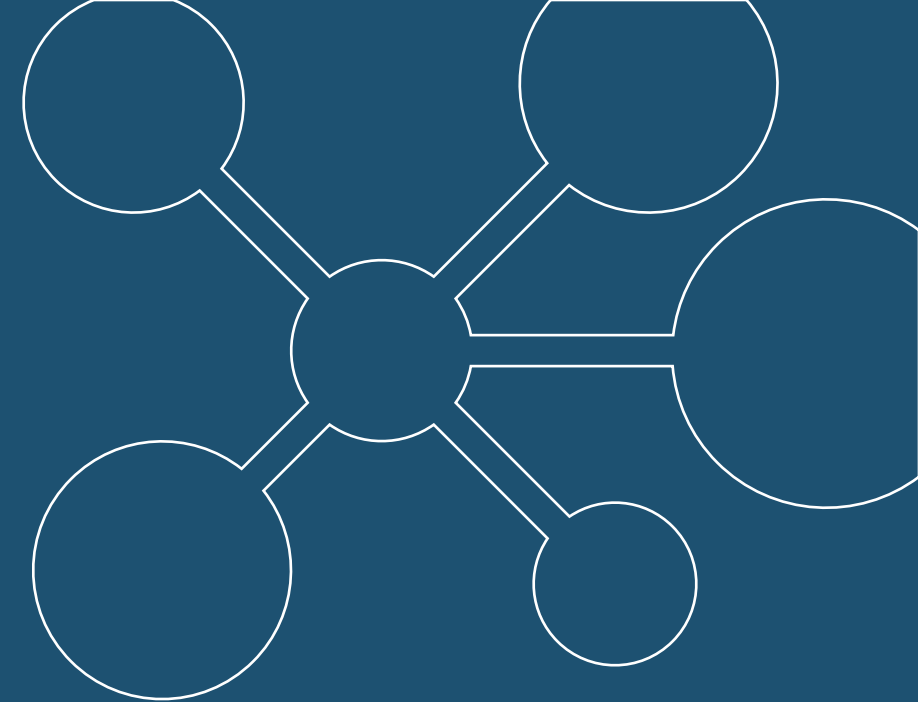


Promotion and  
Talent Solutions

# PTS Brand Guidelines



# Welcome to Our Brand Guidelines

Dear Team, Partners, and Collaborators,

At Tromotion and Talent Solutions, our brand is more than just a logo or a tagline—it's the promise we make to the world and the foundation of our connection with customers. It represents our vision, values, and identity in every interaction.

This document is your guide to understanding and upholding our brand. Inside, you'll find the principles, standards, and elements that define who we are and how we communicate. By following these guidelines, you help ensure consistency and clarity in every message, design, and experience we create.

Together, let's bring our brand to life with authenticity, creativity, and purpose. Thank you for being a vital part of this journey.

Warm regards  
Jonas Föhrenbach  
CEO of PTS



## Vision

To empower individuals to embrace their unique beauty with sustainable and ethically-crafted products that inspire confidence and self-expression.

## Values

Our values define who we are and guide every decision we make.

- |                       |                     |
|-----------------------|---------------------|
| Integrity             | Innovation          |
| Sustainability        | Excellence          |
| Diversity & Inclusion | Customer-Centricity |



## Logo Variations



## Logo Concept

Our logo embodies simplicity, clarity, and timeless design. The naturalistic approach ensures versatility, scalability, and a modern aesthetic that aligns with our brand values. This minimalist logo reflects the essence of our brand, balancing simplicity with impact, and is designed to adapt seamlessly across all mediums and platforms.

### Icon:

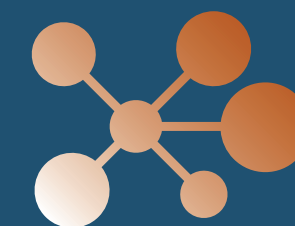
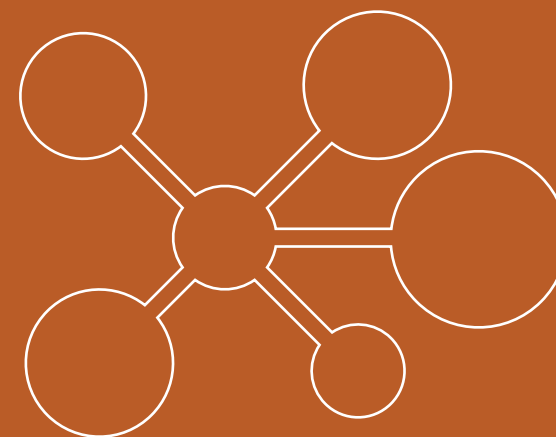
Interconnecting circles resembling an atom, symbolising science, relationship, growth.

