

2025 Marketing Brand Guidelines

Bringing the TruFrame brand to life

Quality and service, **every step of the way**

Our vision

To supply energy efficient, environmentally friendly, hand-finished products of exceptional quality and price.

Our passion

Dedication and commitment to excellence in customer service, delivery and quality control has never wavered.

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7053053

VAT registration number

GB 237 9599 47k

Registered office

TruFrame Ltd.
Units 3KLM Hudson Road,
Saxby Road Industrial Estate,
Melton Mowbray, Leicestershire,
LE13 1BS

Logo

Our logo is a vitally important asset of the **TruFrame brand**. The logo consists of a strong profile symbol and bold font. Together these two elements form the visual embodiment of the TruFrame brand

The CMYK version of the logo should be used wherever possible.

Protection zone

The main logo has a clear space around it. This area protects the integrity of the logo. It ensures that the TruFrame logo always appears cleanly and consistently in all applications.

No text or graphic should encroach into this area.

The protection zone is the **minimum** area of clear space around all sides of the main logo. This clear space should be no less than 100% of the depth of the profile symbol. This proportion allows for the protection zone to vary depending on the size of the logo.

 **TruFrame**
Hand Finished Windows & Doors



Logo

Colour variations

CMYK

The main logo is most effective when used in colour. The CMYK version is the preferred option wherever possible.

Greyscale

The Greyscale version has been created for use where colour printing is not available (e.g. black and white newspaper printing).

Black

The black version should be used in instances where the greyscale version would appear too light: Fax headers.

2-Colour Spot

The two colour Pantone version should be used only on promotional materials or when colour is of paramount importance.

White

The monotype version should be used on coloured backgrounds where features of the logos above would be lost.

White/Red

The alternate monotype version should be used on coloured backgrounds where the red elements of the logo can be used for impact.



Logo

Sizing options

Recommended sizing

To maintain a uniform and professional appearance in all materials, the main logo should be sized consistently.

Here are recommended sizes relevant to a series of common formats.

Be sure to select the correct logo size for each application.

Minimum size



Height 10mm

- A6 Portrait
- A6 Landscape
- A7 Portrait
- A7 Landscape
- Stationery
- CD Sleeve / DVD



Height 14mm

- DL Portrait
- DL Landscape
- A5 Portrait
- A5 Landscape
- Stationery



Height 20mm

- A4 Portrait
- A4 Landscape
- Stationery



Height 20mm

- A3 Portrait
- A3 Landscape



Height 40mm

- A2 Portrait
- A2 Landscape

Logo Application

How to apply

Care should always be taken to ensure the visibility of the company logo. Here are guidelines on how the company logo should be used.

Correct usage

The logo has been designed to work well with white and very light grey backgrounds. The monotype variations are designed to work on much darker backgrounds.

Special care and attention should be used when placing the logo on image backgrounds. The logo must be clearly visible at all times.



Incorrect usage

Avoid using monotype logos on light coloured backgrounds or images. The logo should never be distorted.

Like before, special care and attention should be used when placing the logo on image backgrounds. The logo must be clearly visible at all times.

If in any doubt, use a colour overlay on the image and then use the appropriate logo variation.



Colour

Distinct and expressive

Beyond our logo, colour is the most recognisable aspect of our brand identity. Using colour appropriately is one of the easiest ways to make sure our materials reflect a cohesive brand.

The colours in the **TruFrame** corporate colour palette have been developed to work alongside one another and with the neutral colour palette.

The colours are distinct, expressive and balanced. The range of colours provide choice and flexibility with all materials and situations.

Each colour in the colour palette has a selection of tints available. Tints can be used to highlight information, add depth to layouts and provide clarity to charts, tables and graphics.

Gradients can be used for brochures, leaflets, front covers, section breaks, PowerPoint™ presentations, newsletters and flyers and should be selected carefully so that they are both sympathetic and appropriate to the application.

When gradients are used, a brand colour at 100% should be specified as the central or start point and then best judgement used to select lighter/darker colours for start/end points.



Colour

Primary colours

Corporate colours

The TruFrame colour palette brings contrast and impact to our communications. It is divided into two primary colours, TruFrame Red and TruFrame Grey.

Each of these expressive colours work alongside each other and in harmony with our neutral and secondary colour palettes.

