

TOG.ink



Brand Guide

THE VISION AND VOICE OF TOG.INK

Contents

Welcome	Page 3
History	Page 4
About Us	Page 5
Brand Voice	Page 6
Logos	Page 7
Proper Usage.....	Page 8
Typography.....	Page 9
Color Palette	Pages 10
Voice and Content.....	Pages 11
Photography.....	Pages 12
Advertising	Pages 13
Conclusion	Page 14

TOG *ink*

Welcome to Our Craft

We are The Occasions Group, a small network of printers that specializes in social print. We are expert printers of social and business stationery, and we have been since our inception in 1948. We want nothing more than to provide exceptional print services for designers like you with businesses of all sizes.



TOG *ink*

Professional Printing for All

Over a period of decades, The Occasions Group expanded from a small wedding invitation printer in southern Minnesota to a network of four facilities across the country, each offering a wide range of custom print and specialty finishing capabilities. Our family-owned business has experienced great success printing for **partners** across the country, yet our values remain steeped in the traditions of our Midwestern work ethic.

{ Experience you can trust
with craftsmanship you
won't find anywhere else! }

About Us

We are real people.

We're proud to call Minnesota home, and one of the first things you'll notice about us is our steadfast work ethic. We are a family-owned company driven to work hard for the people we employ and the people we serve. We've been at this for a long time, so you can trust our experience, knowledge and sheer breadth of capabilities.

We are passionate about print.

We've been printing fine stationery for more than 70 years. That's a lot of hours invested in mastering presses, perfecting processes and learning new, technically advanced print methods. We keep our eyes on trends to bring you exactly what you need to create the stationery you and your clients love. The perfectionist in you needs a printer like us because we know that every detail matters.

We're excited to work with you!

We want to help you grow your business, try new print processes, experiment with new products. We have built this offering with you in mind, and we are continually adding new sizes, new print combinations, and new products. And whenever you could use a little guidance along the way, our highly trained Customer Care Team is just a chat, email or call away.

{ The perfectionist in you needs a printer like us because we know that every detail matters. }

Brand Voice

The voice of the TOG.ink brand should be casual but confident. We talk to our customers with a relatable tone but backed by experience and expertise in the industry. We are smart, dedicated and passionate about our company. These words capture our brand personality:

Passionate

Friendly

Relaxed

Casual

Genuine

Authentic

Respectful

Trustworthy

Transparent

Knowledgeable

Educational

Encouraging

Deeply personal (reflection of their personal style)

{ Feel good knowing that you're working with a knowledgeable team of people with a true passion for print. }

Logos

The TOG.ink logo is both strong and unique.
It reflects our expertise in the industry as well as our passion for innovation.

Primary Logo



Primary Logo with Tagline



Single Color Logo



Primary Logo Reversed



Single Color Logo Reversed



Alternative Logo



TOG.ink icons



Logo - Proper Usage

The TOG.ink is a symbol people recognize, so it should never be altered. Here are a few examples of what not to do with the TOG.ink Logo.

Tagline

You know design. We know print.

Clear Space

Clear space buffers the logo from images, text, or other graphics that compromise its impact and visibility. The more breathing room you give our logo, the greater the impact it can have.

The amount of clear space around the logo should be equal to or greater than the height of the ink drop.



Minimum digital height: 20dp



Minimum print height: 0.125in or 3.1mm

Sizing

We've optimized our logo for specific sizes. Our logo needs to be crystal clear and legible, whether it appears on a smartphone or an arena's jumbo screen.

Improper Use

The TOG.ink Logo is a symbol people recognize, so it should never be altered. Here are a few examples of what not to do with the TOG.ink Logo.



Change colors



Change shape



Add a shadow

Font choice always matters.

The fonts we use say who we are as much as the words printed in them. Lora evokes a strong, traditional feeling that reflects our experience and stability. Accent fonts may be added as needed for advertising to appeal to designers and creative minds.

Primary Font

To be used for most blocks of copy

Montserrat Font Family

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 1234567890

Secondary Font

To be used primarily for headlines or category headings. Can be used for short copy blocks, but sparingly.

Lora Font Family

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
1234567890

Accent Font

To be used for short headlines only. Ideally no more than 5-10 words. Not to be used for any blocks of copy.

