



B R A N D G U I D E L I N E S

COMPANY LOGOS

PRIMARY LOGOS



HORIZONTAL VERSION



STACKED VERSION



If you are unable to utilize the Turner green for the logo, then black and white color scheme should be utilized.

BRAND COLORS

Green is synonymous with Turner Industries— so much so that we refer to it as “Turner Green.” It is the primary color for the brand, and should be used predominantly across all branding and messaging.

Secondary color options provide a brighter, complementary feeling to the branding and help to create separation for the various service lines across the Turner Industries’ portfolio. These colors should be used less frequently, in order to highlight or differentiate elements in design.

TURNER GREEN



PMS 343

CMYK 98, 0, 72, 61

RGB 0, 88, 61

HEX #00583D

SECONDARY COLORS



PMS 361

CMYK 74, 0, 87, 8

RGB 52, 169, 86

HEX #34A856



PMS 7486

CMYK 28, 0, 50, 0

RGB 189, 220, 155

HEX #BDDC9B



PMS 424

CMYK 0, 0, 0, 65

RGB 119, 120, 123

HEX #77787B



PMS 123

CMYK 0, 24, 94, 0

RGB 255, 196, 37

HEX #FFC425

TYPOGRAPHY

The primary typeface for the Turner Industries brand is Whitney. A clean, san-serif font which can be used for headline or body copy.

Alternative options are available for headlines, including Vitesse Sans— for an industrial feel, or Champion— in the event that a condensed font is needed. Sentinel adds a serif option for smaller type areas that need to be highly legible.

Because of Turner’s varied service areas and diversified messaging needs, a number of fonts are needed to fully execute the brand look.

PRIMARY TYPEFACES

Whitney Book
Whitney Book Italic

Whitney Medium
Whitney Medium Italic

Whitney Semibold
Whitney Semibold Italic

Whitney Bold
Whitney Bold Italic

HEADLINE TEXT

Vitesse Sans Book
Vitesse Sans Medium
Vitesse Sans Bold
Vitesse Sans Black

Champion HTF Featherweight
Champion HTF Lightweight
Champion HTF Middleweight
Champion HTF Heavyweight

BODY TEXT / SUPPORT COPY

Sentinel Book	<i>Sentinel Book Italic</i>
Sentinel Medium	<i>Sentinel Medium Italic</i>
Sentinel Semibold	<i>Sentinel Semibold Italic</i>
Sentinel Bold	<i>Sentinel Bold Italic</i>