C12
M100
Y82
K3

RGB

R206 G14 B45

Pantone

186 C Solid Coated

HEX

#ce0e2d

RAL

3020



C79
M62
Y50
K49

RGB

R50 G62 B72

Pantone

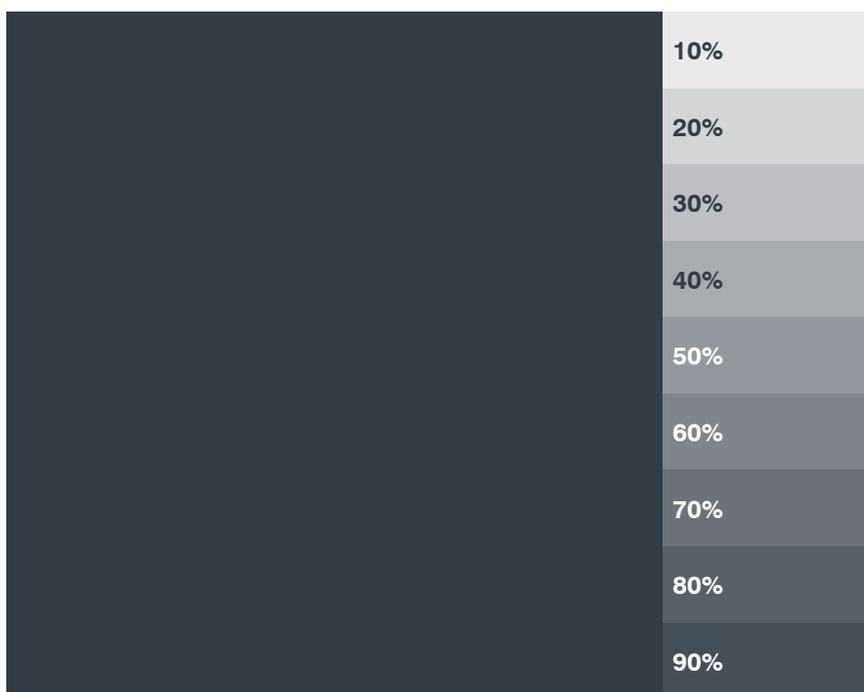
432 C Solid Coated

HEX

#323e48

RAL

7016



Colour

Neutral colours

Neutral colours

The neutral colour palette provides balance and harmony to the corporate colour palettes.

White space

White is an essential element that has value as a colour and as a spatial component. White space promotes clarity and should be used to focus what is there, without implying that something is missing.



**CO
MO
YO
K100**

RGB
R0 G0 B0

Pantone
Process Black C

HEX
#000000

RAL
9005



**C47
M36
Y34
K15**

RGB
R137 G138 B141

Pantone
Cool Gray 8 C Solid Coated

HEX
#898a8d

RAL
7045



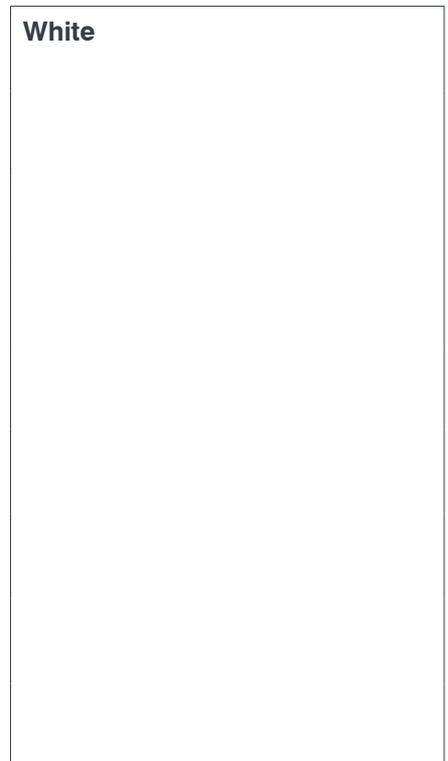
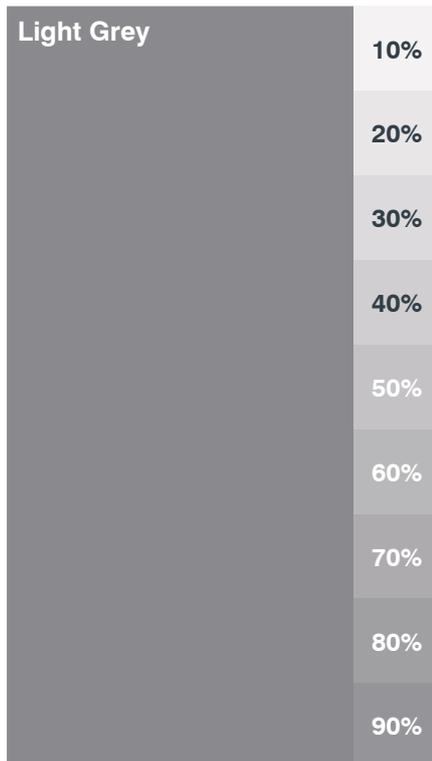
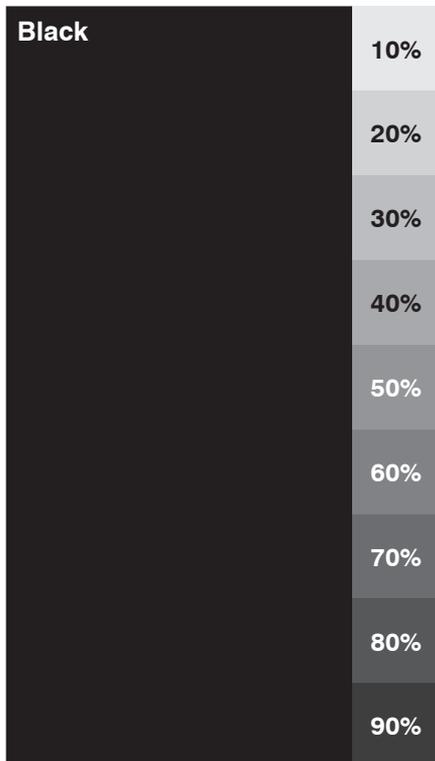
**CO
MO
YO
KO**