Vincentia

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 1234567890

Alternative Font

Only to be used when Montserrat cannot be, mostly in email and web

Verdana

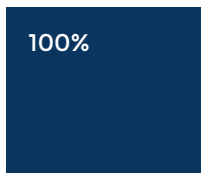
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1234567890

Color Palette

{ We find both strength and comfort in color. }

The color palette used throughout the brand sets the tone for who we are and what we do. Here we have explained the meaning behind each color chosen for this color palette. Navy blue is a strong, stately color that represents the stability, dedication and trust we believe in. Copper adds warmth to the color palette and easily draws attention to specific points of interest. Foil stamped copper highlights our craftsmanship, shows we're on trend and symbolizes a historical tradition of hard work.

Primary Color



Navy Blue
PMS 540
HEX: #0a3254
R 10 C50 B84

Navy is the primary brand color. Use navy consistently across all applications.

The primary text color is Dark Gray (PMS 425). White or Black may be used as an alternative if PMS 425 is not available.

NOTE: Navy and Copper may be used to highlight or add color when it lends to design. However majority of copy should not be Navy or Copper.

Accent Color



Copper foil image

Copper should only be used as actual copper foil, not a solid color

Alternative Colors



Dark Grey
PMS 425
HEX: #54575a
R84 G87 B90



Black



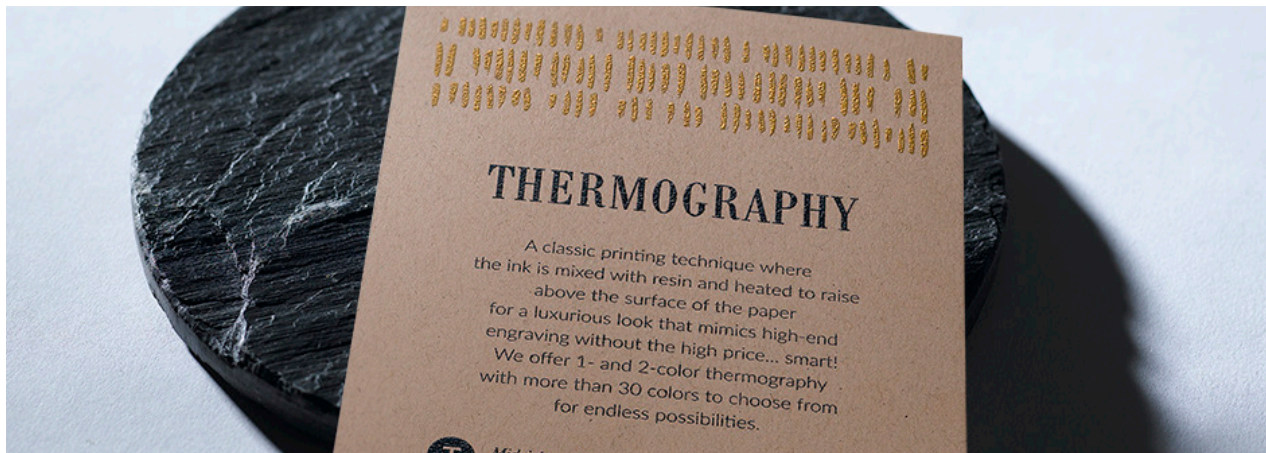
White

Voice and Content

TOG.ink was created to help ALL designers get access to professional printing with a history of quality and craftsmanship. The TOG.ink blog was created to offer designers advice and insider tips to help them achieve the best print products possible.

{ Get expert advice and insider tips to help achieve the best print products possible. }

Blog posts are written from the perspective of TOG.ink team members, which include graphic designers, product designers and print specialists. The voice is knowledgeable, experienced, helpful, casual and fun. Content focuses on topics that help customers get the most out of TOG.ink products by educating them through tutorials and tips as well as inspiring them through trend highlights and featuring customers' work.



