logo must always fit into the clear space area and cannot be intersected by other graphical elements, which could hinder legibility of the brand.



Recommended Formats

.eps | .ai | .png | .jpg | .tiff

Attention

Use of any stylized, animated, hand drawn, or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with TransPerfect Trademark Licensing if you have any questions or need further help.

The Secondary Logo.

SIDE-BY-SIDE LOGO & USAGE

Similarly to the Primary Logo, the Secondary Logo combines two elements: the TransPerfect logotype and the icon as a graphical element. Position, size, and color, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

The side-by-side logo should be used on a secondary basis when space constraints restrict you from using the stacked Primary Logo.



Recommended Formats

.eps | .ai | .png | .jpg | .tiff

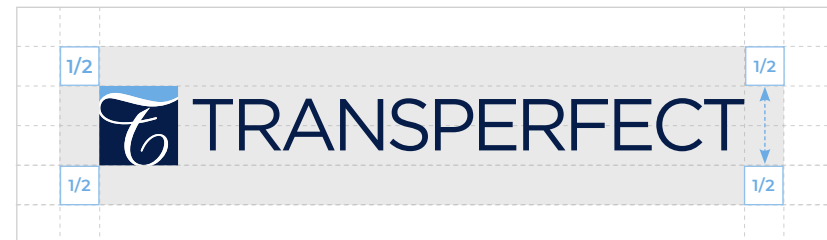
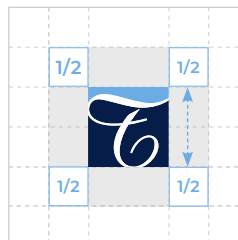
Attention

Use of any stylized, animated, hand drawn, or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with TransPerfect Trademark Licensing if you have any questions or need further help.

CLEAR SPACE

The TransPerfect logo requires separation from other elements around it. **The space required on all sides is equivalent to half the height of the Logo Icon.**

It should never be less than this. The logo must always fit into the clear space area and cannot be intersected by other graphical elements, which could hinder legibility of the brand.



Attention

If you use the logo icon as a single object, it also needs clear space all around.

Logo Applications.

Logo A

Full-Color Version



Logo B

Single Color Dark Version



Logo C

Single Color Light Version



Logo D

Black Version



MINIMUM SIZES

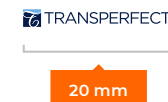
Primary Logo

Minimum Size:
15mm x 6.99mm



Secondary Logo

Minimum Size:
20mm x 3.33mm



Icon

Minimum Size:
5mm x 5mm

Incorrect Applications.

Never allow typography or other elements to “invade” the signature or the icon. Text or pictorial figures that have a strong impact or impression should not be placed near the logo, even if the isolation area is kept blank.

Although creativity is appreciated, **you should never alter the logo in any way.**

WHAT DO I DO IF PRODUCTION IS LIMITED TO ONE COLOR?

Often, due to production costs, the logo must be reproduced using only one color. In this scenario the logo may be printed in either 100% TransPerfect dark blue (PANTONE® 2768 C) or TransPerfect light blue (PANTONE® 284 C).

If you cannot use color at all you may also produce the logo in either 100% black or white. Please choose wisely based on the background or material it will be printed on. The logotype and the icon must be clearly distinguishable from the background color.



DON'T rotate the logo



DON'T add a drop shadow



DON'T rearrange elements



DON'T stretch the logo



DON'T left or right align



DON'T add gradients



DON'T use different colors unless explicitly approved



DON'T use a colored logo on images



DON'T use the swoopy T icon without its box in any variation unless explicitly approved by marketing.

A Family of Companies.



Product Logos.

Corporate Taglines.

PROPER FORMATTING

The TransPerfect corporate taglines must be shown with the registered trademark symbol (®) at all times. The taglines can be written in either all capitals or title case. You may set them in any font weight that compliments your design. Please do not italicize them.

Similarly to the logo, be sure to maintain proper clearspace around the taglines. Ensure the registered trademark symbol is placed next to the tagline correctly by following the lockup guidelines outlined on this page.



Lockup

Always line up the registered trademark symbol with the top of the last letter.



Lockup

PREFERRED USE CASES

Generally, We Know How® is the preferred tagline for TransPerfect clients. Its language is broad enough to cover our vast service offerings and client needs.

Be Everywhere® is the preferred tagline for Translations.com clients. Its language targets clients seeking an international audience. Because of this, it is also acceptable to use this tagline for TransPerfect clients who fall into this category.



Lockup

Always line up the registered trademark symbol with the top of the last letter.



Lockup

Primary Typeface.

Montserrat is the preferred font for most print and digital pieces, including advertisements, PPT decks, promotional materials, and brochures. It can be used for both headings and body copy.

Designer :
Julieta Ulanovsky

Montserrat is a geometric sans-serif typeface whose design was inspired by signage from the historical Buenos Aires neighborhood of the same name.

M O N T S E R R A T

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



DOWNLOAD FONTS

<https://basecamp.transperfect.com/resources/shufflr>

Figures

0 1 2 3 4 5 6 7 8 9 0

Secondary Typeface.

This typeface is approved for secondary use with subheadings or body text.

Designer :
Vasily Biryukov

DIN 2014 is a contemporary version of a well-known DIN typeface. The Regular performs well in long text settings, while Light and Bold faces are extremely legible at large sizes.

The narrow construction of Din 2014 makes it a good alternative for when space is constrained.

DIN 2014

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0



DOWNLOAD FONTS

<https://basecamp.transperfect.com/resources/shufflr>

Typography & Text Hierarchy.

Manipulating size and weight is the simplest way to create contrast between different typographic elements. Organizing typography in a hierarchical system according to its relative importance (i.e., main headings, subheadings, and body copy) helps users easily digest information.

BODY COPY

This is a body copy sentence.

Montserrat Regular
9pt Type | 13pt Leading

This is a body copy sentence.

Din 2014 Regular
10pt Type | 13pt Leading

SUBHEADINGS

THIS IS A SUBHEADING

Montserrat Bold or Regular | Capitals or Title Case
14pt Type / 14pt Leading

This Is a Subheading.