RGB
R255 G255 B255

Pantone
Opaque White should be specified

HEX
#ffffff

RAL
9010



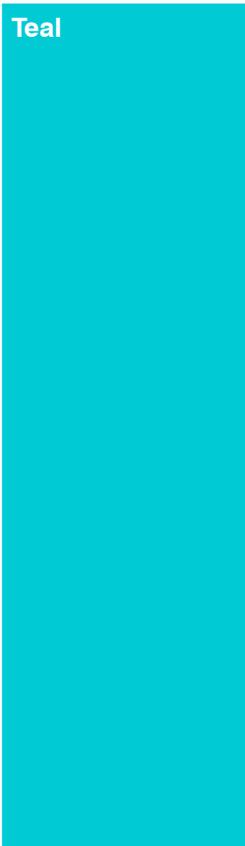
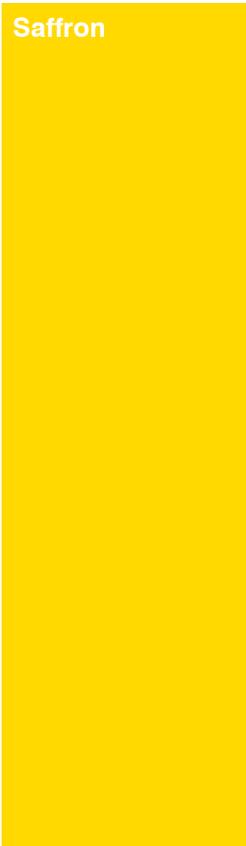
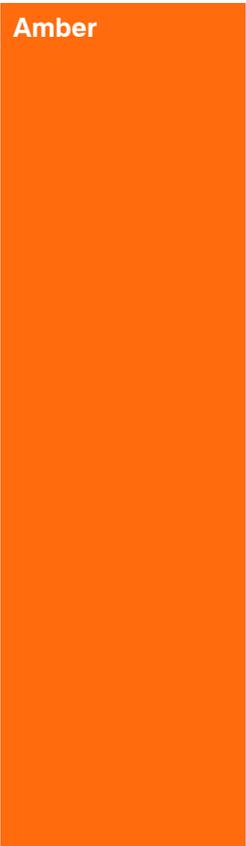
Colour

Secondary colours

Complimentary

The primary colours are complemented by five secondary colours, TruFrame Teal, TruFrame Green, TruFrame Yellow, TruFrame Lilac and TruFrame Orange palette.

Each of these expressive colours work alongside each other and in harmony with our Neutral and Primary colour palettes.

 C67 M0 Y23 K0	 C58 M0 Y85 K0	 C2 M11 Y99 K0	 C41 M74 Y10 K1	 C0 M68 Y90 K0
RGB R29 G202 B211	RGB R112 G212 B75	RGB R255 G218 B0	RGB R164 G90 B149	RGB R255 G108 B14
Pantone 319 C Solid Coated	Pantone 7488 C Solid Coated	Pantone 108 C Solid Coated	Pantone 7655 C Solid Coated	Pantone 1585 C Solid Coated
HEX #1dcad3	HEX #70d44b	HEX #ffda00	HEX #a45a95	HEX #ff6c0e
 Teal	 Lime	 Saffron	 Lilac	 Amber

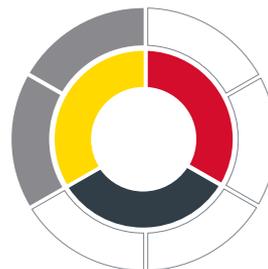
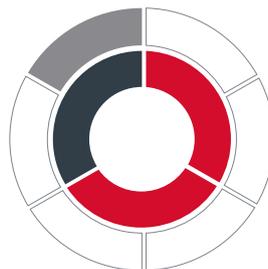
Colour

Applying colour

Here are the options for applying colours from the **TruFrame colour palette** and the neutral colour palette. The dominant colour should be TruFrame Red. This may be supplemented by TruFrame Grey or any two of its secondary or neutral colours.

The colour wheels in the examples balance the company colours on the inner circle with the neutral colours on the outer circle. The selection of colours should be kept simple to preserve the TruFrame brand attributes.

White space should also be used as a colour element..



Colour example 1



Colour selection

- TruFrame Red
- TruFrame Grey



Colour example 2

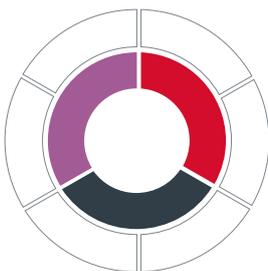


Colour selection

- TruFrame Red
- TruFrame Grey
- Light Grey
- Teal



Colour example 3

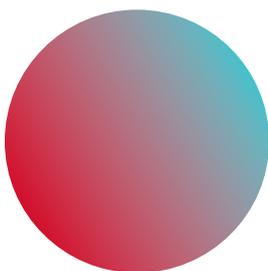


Colour selection

- TruFrame Red
- TruFrame Grey
- Lilac



Colour example 4



Colour selection

- TruFrame Red
- Teal



Typography

The **typefaces** have been chosen to reflect the attributes of the TruFrame brand and to visually complement the logo.

A suite of three typefaces is available. The primary typeface is Swiss 721, appropriate for use in all print communications.

The system typeface is Arial, which is suitable for use in all Microsoft Office™ documents.

The secondary digital typeface is Open Sans for use in all digital communications.

Primary typeface

For use in all print communications.

Swiss 721

Digital typeface

For use in all digital communications.

Open Sans

System typeface

For use in all internal/Microsoft Office™ communications.

Arial

Typography

Basic principles

How to use the TruFrame typefaces is as important as the typefaces themselves. To ensure the typefaces always have a consistent and considered feel, here are a few basic principles to remember.

Each gives the text a structured, clean and professional impression.

Left alignment

Always align the type to the left hand margin. This enhances readability and ensures even spacing between words.

Standard sentence case should always be used (i.e. not all caps or all lower case) except when using numeral caps.

Text should **NEVER** be justified.

Wordspacing

Wordspacing is the white space between words. To avoid 'rivers' – a flow of gaps between words – and to maintain good legibility, the type should be set at 80% / 90% / 100%.

Type and colour

Generally type should be set to TruFrame Grey. In Microsoft Office™ applications this may be substituted for a 90% tint of black.