Photography

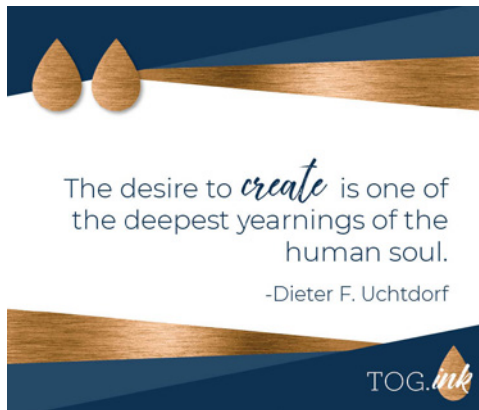
The focus of every image is the quality and detail of the print process(es) since that is what we are selling. Images need to be large to capture as much print detail as possible, and they should be as crisp and clear as possible. Closeups should be photographed as closeups rather than cropping in on larger images. Props should remain simple so as not to detract from the product.

{ We care about the quality of our
imagery because it's our opportunity
to show off for all of you! }

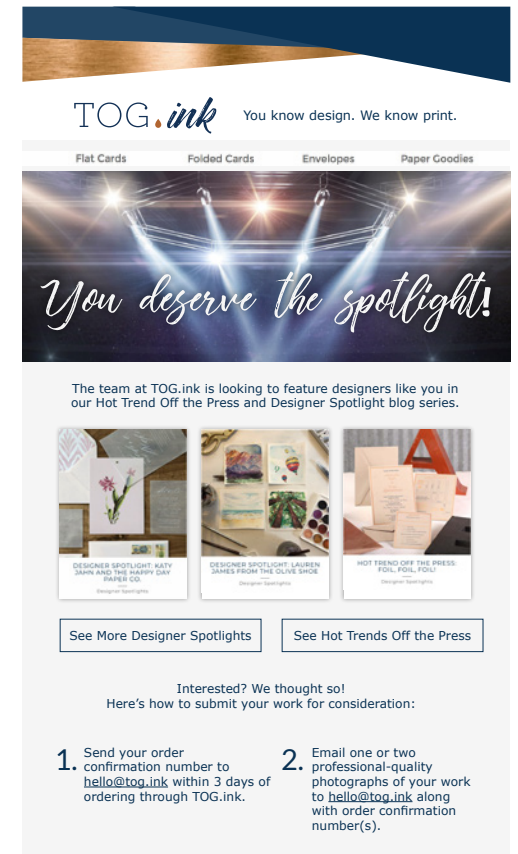
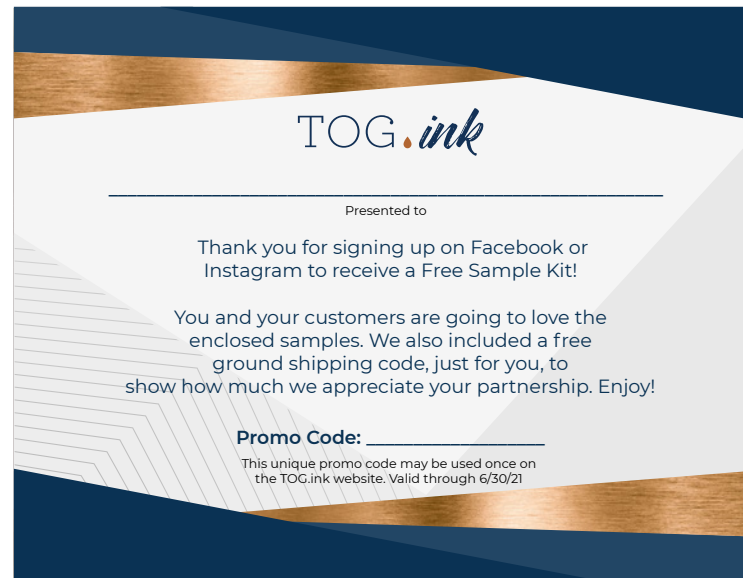


Promotions and Advertising

We advertise via social media platforms such as Pinterest, Facebook and Instagram. We also advertise via magazine print ads when the opportunity arises in publications like Stationery Trends. We use email campaigns to communicate new product launches and ways to use our custom print products. A cohesive, branded look across all channels maintains a professional appearance while also sparking interest from readers. Any communications through these channels should fall within an educational or inspirational category.



We are here to educate and inspire!



TOG.ink

Strong branding is essential to our mission.

Strong branding is essential to becoming the preferred print partner for life events. This brand guide allows all employees of The Occasions Group to go to market with a consistent look and message that promotes trust and confidence in our brand. Always refer to this guide when creating new materials and content representing TOG.ink.