Montserrat Bold or Regular | Capitals or Title Case
14pt Type / 14pt Leading

THIS IS A SUBHEADING

Din 2014 Bold or Regular | Capitals or Title Case
14pt Type / 16pt Leading

This Is a Subheading.

Din 2014 Bold or Regular | Capitals or Title Case
14pt Type / 16pt Leading

MAIN HEADING

This Is a Heading.

Montserrat Bold or Regular | Capitals or Title Case
40pt Type / 42pt Leading

Primary Color Palette.

The following palette has been selected for use in marketing materials. Lighter tints of these colors are also allowed, however the logo should only ever be produced with a 100% tint. The primary colors include a light blue and dark blue, which embodies the creativity and dynamism of the company.

Blue suggests authority, dignity, security, stability, heritage, and trust. It also communicates image attributes such as “friendly,” “approachable,” “reliable,” and “trustworthy.” Darker blues convey “tradition” and “quality,” while brighter blues are used to convey “innovation” and “technology.”



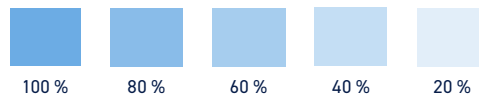
LIGHT BLUE

Print

CMYK : C53 M25 Y0 K11
Pantone : 284 C

Digital

RGB : R108 G172 B228
Web : #6CACE4



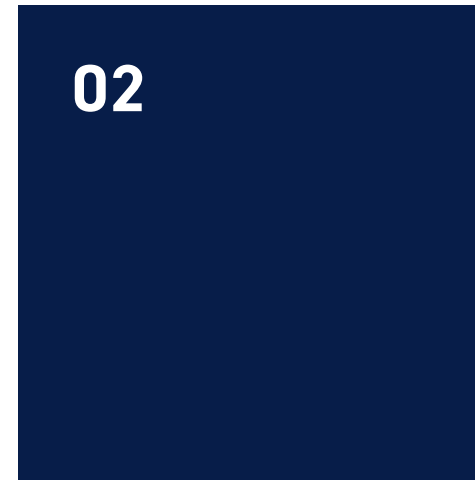
COLOR TONES

100 % 80 % 60 % 40 % 20 %



GRADIENT

Light Blue Gradient



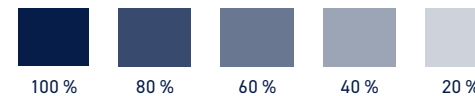
DARK BLUE

Print

CMYK : C90 M60 Y0 K71
Pantone : 2768 C

Digital

RGB : R7 G29 B73
Web : #071D49



COLOR TONES

100 % 80 % 60 % 40 % 20 %



GRADIENT

Dark Blue Gradient

SECONDARY PALETTE

Approved for:

TransPerfect

Translations.com

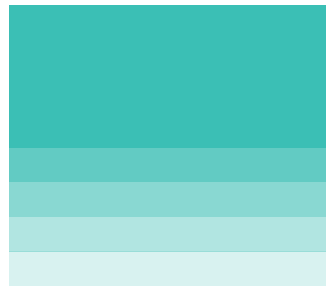
GlobalLink

Retail



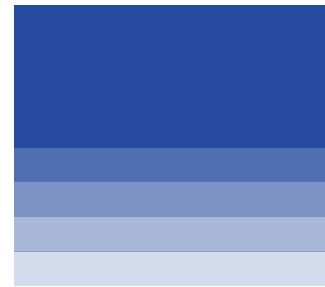
Orange

CMYK: 0 74 100 0
 RGB: 255 102 0
 HEX: #ff6600



Teal

CMYK: 67 0 36 0
 RGB: 175 69 75
 HEX: #3bbfb5



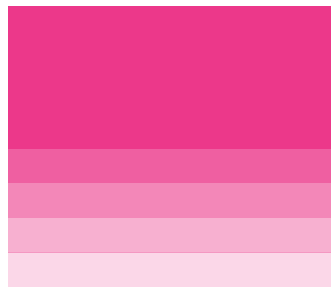
Royal Blue

CMYK: 96 82 1 0
 RGB: 37 74 159
 HEX: #254a9f



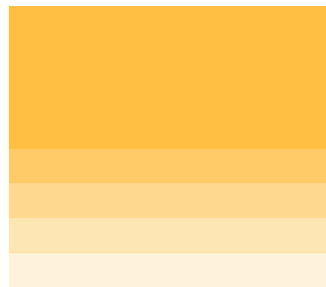
Purple

CMYK: 66 74 0 0
 RGB: 115 86 192
 HEX: #7356c0



Pink

CMYK: 1 91 9 0
 RGB: 236 56 138
 HEX: #ec388a



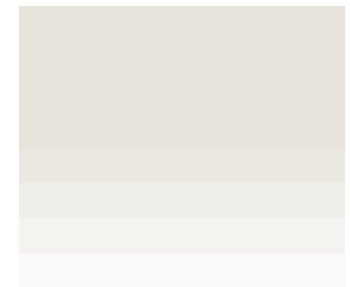
Yellow

CMYK: 0 27 84 0
 RGB: 40 74 100
 HEX: #febf43



Green

CMYK: 68 19 100 4
 RGB: 97 153 32
 HEX: #619920



Alabaster

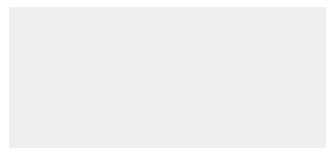
CMYK: 9 8 12 0
 RGB: 231 227 218
 HEX: #e7e3da

SUPPORTING NEUTRALS



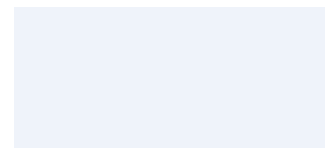
Dark Gray

CMYK: 60 51 51 20
 RGB: 0 0 40
 HEX: #666666



Light Gray

CMYK: 4 2 2 0
 RGB: 242 242 242
 HEX: #f2f2f2



Blue White

CMYK: 10 5 0 0
 RGB: 224 232 245
 HEX: #e0e8f5

ALTERNATIVE SECONDARY PALETTES BY DIVISION

While most companies under the TransPerfect umbrella use the core color palette (i.e., light blue and dark blue), there are a handful of companies that use an alternative secondary color palette to better serve their brand.