Expliquodi aut que re dolorro blab inis
inctam, cum volecuptatur arum quos
sitiorepe illaborro dessum am net ut ad
quiatium hit quam quiandem il maioremolo
hit repel inis et as eium escid que et quatio.



Justification			
	Minimum	Desired	Maximum
Word Spacing:	80%	90%	100%
Letter Spacing:	0%	0%	0%
GLyph Scaling:	100%	100%	

Auto Leading: 120%

Single word Justification: Full Justify

Composer: Adobe Paragraph Composer

OK
Cancel
 Preview

TruFrame Grey 100%

To be used for titles, headlines, introductory paragraphs and body copy.

TruFrame Red 100%

To be used for titles and headlines.

Black 90%

To be used for titles, headlines, introductory paragraphs and body copy in Microsoft Office™ applications.

Typography

Primary font: Swiss 721

Swiss 721 is a contemporary, progressive and vibrant typeface. It encompasses TruFrame's brand values and personality.

Careful and considered use of Swiss 721 will ensure all messaging is delivered consistently, attractively and with relevance.

The aim is always to make communication as clear as possible.

To aid clarity and consistency in the use of Swiss 721 the guidelines opposite and below detail how to best use italics, headline-only weights and numerals.

Using Italics

The italic options can be used alongside the plain version to provide emphasis. Italics should be used sparingly.

Light Italic

Swiss 721 Light Italic
Can be used to emphasise names, titles and specific information in blocks of copy.

Bold Italic

Swiss 721 Bold Italic
Can be used to emphasise short amounts of text within a block of text. Avoid italicising long passages of text.

Headline only weights

The headline-only options can be used for small amounts of text to provide extra emphasis.

Light

Swiss 721 Light
Use Light at larger point sizes for headings.

Bold/Black

Swiss 721 Bold/Black
Use Bold/Black at both small and large sizes for headings.

Swiss 721 Light
Default weight

Aa

Typography

Primary weights

Styling

To enable successful communications, five primary weights have been selected.

All five weights can be used in conjunction with each other and in a variety of sizes.

Swiss 721 Thin

For use across all material. Principally for intro paragraphs, and stand firsts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Swiss 721 Light

For use across all material. Principally for body copy, quotes, facts and folios.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Swiss 721 Roman

For use across all material. Principally for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Swiss 721 Bold

For use across all material. For headlines only and highlighting information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Swiss 721 BK

For use across all material. For headlines only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Typography

Digital font: Open Sans

Open Sans is a modern, dependable and flexible sans-serif typeface.

Open Sans complements our primary typeface while being dynamic in its own right. Open Sans is clear and easy to read, making it ideal as our digital typeface.

Open Sans is readily available and can be used across all on-screen and digital platforms.

Open Sans was designed to add a neutral, yet friendly appearance. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Using Italics

The italic options can be used alongside the plain version to provide emphasis. Italics should be used sparingly and at sizes no smaller than 12pt.

Light Italic

Open Sans Light Italic

Can be used to emphasise names, titles and specific information in blocks of copy.

Bold Italic

Open Sans Bold Italic

Can be used to emphasise short amounts of text within a block of text. Avoid italicising long passages of text.

Headline only weights

The headline-only options can be used for small amounts of text to provide extra emphasis.

Light

Open Sans Light

Use Light at larger point sizes for headings.

Bold/ExtraBlack

Open Sans Bold/ExtraBlack

Use Bold/ExtraBlack at both small and large sizes for headings.

Open Sans Light
Default weight

Aa

Typography

Digital weights

Styling

The five weights which have been selected for Open Sans work well with each other and in a variety of sizes.

Open Sans Light

For use across all material. Principally for intro paragraphs, and stand firsts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Open Sans Regular

For use across all material. Principally for body copy, quotes, facts and folios.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Open Sans SemiBold

For use across all material. Principally for highlighting information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Open Sans Bold

For use across all material. For headlines only and highlighting information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Open Sans ExtraBold

For use across all material. For headlines only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Typography

System font: Arial

Arial is a contemporary sans serif system typeface.

The primary and digital fonts are for use in professionally designed materials.

For Microsoft packages and instances where a font licence does not exist, this complementary equivalent is available.

Arial is a default system font. Easy to read, it can be used across all Microsoft Office applications including PowerPoint™ presentations and Word™ documents.

Using Italics

The italic options can be used alongside the plain version to provide emphasis.

Arial Italic

Arial Italic

Can be used to emphasise names, titles and specific information in blocks of copy.

Arial Bold Italic

Arial Bold Italic

Can be used to emphasise short amounts of text within a block of text. Avoid italicising long passages of text.

Headline only weights

The headline-only options can be used for small amounts of text to provide extra emphasis.

Regular

Arial

Use Light at larger point sizes for headings.

Bold/Black

Arial Bold/Black

Use Bold at both small and large sizes for headings.

Aa Arial Regular
Default weight

Typography

System weights

Styling

The three weights which have been selected for Arial work well with each other and in a variety of sizes.

Arial Regular

For use across all material.
Principally for body copy,
quotes, facts and folios.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Arial Bold

For use across all material.
For headlines only and
highlighting information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Arial Black

For use across all material.
For headlines only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?!£\$(.,;:)@

Typography

Leading and Tracking

Swiss 721

Leading and Tracking

The purpose of effective typesetting is to produce optimum readability and visual coherence. The following guidelines ensure these are achieved.

Type size

The recommended type sizes opposite work well in a range of sizes and formats. If more type sizes are needed, the formulas set in the examples should be followed.

Leading: Space between lines

Leading refers to the vertical spacing between lines. Reducing the line spacing creates a denser feel, whilst increasing the line spacing creates a more open texture. Leading examples are shown opposite.