### Typography:

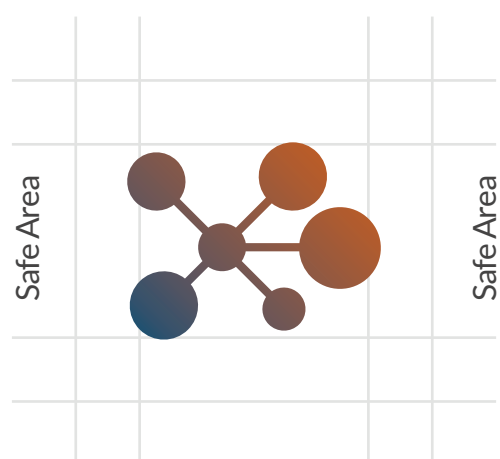
A sans-serif typeface chosen for its modern, legible, and sleek characteristics.

### Color Palette:

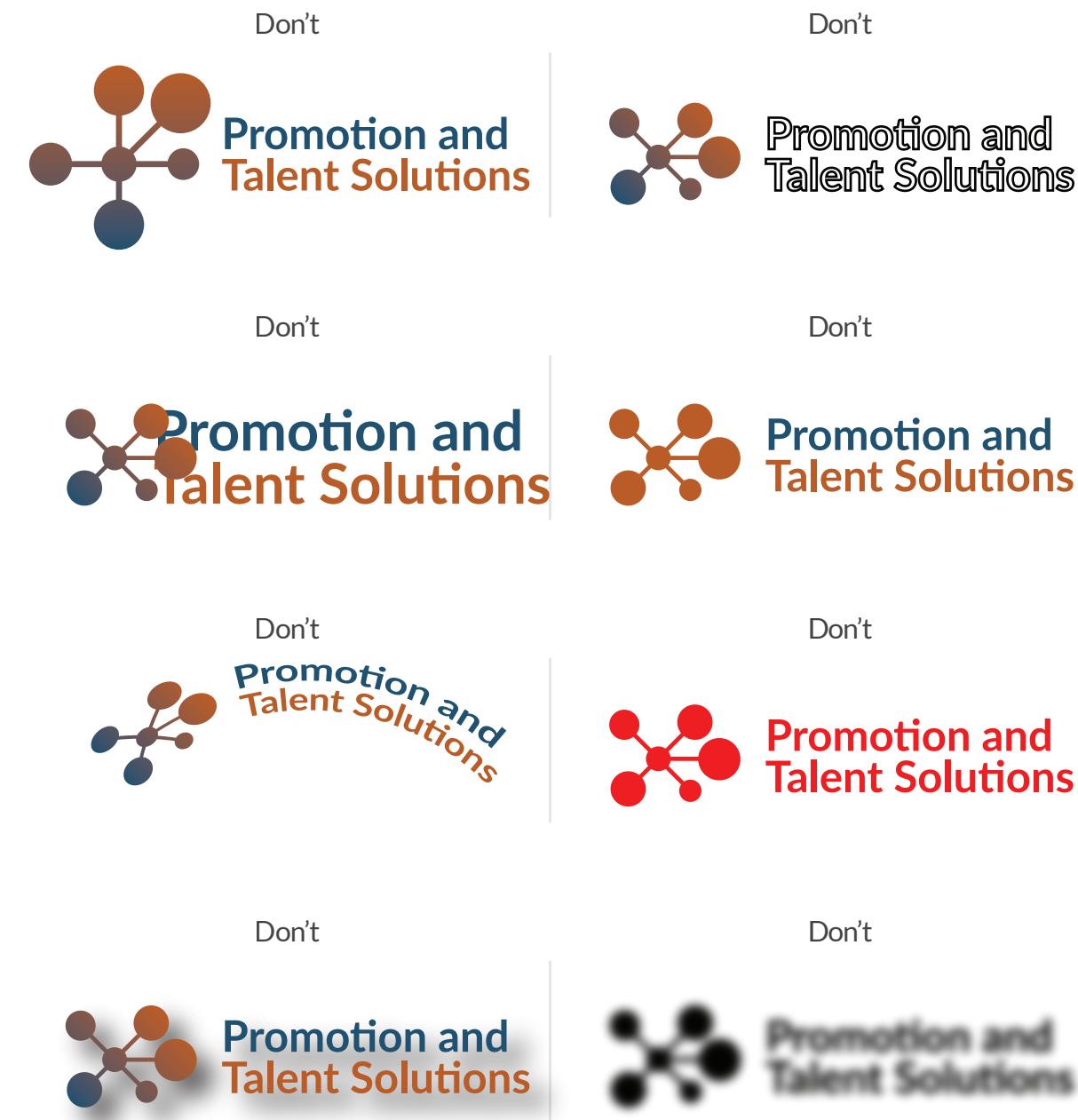
A limited color palette of dark green, orange, black and white ensures sophistication and adaptability.