Life Sciences | Medical Device Solutions | Trial Interactive



Green
HEX: #99cc33



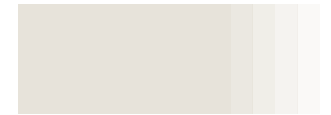
Teal
HEX: #3bbfb5



Denim
HEX: #175c7b



Sapphire
HEX: #0074ac



Alabaster
HEX: #e7e3da

TransPerfect Legal Solutions (TLS)



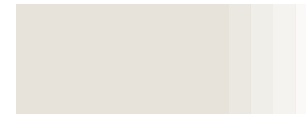
Gold
HEX: #ffb900



Teal
HEX: #3bbfb5



Carolina Blue
HEX: #2397d4



Alabaster
HEX: #e7e3da

TransPerfect Connect



Azure
HEX: #3258a6



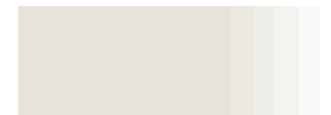
Marigold
HEX: #faa62b



Jade
HEX: #43b174



Red
HEX: #de4944

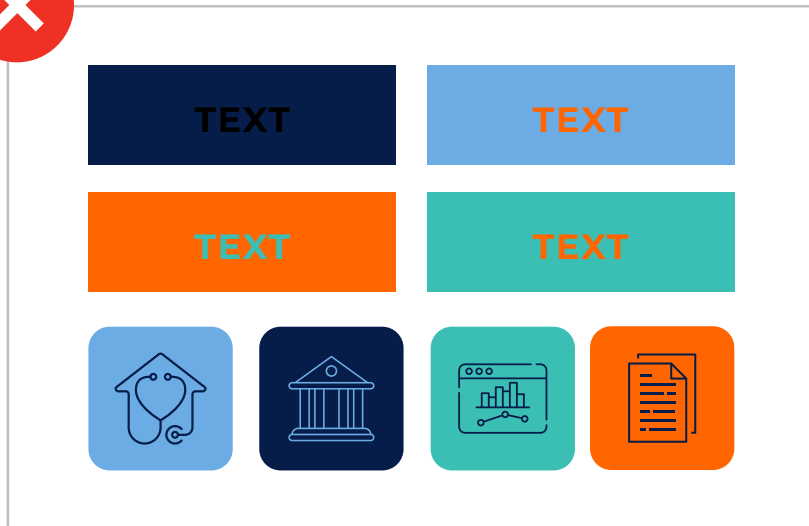


Alabaster
HEX: #e7e3da

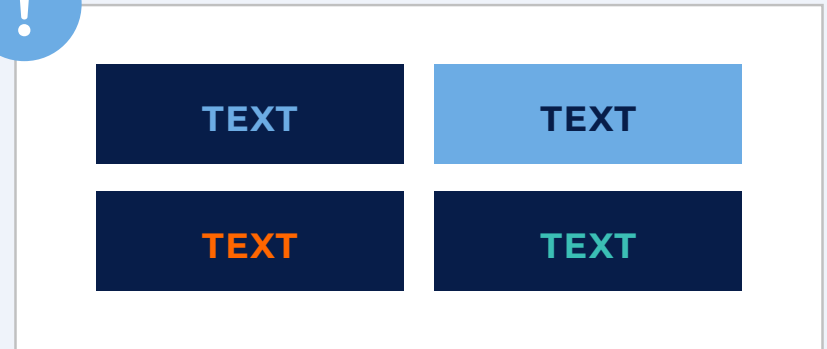
Color Applications.

Please use your best judgment in regards to color application, while keeping in mind the importance of legibility.

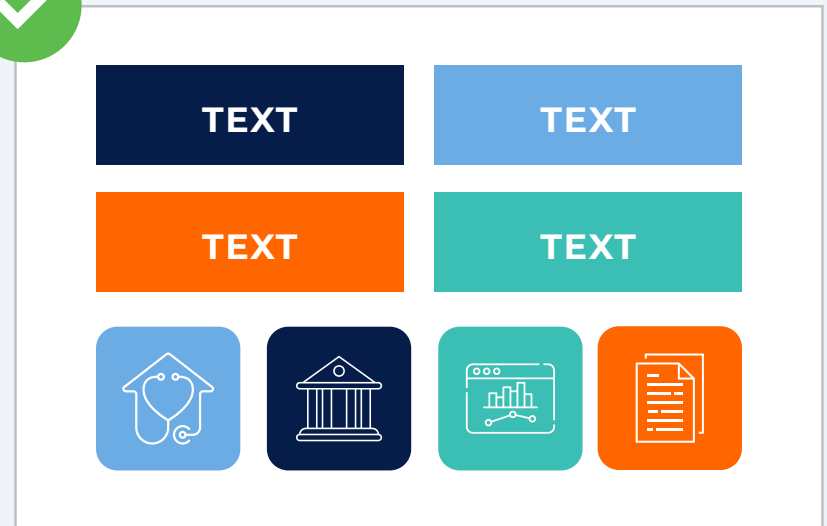
In general, we recommend minimizing the use of blue-on-blue. Instead, we recommend using white on top of our brand colors in order to display text or iconography.



Stop! Never use these color combinations.