Tem faciat il ilitia nonsedi onserum

Tracking: Space between letters

Leading refers to the vertical spacing between lines. Reducing the line spacing creates a denser feel, whilst increasing the line spacing creates a more open texture. Leading examples are shown opposite.

faciat

**Sed suscipit,
velit non
tristique
vestibulum**

**Sed suscipit, velit non
tristique vestibulum**

Sed suscipit, velit non tristique
vestibulum, tortor nulla blandit
ligula, id iaculis magna nulla
non dolor

Sed suscipit, velit non tristique
vestibulum, tortor nulla blandit ligula,
id iaculis magna nulla non dolor tortor
vitae lorem.

Sed suscipit, velit non tristique vestibulum, tortor nulla
blandit ligula, id iaculis magna nulla non dolor. Phasellus
fermentum tortor vitae lorem suscipit ullamcorper.
Pellentesque ac urna massa, eget mollis eros.

Sed suscipit, velit non tristique vestibulum, tortor nulla blandit
ligula, id iaculis magna nulla non dolor. Phasellus fermentum tortor
vitae lorem suscipit ullamcorper. Pellentesque ac urna massa,
eget mollis eros.

Type size **28pt**
Leading **30pt**
Tracking **-4pt**

Type size **24pt**
Leading **25pt**
Tracking **-8pt**

Type size **20pt**
Leading **21pt**
Tracking **-8pt**

Type size **15pt**
Leading **17pt**
Tracking **-2pt**

Type size **11pt**
Leading **13pt**
Tracking **0pt**

Type size **9pt**
Leading **11pt**
Tracking **0pt**

Typography

Leading and Tracking

Open Sans

Leading and Tracking

To achieve optimum readability and visual coherence, the same principles of type size, leading and tracking that apply to Swiss 721 also apply to our digital typeface, Open Sans.

Type size

The recommended type sizes opposite work well in a range of sizes and formats. If more type sizes are needed, the formulas set in the examples should be followed.

Leading: Space between lines

Leading refers to the vertical spacing between lines. Reducing the line spacing creates a denser feel, whilst increasing the line spacing creates a more open texture. Leading examples are shown opposite.

Tem faciat il ilitia nonsedi onserum

Tracking: Space between letters

Leading refers to the vertical spacing between lines. Reducing the line spacing creates a denser feel, whilst increasing the line spacing creates a more open texture. Leading examples are shown opposite.

faciat

**Sed suscipit,
velit non
tristique
vestibulum**

**Sed suscipit, velit
non tristique
vestibulum**

Sed suscipit, velit non
tristique vestibulum, tortor
nulla blandit ligula, id iaculis
magna nulla non dolor

Sed suscipit, velit non tristique
vestibulum, tortor nulla blandit ligula,
id iaculis magna nulla non dolor
tortor vitae lorem.

Sed suscipit, velit non tristique vestibulum, tortor
nulla blandit ligula, id iaculis magna nulla non
dolor. Phasellus fermentum tortor vitae lorem
suscipit ullamcorper. Pellentesque ac urna massa,
 eget mollis eros.

Sed suscipit, velit non tristique vestibulum, tortor nulla blandit
ligula, id iaculis magna nulla non dolor. Phasellus fermentum
tortor vitae lorem suscipit ullamcorper. Pellentesque ac urna
massa, eget mollis eros.

Type size **28pt**
Leading **30pt**
Tracking **-4pt**

Type size **24pt**
Leading **27pt**
Tracking **-8pt**

Type size **20pt**
Leading **23pt**
Tracking **-8pt**

Type size **15pt**
Leading **18pt**
Tracking **-2pt**

Type size **11pt**
Leading **13pt**
Tracking **0pt**

Type size **9pt**
Leading **11pt**
Tracking **0pt**

Typography

Leading and Tracking

Arial

Leading and Tracking

The same principles of type size, leading and tracking to achieve optimum readability and visual coherence apply to our system typeface, Arial.

Type size

The recommended type sizes opposite work well in a range of sizes and formats. If more type sizes are needed, the formulas set in the examples should be followed.

Leading: Space between lines

Leading refers to the vertical spacing between lines. Reducing the line spacing creates a denser feel, whilst increasing the line spacing creates a more open texture. Leading examples are shown opposite.

Tem faciat il ilitia nonsedi onserum

Tracking: Space between letters

Leading refers to the vertical spacing between lines. Reducing the line spacing creates a denser feel, whilst increasing the line spacing creates a more open texture. Leading examples are shown opposite.

faciat

**Sed suscipit,
velit non
tristique
vestibulum**

**Sed suscipit, velit non
tristique vestibulum**

Sed suscipit, velit non tristique
vestibulum, tortor nulla blandit
ligula, id iaculis magna nulla
non dolor

Sed suscipit, velit non tristique
vestibulum, tortor nulla blandit ligula,
id iaculis magna nulla non dolor tortor
vitae lorem.

Sed suscipit, velit non tristique vestibulum, tortor nulla
blandit ligula, id iaculis magna nulla non dolor. Phasellus
fermentum tortor vitae lorem suscipit ullamcorper.
Pellentesque ac urna massa, eget mollis eros.

Sed suscipit, velit non tristique vestibulum, tortor nulla blandit
ligula, id iaculis magna nulla non dolor. Phasellus fermentum
tortor vitae lorem suscipit ullamcorper. Pellentesque ac urna
massa, eget mollis eros. Ut ornare, est at bibendum iaculis, mi
neque ullamcorper neque, vitae pulvinar est nibh faucibusnisl.
Donec leo sapien, pulvinar posuere ullamcorper non, tincidunt
eu magna.

