

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

COMPANY LOGOS

PRIMARY LOGOS (HORIZONTAL)



STACKED VERSION



BLACK AND WHITE USAGE



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

OTHER TURNER LOGOS



DIVISION & GROUP LOGOS



PLEASE NOTE: These are examples—not a full list of division / group logos. Please contact the marketing department for your specific division / group logo.

LOGO USAGE

PRESERVE SAFE SPACE



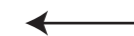
In order to preserve the integrity of the Turner Industries logo, always maintain a minimum clear space surrounding the logo – approximately the x-height of the “N” in “Industries.” This includes other text elements, photos, graphics, etc.



IMPROPER USAGE



Do not stretch or skew the logo. Always maintain the original proportions of the logo.



Do not recolor the logo.



Do not resize elements or leave out elements of the logo.



Do not rotate the logo.



PLEASE NOTE: If you have a specific question concerning logo usage, please contact the marketing department.

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

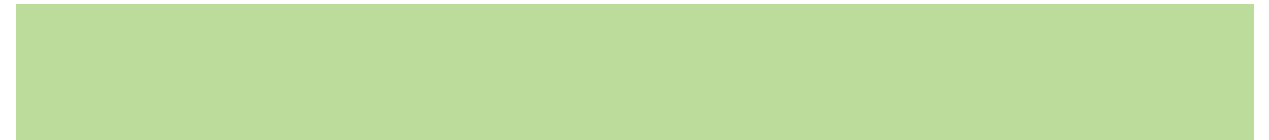


PMS 361

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

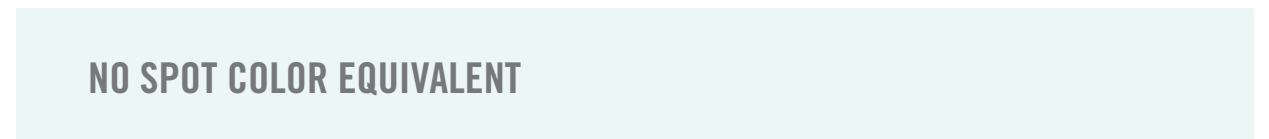


PMS 123

CMYK 0, 24, 94, 0

RGB 255, 196, 37

HEX #FFC425



NO SPOT COLOR EQUIVALENT

CMYK 7, 0, 4, 0

RGB 234, 246, 243

HEX #EAF6F3

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

Obvia

Obvia Narrow

Obvia Condensed

Obvia Wide

[Obvia family, including all weights and styles]

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> |