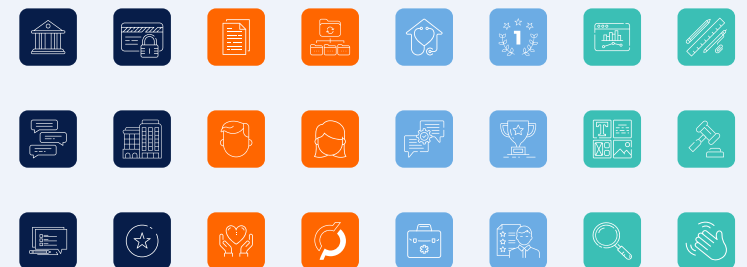
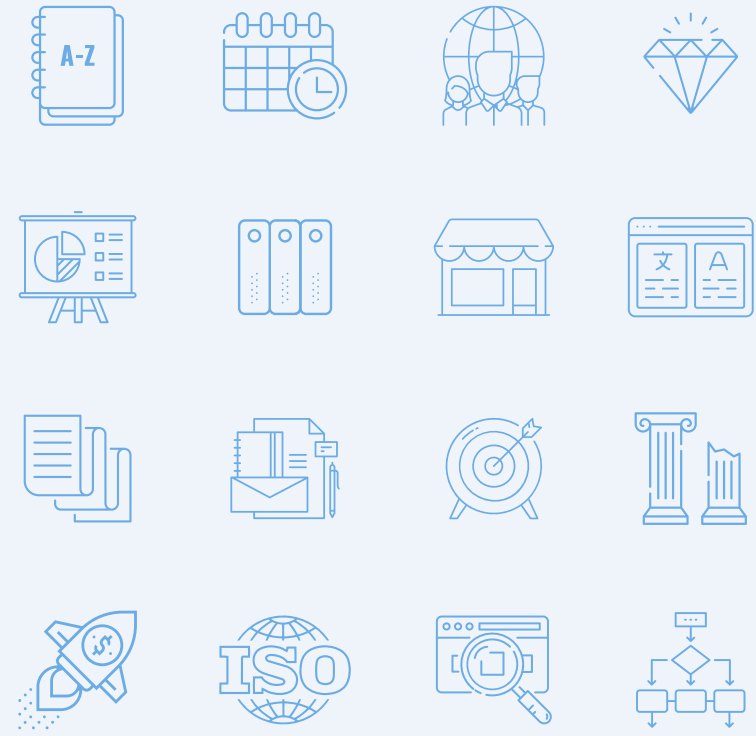
Proceed with caution! Only use these combinations sparingly.



Good to go! We love how white looks on top of all our core colors.

Iconography.

- Do **not** use any other variations or solid icon styles. If you cannot find an icon you're looking for in our approved icon bank, please reach out to marcomm@transperfect.com for assistance.
- A rounded square is the preferred background shape.
- Minimum stroke weight of 1px.
- Only upscale proportionally. Holding down the "shift" button on most platforms will ensure proportional scaling.
- Download the approved icon bank on BaseCamp. New icons are added often, so be sure to re-download the newest file regularly.



DOWNLOAD ICONS

<https://basecamp.transperfect.com>

Color Photography.

Good imagery helps to reinforce TransPerfect's values and creativity. Any photography needs to be professional in its approach and engaging in its content. This type of photography is essential for the TransPerfect brand, because it creates emotions and has a distinct personality.

REQUIREMENTS

- Choose images with vibrant, eye-catching colors and details
- Use only high-resolution images
- Leverage imagery that demonstrates creativity, nature, or technology
- Include a diverse range of people
- Only put a single-color version of the logo on top of a photo, preferably white



Black & White Photography.

REQUIREMENTS

- Use grayscale images when the colors do not represent TransPerfect well
- Use a grayscale image with a color overlay if you'd like to add text on top of an image
- Choose sharp, high contrast images
- Leverage minimalistic images or patterns that are modern and business-like

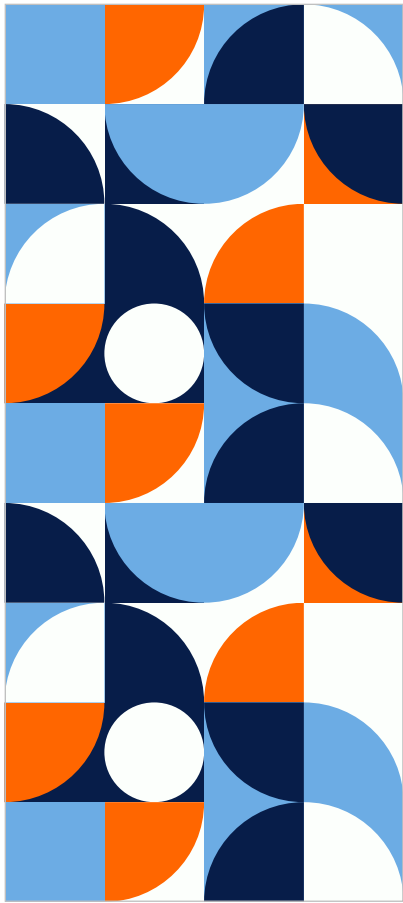


BE EVERYWHERE

70% Opacity Dark Blue Overlay

Textures & Patterns.

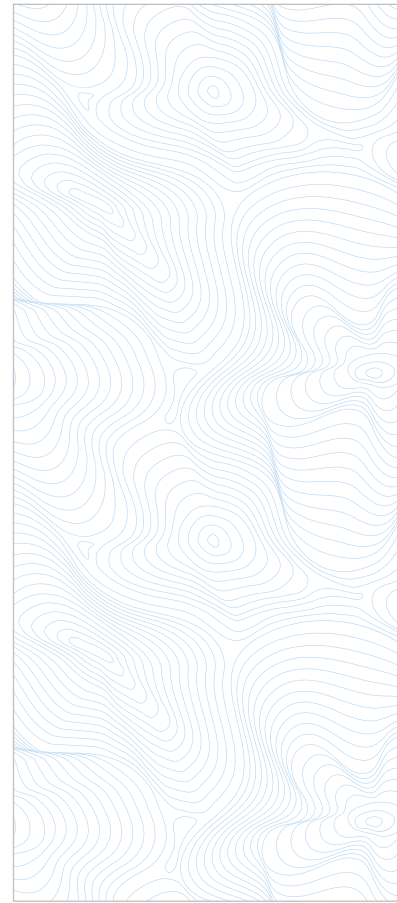
Pattern plays an important role in creating strong brand recognition, bringing depth to a brand identity, and creating a memorable brand experience. Below are examples of approved textures and patterns. You may change the colors as long as they comply with brand guidelines. **Note:** We are not restricted to only the below examples. Please email marcomm@transperfect.com for approval on additional textures and patterns.