Type size **28pt**
Leading **30pt**
Tracking **-4pt**

Type size **24pt**
Leading **25pt**
Tracking **-8pt**

Type size **20pt**
Leading **21pt**
Tracking **-8pt**

Type size **15pt**
Leading **18pt**
Tracking **-2pt**

Type size **11pt**
Leading **13pt**
Tracking **0pt**

Type size **9pt**
Leading **11pt**
Tracking **0pt**

Typography

Hierarchy

Swiss 721 Black 28pt

Swiss 721 Bold 20pt

Swiss 721 Thin 20pt

Swiss 721 Black 15pt

Swiss 721 Light 15pt

Swiss 721 Bold 13pt

Swiss 721 Black 11pt

Swiss 721 Black 10pt

Swiss 721 Black 10pt

Recommendations

Creating an effective typographical hierarchy helps to produce clear and logical design. To do so, it is important to carefully assess the information to be presented and decide where the emphasis should be.

The guidelines below show how the text may be set out in a clear and logical manner.

In principal, the type sizes and weights should have enough difference between them and be relevant to the content. The example is based on an A4 document. This can also be used as a size and weight guide for alternative sizes.

Headlines / Introductions

Main heading

Introduction paragraph

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Standfirst

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Sub-headings / Body copy

Sub-heading 1

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Sub-heading 2

Body copy elestru ndaeperum harum facepudanda veliqua spitataque re, si ut quae consequam ditas eum labora pe laci sequi demposam seceperit, omnimax iminctur reped es aut latatio nectiis eosandi ut vid erro iliquistium ratiae nesciusdae de dolorep ratibearunt.



Imagery

Principals

Treating photography

TruFrame images should always appear light, fresh and clean.

Imagery plays a key role in communicating the **TruFrame** brand attributes. Great photography reinforces the experience and provokes reactions which words alone cannot.

Our images convey our visual personality. They are light, clean, calm, contemporary, engaging, thoughtful, real.

Our approach to photography is human, open, professional, expert, intelligent, inspiring, collaborative, communicative.

Using people in our images presents us as an organisation with relevance and value.

Due to limitations of stock photography to reflect our actual products, lifestyle imagery should be chosen in a way that compliments the colour palette and that doesn't focus too closely on the actual product.

Considerations when choosing an image:

- Does the design really need an image?
- Could I just use white space instead of an image?
- What message the image need to communicate?
- Will the image help to convey the message?
- Does the image need to be cropped?
- Is the image suitable for the format; landscape or portrait?
- Who is the audience?

Imagery

Treatment

Impact

TruFrame images should always appear light, fresh and clean. To achieve this, sometimes it may be necessary to adjust the crop or the addition of a colour overlay.

Selecting an **image** is just the start of the process. There are a number of other factors to consider: Does the image have more impact when cropped? Will it work with an overlay? Does it need to be colour balanced?

Selecting the right image and deciding on the right treatment will increase the impact and relevance of our photography.

Cropping

Crop to reduce unnecessary visual noise, to frame people effectively, to match the format, to allow for text to sit comfortably.

Overlaying

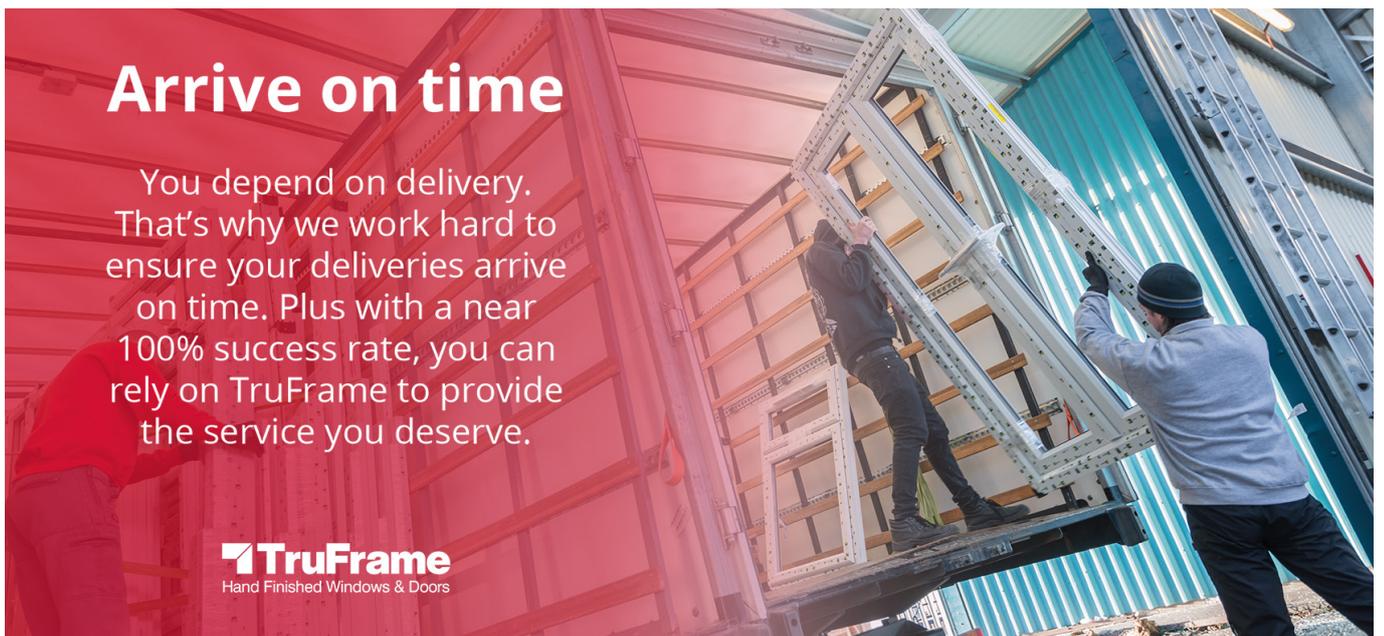
Colour overlays can be used to allow quotes, facts and pull-outs to be added. Overlays should always be applied to 'quieter' areas of the image. Care should be taken to ensure that the overlay helps frame the remaining image content.