Promotion and  
**Talent Solutions**



## Wrong Logo Usage





# Brand Colors

Primary Color // Deep Blue/Green

RGB : 32 / 81 / 112  
CMYK : 92 / 65 / 36 / 19  
HEX : 205170

Secondary Color // Orange

RGB : 186 / 92 / 40  
CMYK : 21 / 73 / 100 / 9  
HEX : BA5C28

Secondary Color // White

RGB : 255 / 255 / 255  
CMYK : 0 / 0 / 0 / 0  
HEX : FFFFFFFF

Secondary Color // Grey

RGB : 226 / 226 / 226  
CMYK : 10 / 7 / 8 / 0  
HEX : E2E2E2

# Lato Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Aliquam feugiat enim tellus, ac  
rhoncus augue ornare ornare.  
Sed porta ultrices sagittis. Fusce  
luctus dui quis viverra ultrices.

12pt

Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit.  
Aliquam feugiat.

19pt

Hairline

Aa

Light

Aa

Regular

Aa

Bold

Aa

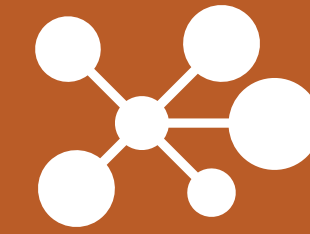
Black

Aa



# Style guide for photography

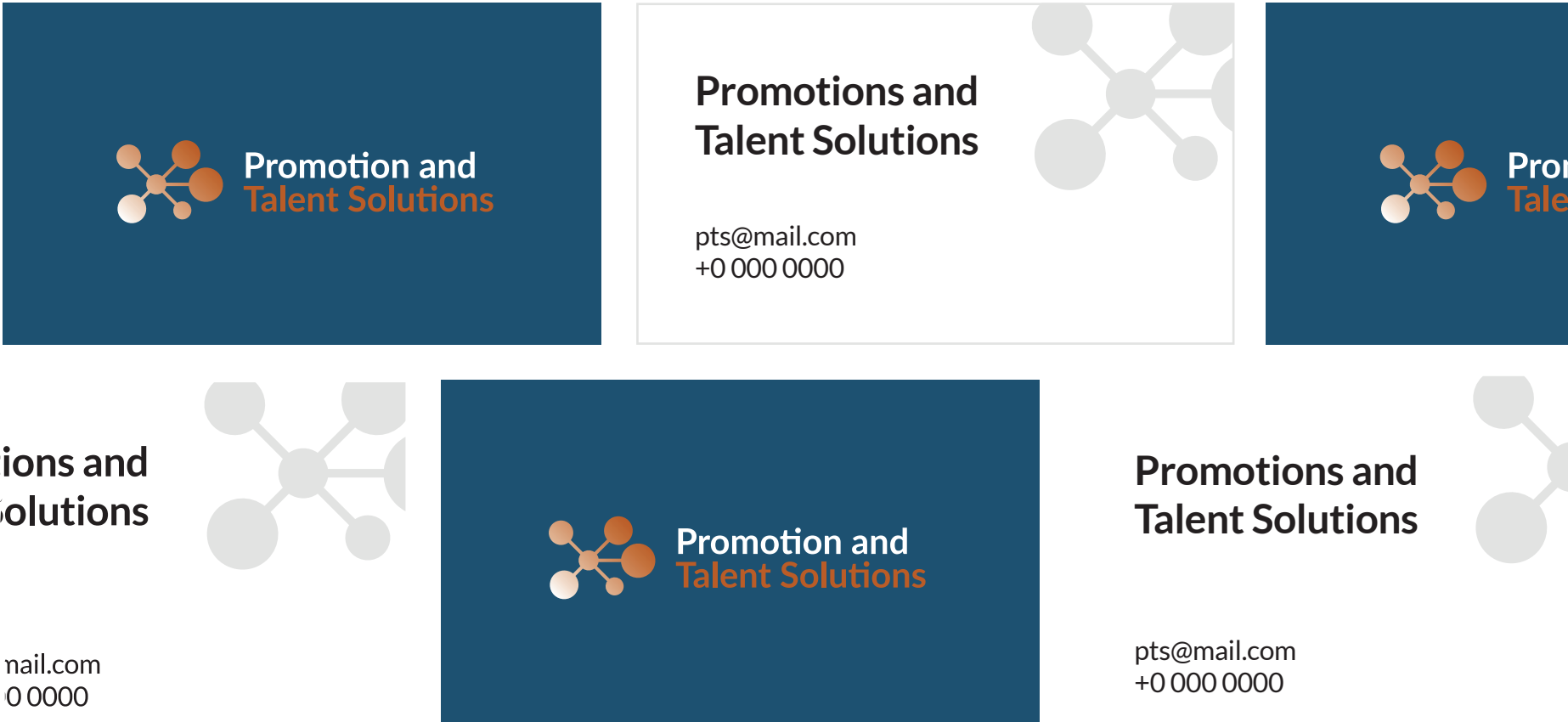
Image  
usage  
examples



## Promotion and Talent Solutions

# Brand Applications

Business Cards



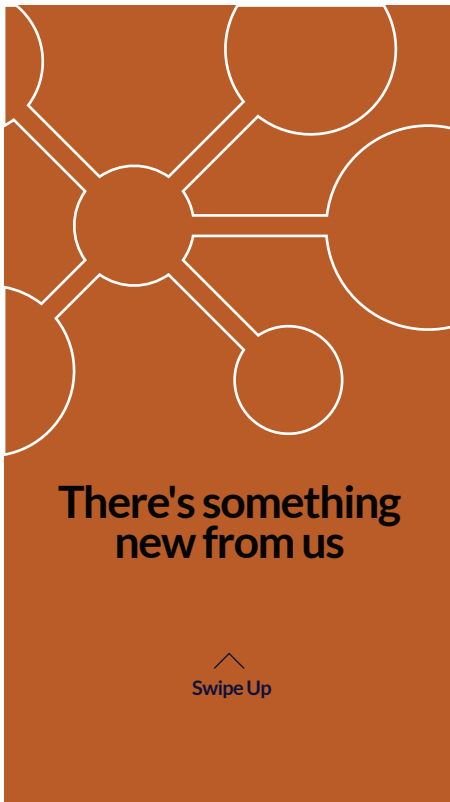
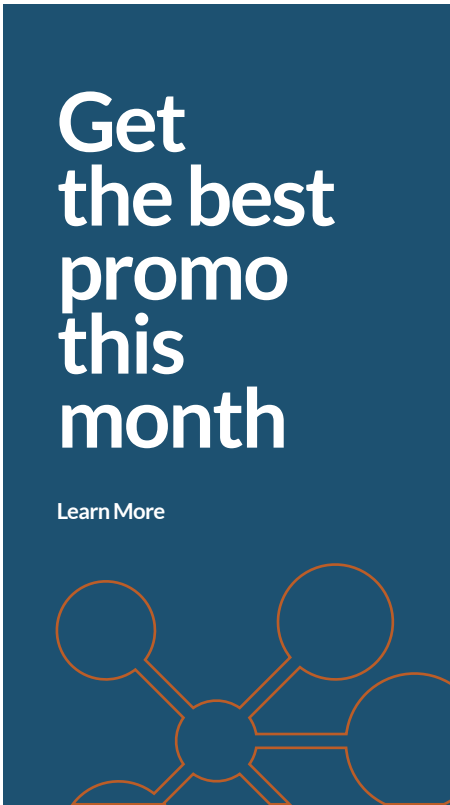
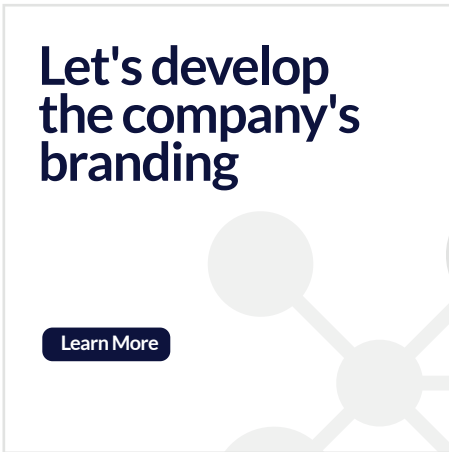
# Brand Applications