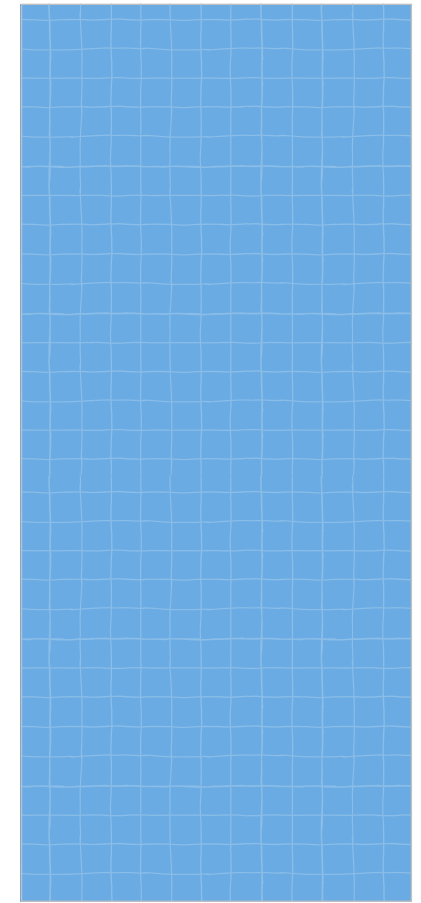
Pattern A



Pattern B

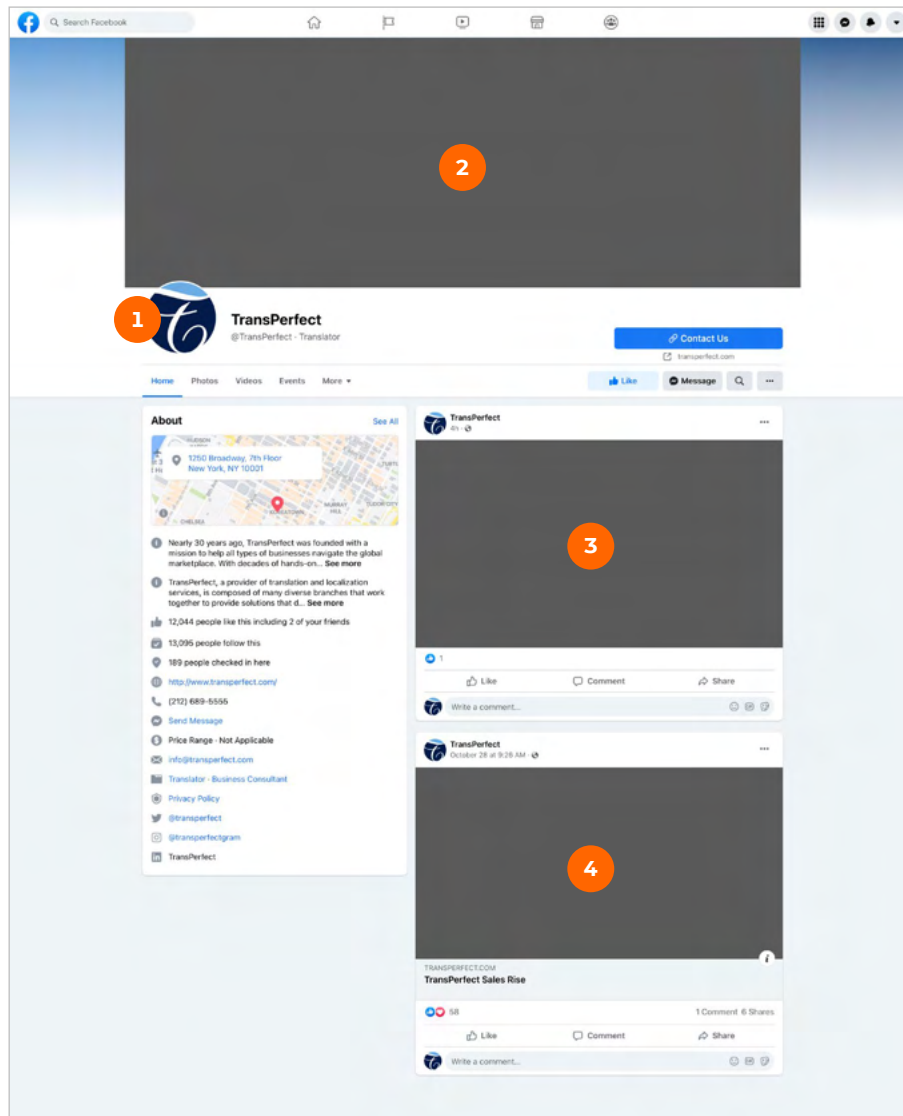


Pattern C



Pattern C

Facebook.



1 Profile Picture

Dimensions: 320 x 320 pixels minimum

File Format: JPEG

Color Mode: RGB

2 Cover Image

Dimensions: 851 x 315 pixels

File Format: JPEG

Color Mode: RGB

3 Post Image

Dimensions: 1200 x 628 pixels (1.91:1)

Best File Format: JPEG less than 15MB

Other File Formats: BMP, PNG, GIF, or TIFF. If you're uploading a PNG file, it's best to keep the file size below 1MB. PNG files larger than 1MB may appear pixelated.