Care should also be taken not to overuse overlays.

Cropping example



Overlaying example



Writing style

Tone of voice

Clear communication

Our tone of voice is the way in which we write and speak, what we say and how we say it. Like a person, what we say is dictated by our principles, experiences and aspirations, how we say it is informed by our values.

Remember your audience

What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in this target audience. Imagine them sitting right in front of you. Read it out. Would you talk to this person like this?

The **TruFrame** tone of voice is warm and human, but always business like.

Our written communications have an open, easy-to-understand style, cut through with knowledge and professionalism. We know our stuff, so we don't have to hide behind over-corporate language, jargon or business cliché.

Even when we're tackling a particularly technical subject, we can approach it in an accessible way without being patronising.

Clear writing equates to clear thinking.

Before sitting down to write anything, think about how you would express it to your colleagues sitting around a table. Try to use the phrasing, rhythm and language of everyday speech. Generally keep sentences short, but try to vary the length to maintain interest.

In heading and subheadings, there's room for subtle wit — this gets people on your side and makes them think a bit.

Beware spelling mistakes and grammatical errors. They make us look sloppy and unprofessional.

open
human
easy-to-understand
knowledgeable
professional

Writing style

House styles

Consistency

The house style guide establishes house rules for language use, including punctuation, spelling and formatting, and aims to ensure consistency across our print and online publications.

The guidelines have been developed so that our communications are clear and appropriate to a general audience.

The **TruFrame** house style has been produced to ensure consistency across the business in all written documents and communication materials.

These guidelines try to eliminate some common errors. Please note that some of these items are a matter of style and are not necessarily wrong or right; however, for the sake of consistency, one style has been chosen and it is this that the business should use.

Numbers, measurements and currency

- spell out one to nine; integers from 10 – 999,999.
- thereafter use million or billion for expressing currency or quantity. Do not shorten to m or bn or use capital letters unless creating a PowerPoint™ presentation
- use commas when expressing thousands: 1,000; 250,000.
- express currency thus: £1; £250,000; £5.6 million; £65.8 billion. Only abbreviate to m and bn and k in PowerPoint™ presentations and tables
- a billion is now the American 1,000 million and not a million million
- measurements: five miles; 25km; 654lb (no 's' required).
- units of time spelled out in full: hours; minutes, seconds. Not hrs, mins, secs. Engineering units can be expressed in line with SI units.

Dates

Always formatted as 1 January 2018: do not use terminals (st, nd, th or rd) which should only be used in mathematical formula.

Usage

Use an active voice rather than a passive voice, for example: 'TruFrame prepared the contract.' vs 'The contract was prepared by TruFrame.'

Affect/effect

Affect is a verb, effect is a noun, although you effect a change.

Writing style

House styles

Continued

'z' vs 's'

- Microsoft Office™ uses an American English spell check by default. Use 's'. For example; organisation, mechanisation.
- 'Z' must be used in any organisation or brand names ie 'World Health Organization'.

Companies are singular

- Therefore, 'TruFrame is', not 'TruFrame are'.
- 'It is collaborating with', not 'they are collaborating with'.
- 'Its objective', not 'their objective', and 'TruFrame has', not 'TruFrame have'.

Accents

As an international organisation, accents are to be correctly used wherever possible. Please note that in some languages, accents may not be needed with capital letters.

Adverbs and adjectives

- Put adverbs where you would put them in normal speech (usually after the verb not before) eg 'the economy performed badly'.
- Do not use a hyphen between the adverb and the adjective it qualifies, eg 'a beautifully furnished house', except for common exceptions to avoid ambiguity, such as 'a well-known politician'.

Ampersand (&)

Always use the ampersand in company names where the company does; also in organisations, directorates, etc. (only when it forms an official part of their title), in charts, graphs and tables and in R&D (no spaces). Ampersands should not be used in written text for any other purpose.

Among

Not amongst

Apostrophe

- to denote a contraction, ie don't, doesn't, won't, can't etc.
- to denote a possessive, ie John's desk, David's document, members' forum. 'Who does that belong to?' It's Mel's.' and 'I'm going to the dentist's/doctor's'.
- to denote time or quantity, ie one week's time, two weeks' notice, two metres' worth. But not 'two years from now', 'seven years ago' or 'it's weeks away'.
- its and it's. It's should only be used as a contraction of 'it is', despite logic dictating that 'The desk has lost its legs' is possessive and warrants an apostrophe, the possessive form never has an apostrophe.
- dates do not require an apostrophe: 1980s, not 1980's.
- acronyms do not require an apostrophe, eg CDs, not CD's, unless it's possessive: the CD's cover was black.

Back slashes

Back slashes should not have a space either side: 'and/or' not 'and / or'.

Writing style

House styles

Continued

Brackets

(If a whole sentence is within brackets, put the full stop inside.) The full stop belongs outside the brackets when they appear at the end of a sentence but don't form a whole sentence, eg 'Double glazing: WER as high as A+ 14. U-value as low as 1.3 W/ (m²-K).'