Letterhead



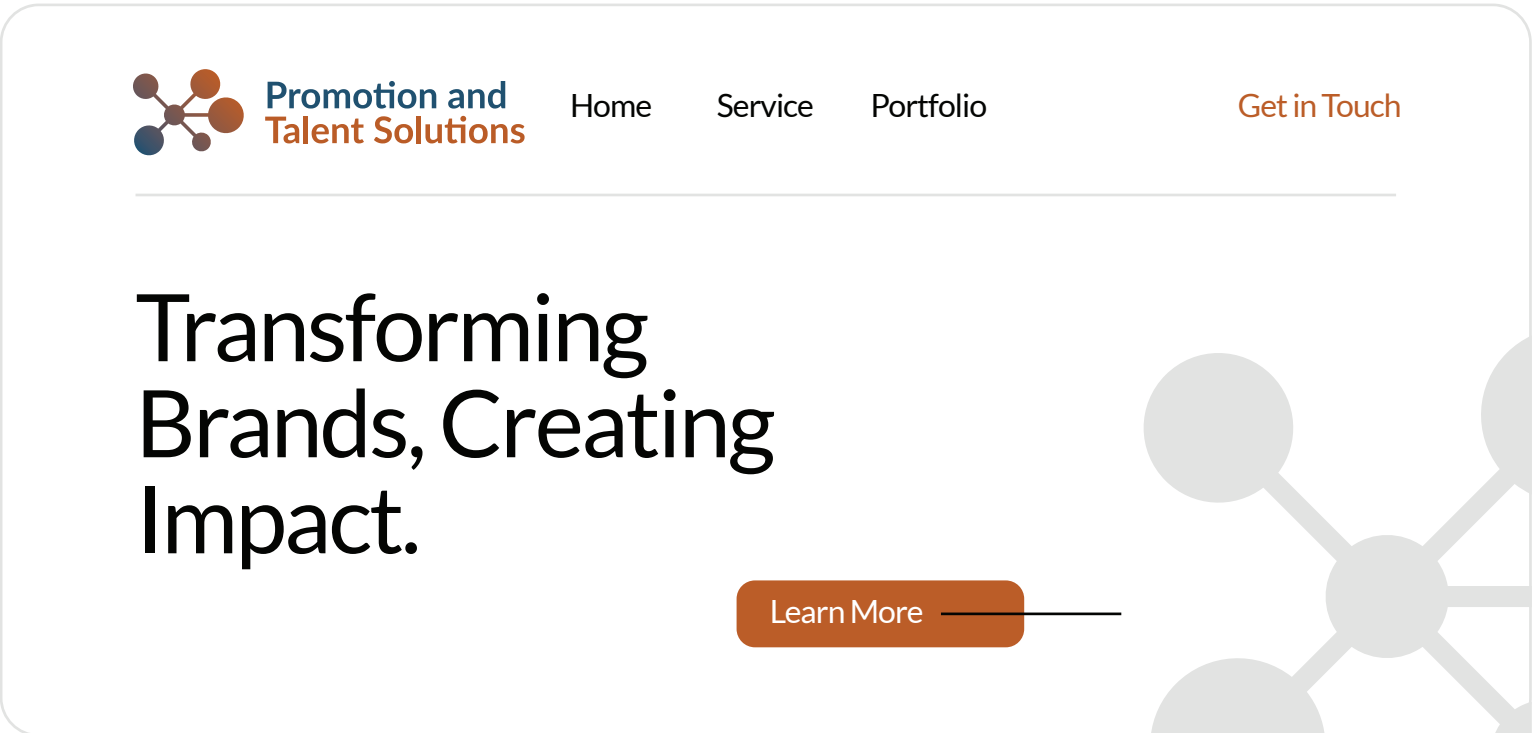
# Brand Applications

Social Media Branding



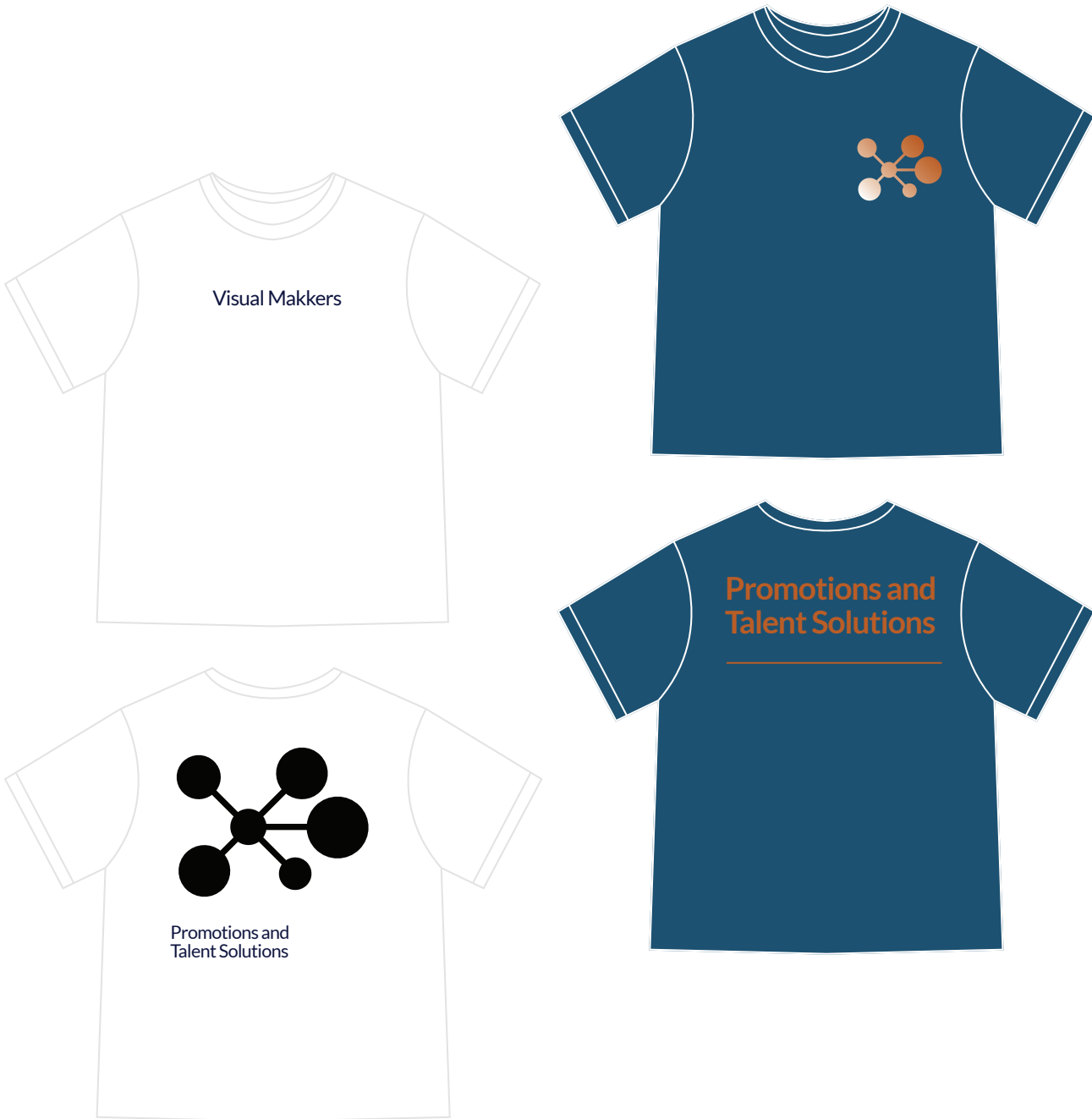
# Brand Applications

Web and Digital Branding



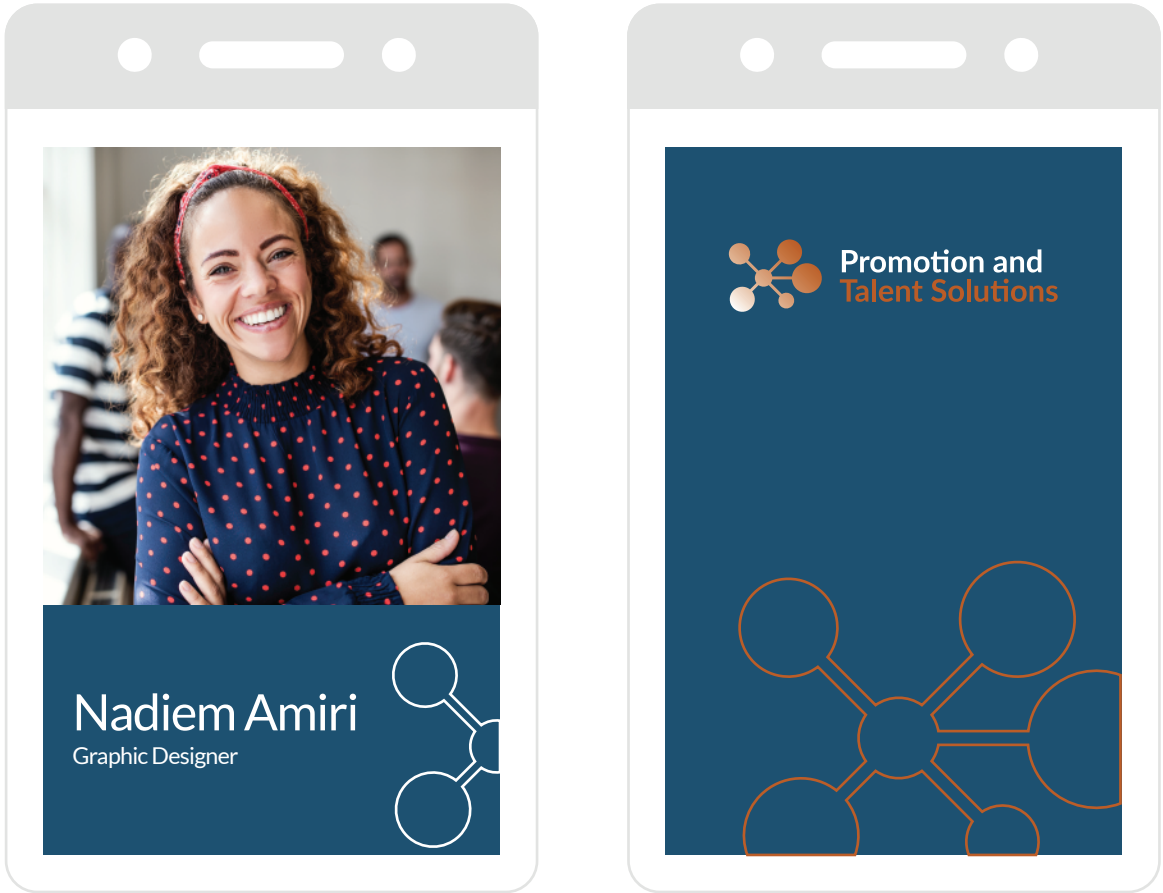
# Brand Applications

Uniforms & Clothes



# Brand Applications

Souvenirs & Supplies





# Brand Communication Principles

Clarity	We value simplicity and transparency, ensuring our messaging is easy to understand and aligns with our brand values.
Consistency	Our brand voice, tone, and visual elements remain consistent across all platforms to build trust and recognition.
Authenticity	We stay true to our brand's mission, fostering genuine connections with our audience through honest and meaningful interactions.
Engagement	Our communication is designed to inspire conversation, encouraging our audience to connect and participate with our brand.
Innovation	We push creative boundaries, using fresh and forward-thinking storytelling techniques to stand out in the market.
Empathy	We understand our audience's needs, emotions, and aspirations, ensuring our messaging resonates on a deeper level.
Adaptability	We tailor our communication style based on different platforms and audience segments while staying true to our brand essence.



Thank You