Color Mode: RGB

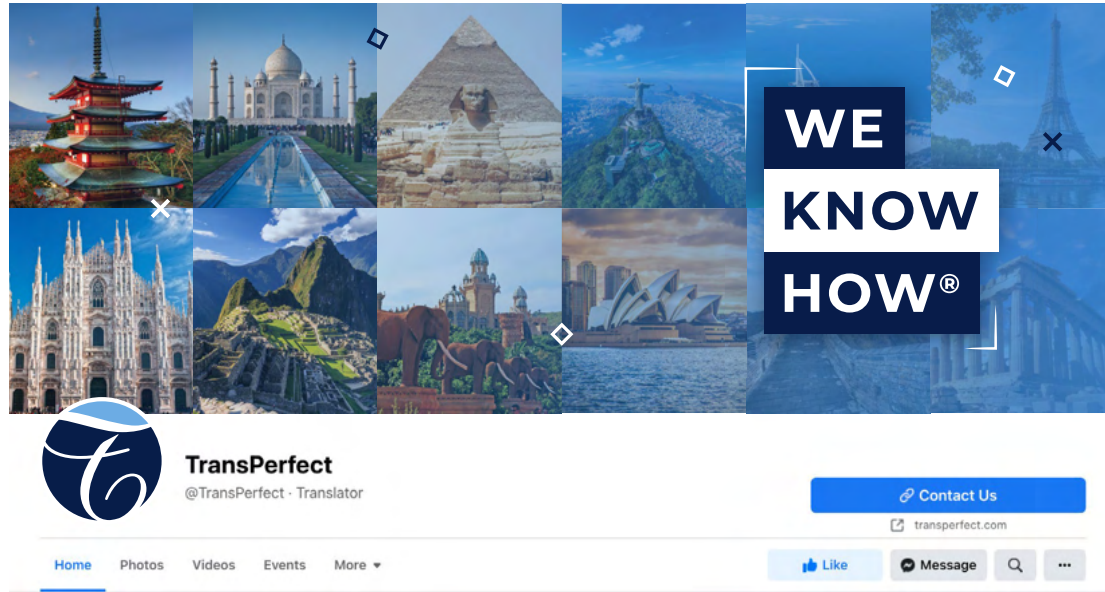
4 Images in Link Share

Dimensions: 1200 x 628 pixels (1.91:1)

File Format: JPEG less than 8MB

Color Mode: RGB

Cover Image Example



Profile Picture Best Practices



Use a stacked logo or approved icon whenever possible. Keep in mind that Facebook (and many other social media platforms) will automatically crop the profile picture to fit a circle.

Twitter.

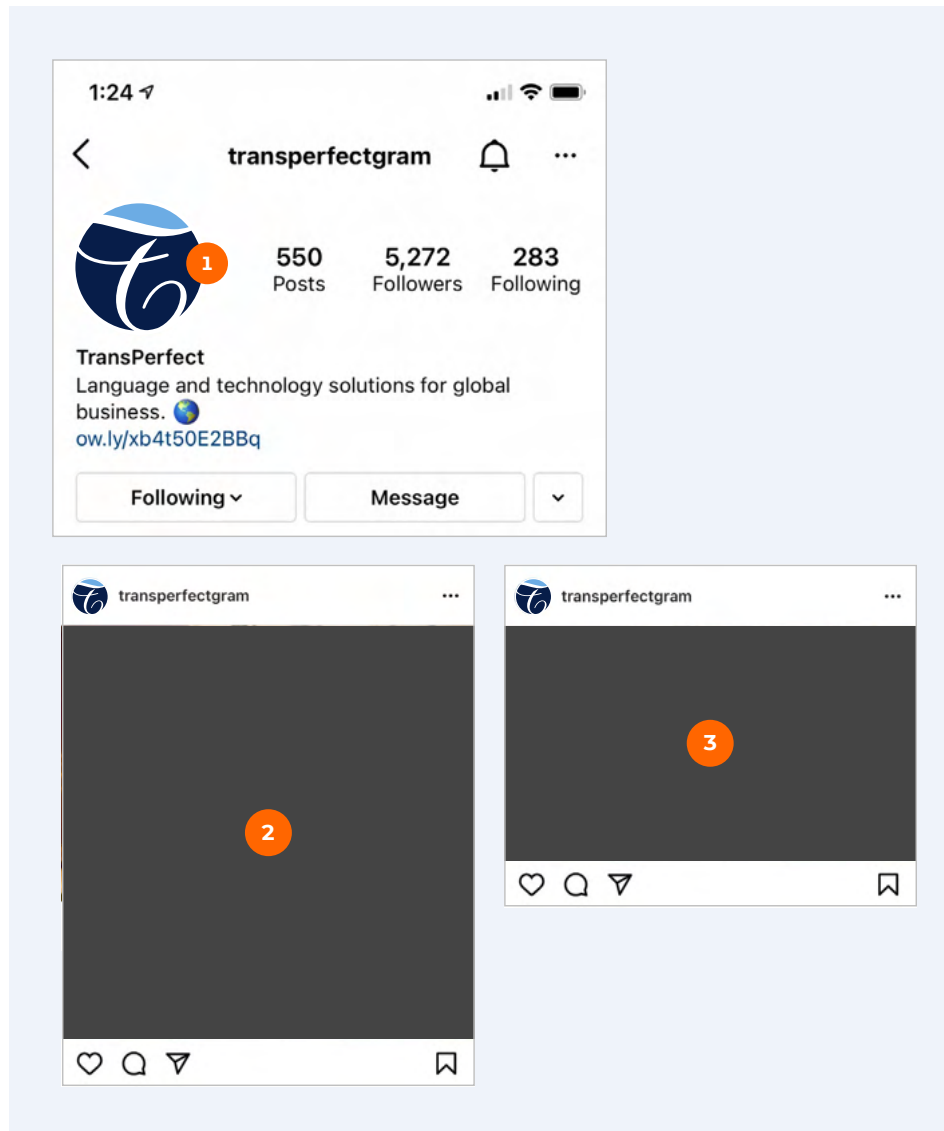


- 1 Profile Picture**
Dimensions: 400 x 400 pixels minimum
File Formats: JPEG or PNG under 2MB
Color Mode: RGB
- 2 Cover Image**
Dimensions: 1500 x 500 pixels
File Formats: JPEG or PNG under 2MB
Color Mode: RGB
- 3 Post Image**
Dimensions: 1200 x 675 pixels (16:9)
File Formats: JPEG, PNG, or GIF under 15MB
Color Mode: RGB

Cover Image Best Practices



Instagram.