Whenever possible avoid using brackets within brackets, but where unavoidable use square brackets within curved. Consider using two dashes as a possible alternative to brackets.

Budget, the

Initial cap, but budget talks, budget measures etc..

Capitals

- Use with a proper name, eg embassy, but British Embassy Helsinki; UK Government, but governments around the world.
- They are never used for generic terms.
- Geographical places, regions, areas and countries take initial capitals (eg the Middle East, The Hague), but use lower case for north-east, south, east, west unless referring to a specific area, for example the West Country.
- The world wide web, website, e-mail, e-commerce, e-business, internet, online, etc. should all be lower case except at the start of a sentence.
- Generally, do not capitalise entire words as a consistent style for text.

(See also: *People, Place names*)

Captions

Picture captions should ideally be fairly short, rarely longer than two lines across two or three columns and should always begin with a capital letter, but need not end with a full stop.

Commas

Commas should only be used as an aid to understanding. Too many in one sentence can be confusing – consider using dashes as a possible alternative. The word 'however' should generally be followed by a comma, unless being used to mean 'whichever way'. Do not use commas in dates.

Compliment/complement

Compliment is to praise, complement is to balance, set off.

Co-operate, co-ordinator, co-ordinate etc.

Hyphenate. ie 'co-ordinate' not 'coordinate'

Dashes

Dashes separating parts of a sentence should be the em rule – , medium-sized dash, with a space either side. Not to be confused with a hyphen.

Dollar symbol

For American dollars use US\$ (not \$).

Writing style

House styles

Continued

eg

Not e.g.

Eire

Use Republic of Ireland or Irish Republic.

EU

European Union: formerly EC (European Community) and EEC (European Economic Community).

Hyphens

- Inserted where two words are joined together into a compound word, eg British-made, or where words are used adjectively, eg 'a long-term solution'. Also used to connect or separate words in phrases, such as state-of-the-art and face-to-face. Not to be confused with a dash (em rule).
- The word e-mail should be hyphenated, but website should be one word.
- 3D and not 3-D.
- 'It was a five-year project', but 'it took place over five years'.

ie

Not i.e.

Impracticable

Not workable. Impractical Possible in theory but not in reality.

Italics

Italics should be used in the following circumstances:

- To denote Latin, eg *in vivo*
- When referencing a report, book, magazine or newspaper:
 - (i) ...as reported in *The Engineer* last June
 - (ii) *Of Mice and Men* struck a chord with him
 - (iii) ...this was highlighted in *Mayflies and Where to Find Them: 2003* (iv) ...*The Times* was incorrect in its assumption.
- Do not use italics for emphasis.

Bullets

When sentences contain lists of items and those items are displayed individually, the sentences should be grammatically complete and the punctuation should be conventional. So, if the display was removed and the items run on as normal text, the sentence would read correctly.

For example: The introductory sentence should end with a colon:

- no need to use commas or semi-colons at the end of each bullet
- only the last item should end with a full stop. Nouns Avoid using nouns as verbs, eg hospitalise, diarise etc..

Writing style

House styles

Continued

Paragraphs

Paragraphs should always have two full carriage returns before the next one begins:

At TruFrame we're about passion. Passion for quality, our products, delivery, service and above all, excellence in everything we do. A facet that is embedded across our business.

We're obsessive about quality and delivery, which is why we have a near 100% success rate for orders being delivered on-time in perfect condition (every frame is checked multiple times before leaving our production facility).

And not:

At TruFrame we're about passion. Passion for quality, our products, delivery, service and above all, excellence in everything we do. A facet that is embedded across our business. We're obsessive about quality and delivery, which is why we have a near 100% success rate for orders being delivered on-time in perfect condition (every frame is checked multiple times before leaving our production facility).

People

- The first time a person is mentioned, their full name and job title (if appropriate) should be used. Following this, you only need to use the forename and surname, although for variety or emphasis you can occasionally use a full name again.
- Care should be taken to use the title preferred by the individual concerned.
- Use initial capitals for job titles, unless they're in a generic context. (See also: Capitals)

Percentages

- Use per cent in text, and % only in charts, graphs or tables.
- Percent is American English

Place names

- Use local spelling for places, unless they are more commonly known by their anglicised version; however, in a list of places, ensure consistency of approach.
- Also consider the preferences of your key target audience.

Posts

Initial capital – used to refer to British embassies overseas.

Practice/Practise

Best practice; I practise the flute.

Punctuation

- Punctuation marks should never have a space between the word and the mark, eg 'Wow!' not 'wow !'; 'why?' not 'why ?'.
- Do not use multiple exclamation marks; one is always sufficient.

Quotation marks

Use single quotation marks '...' not double "... " to denote a quote.

Writing style

House styles

Continued

Principle/principal

Principle – belief/code, principal – the noun.

Full stops

Use only one space after each word and punctuation mark.

Old typing instruction dictated that two spaces should be used after a full stop. This is no longer necessary due to the advent of computers and no longer having to use typewriters.

Telephone numbers

- The format for telephone and fax numbers is: +44 (0) followed by area code, space and then number. For example : +44 (0)1664 501501/ +44 (0)20 7123 4321
- Always include the international code and do not use hyphens.

USA

Use USA for the country and US as an adjective. Do not use America for the USA, as the USA is only one of many North and South American countries. A trip to the USA; a US-based project.

URL

Always caps; URLs not URL's

Verbs

Whenever possible use the active form (We prepared the contract), not the passive (The contract was prepared by us).

While not whilst

Whilst is now an obsolete term

Worldwide

One word – but world wide web.



**Quality and service,
every step of the way**

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