1 Profile Picture

Dimensions: 320 x 320 pixels minimum

File Formats: JPEG or PNG

Color Mode: RGB

2 Post Images

Square Dimensions: 1080 x 1080 pixels

Horizontal Dimensions: 1080 x 566 pixels

Vertical Dimensions: 1080 x 1350 pixels

Stories Dimensions: 1080 x 1920 pixels

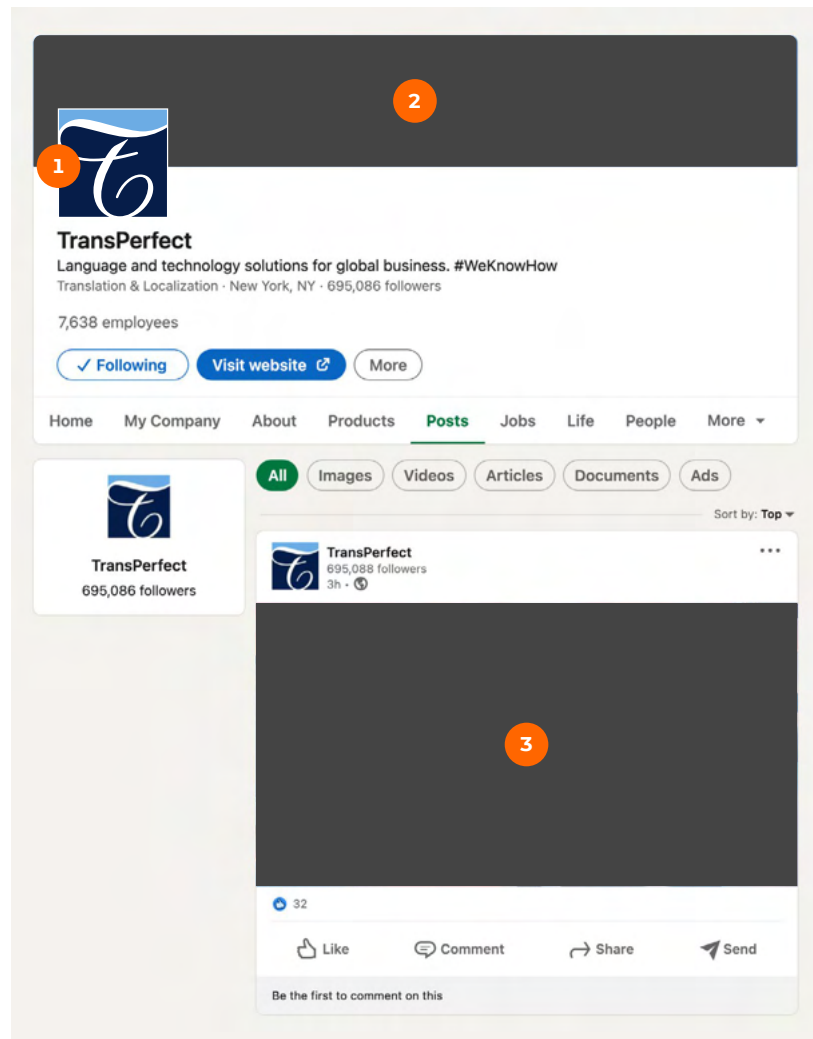
File Formats: JPEG, PNG, or GIF

Color Mode: RGB

3 In-Feed Videos

Specs: Instagram supports in-feed videos with aspect ratios spanning from 16:9 to 4:5. Videos should have a frame rate of 30 frames per second and a maximum file size of 4GB. Videos can be 60 seconds long.

LinkedIn.



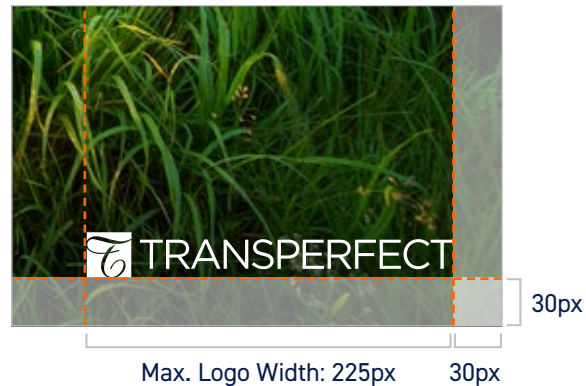
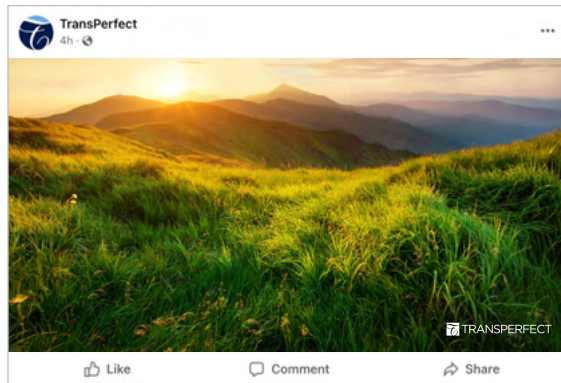
- 1 Profile Picture**
 Dimensions: 300 x 300 pixels minimum
 File Format: JPEG or PNG
 Color Mode: RGB
- 2 Cover Image**
 Dimensions: 1128 x 191 pixels
 File Formats: JPEG or PNG
 Color Mode: RGB
- 3 Post Image**
 Dimensions: 1200 x 628 pixels
 File Formats: JPEG or PNG
 Color Mode: RGB

Cover Image Best Practices



Social Image Watermarks.

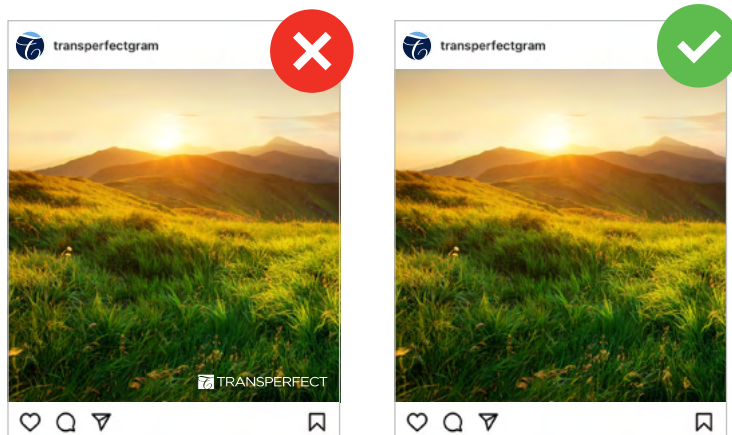
FACEBOOK, LINKEDIN, AND TWITTER



BEST PRACTICES

- An all white logo is preferred.
Never use a full color logo on an image.
- Use a black or all navy logo on a light photo for visibility.
- A side-by-side logo is preferred.
- Keep the logo in the bottom right corner.

INSTAGRAM



INSTAGRAM-SPECIFIC BEST PRACTICES

- **Do not watermark Instagram images.** Watermarks on Instagram images feel redundant and disingenuous to the platform.
- We strive to create a more authentic, behind-the-scenes type of interaction with our followers on our company Instagram platforms.

Email Signatures.

We have two approved email signature templates:

- Standard Signature (New Message Signature)
- Reply Signature

FONT

Arial

COLORS

DARK BLUE :
#071D49

LIGHT BLUE :
#6CACE4

BLACK :
#000000

Please **include** any department-specific disclaimers.

Please **refrain** from including quotes, biblical passages, or anything of that nature.

STANDARD SIGNATURE

1 Create Line Using the Underscore Symbol
24pt, Dark Blue

2 Name & Position
10pt, Black

4 Your Local Office Address
9pt, Black

5 Your Phone Numbers
10pt, Black, Bold Preferred

New message

To

Subject

1 Create Line Using the Underscore Symbol
24pt, Dark Blue

2 Name & Position
10pt, Black

3 10pt Boded, Dark & Light Blue

4 Your Local Office Address
9pt, Black

5 Your Phone Numbers
10pt, Black, Bold Preferred

6 Website
10pt Boded, Light Blue

Full Name
Position Title
TransPerfect

1250 Broadway
7th Floor
New York, NY 10001

t +1 123.456.7890 | m +1 123.456.7890

www.transperfect.com

Send A [Attachment] [Link] [Smiley] [Image]

Email Signatures.

We have two approved email signature templates:

- Standard Signature (New Message Signature)
- Reply Signature

FONT

Arial

COLORS

DARK BLUE :

#071D49

LIGHT BLUE :

#6CACE4

BLACK :

#000000

Please **include** any department-specific disclaimers.

Please **refrain** from including quotes, biblical passages, or anything of that nature.

REPLY SIGNATURE

2 Name, Position & Phone Numbers
10pt, Dark Blue

New message

To

Subject

Full Name | Position Title

TransPerfect

t +1 123.456.7890 | m +1 123.456.7890

Send A [Attachment] [Link] [Emoji] [Image]

3 10pt Bolded,
Dark & Light Blue



Asset Information System

<https://basecamp.transperfect.com>

BaseCamp is where we house all of our digital, downloadable marketing assets. It is an SSO platform that allows you to **access it by logging in with your current TransPerfect username and password.**

REMINDERS:

Items designed exclusively for print, such as trifold, folders, stationary, and business cards, may never be used for digital distribution and are not available in BaseCamp. You may order print items from MyMedia.

Please never post e-brochures or other sales support materials on social media.

Do not embed e-brochures into your PowerPoint presentations. If you'd like to use that information on a slide and need help adapting it into proper PPT format, please contact: **marcomm@transperfect.com.**

RESOURCES INCLUDE:

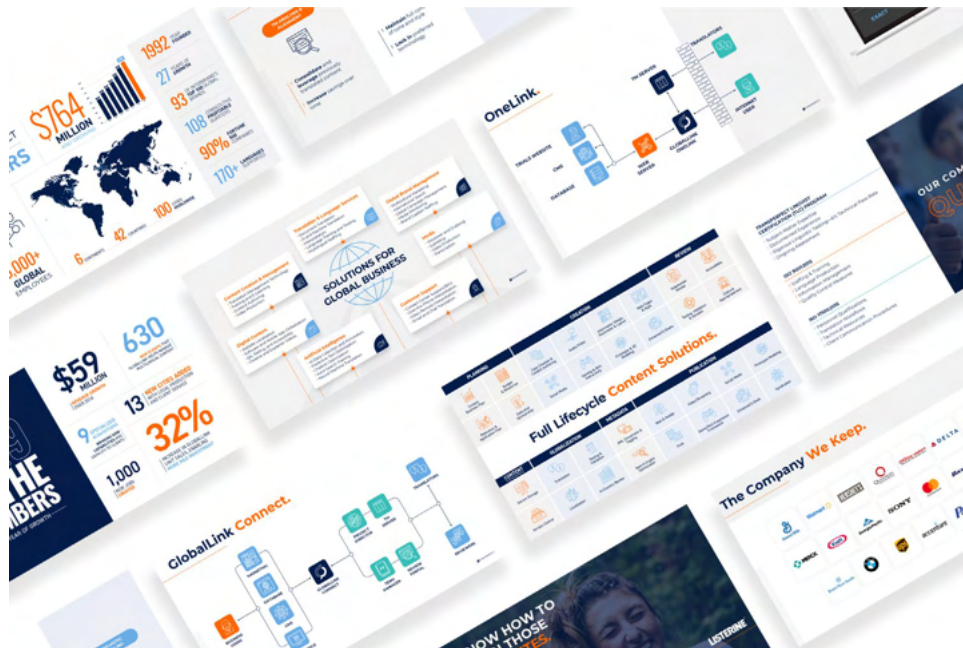
- Agreement Templates
- Direct Mail Templates
- Electronic Brochures
- RFP Templates & Content
- Logos
- Branded Videos
- White Papers
- Infographics
- Press Releases
- Certificates
- Case Studies & Spotlights
- Training Information
- Reference Guides



Client-Facing Presentations

www.shufflrr.com

We maintain a large library of vertical- and technology-oriented PowerPoint slides to help you wow a client. All MarComm-approved PPT templates and slides are posted to Shufflrr in the Global Presentations folder. Slides not found in Shufflrr are not approved for use. All PowerPoint presentations should follow the company brand guidelines. Branding may differ between divisions.



SIZE:

Widescreen, 1920 x 1080 pixels (16:9)

FONTS:

Please use the brand fonts outlined in this guide and be sure to abide by the primary and secondary specifications.

Make sure all fonts are downloaded onto your computer. **Download.**

POWERPOINT ICONS:

Only use approved icons in your presentations. All icons are scalable and editable. Use the "shape fill" tool to change the color of an icon to fit your presentation. **Download.**

PRINTING:

Do not stretch or warp slides in order to fit them on US letter or A4 paper. Maintain the native aspect ratio and allow for white space above and below slides or have the printer trim paper to size.



DOWNLOAD COMPLETE PPT STYLE GUIDE

<https://basecamp.transperfect.com/resources/shufflrr>