



BRAND STANDARDS GUIDE



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ABOUT TURNKEY MEDIA SOLUTIONS™

Who Is TURNKEY MEDIA SOLUTIONS™?

TURNKEY MEDIA SOLUTIONS™ is a leading provider of audio, video and messaging services for businesses throughout the United States. Combining quality products and services with unparalleled customer support, TURNKEY MEDIA SOLUTIONS™ creates a unique and stress free experience for customers. We have partnered with some of the largest and most well known manufacturers to be able to bring our clients to the next level and offer these products and services to customers at the lowest price possible.

TURNKEY MEDIA SOLUTIONS™ provides streaming music services and fully customized streaming radio on a network developed specifically for businesses. Each hour consists of a great mix of music and messaging selected to amplify your brand. All music is streamed via Internet connection utilizing a digital media player.

SERVICES INCLUDE:

- XM Radio Business Music Service
- Streaming for Business
- Custom On-hold and Overhead Messaging
- Sound System Sales, Installation, Service and Support

To maintain a consistent voice that is not only recognized, but also remembered amongst members of the community, we have created this series of brand guidelines to better relate the TURNKEY MEDIA SOLUTIONS™ brand and its purpose to audiences across all media vehicles.

TURNKEY MEDIA SOLUTIONS™ and its subsidiary brands were developed to be distinct, trusted and valued, as well as easily identifiable and relatable to consumers.



GUIDE USAGE

How To Use This Guide

The following brand guidelines have been put into place for marketing purposes, and are to be followed by all those intending to use the TURNKEY MEDIA SOLUTIONS™ brand and image, and/or the brand and image of ONSONIX, under the TURNKEY MEDIA SOLUTIONS™ brand, moving forward. In using and abiding by these guidelines, audiences will clearly be able to identify the TURNKEY MEDIA SOLUTIONS™ and ONSONIX brands.

We ask that you please share these materials with your colleagues and partners to help spread the word on how to properly represent TURNKEY MEDIA SOLUTIONS™ to the world.



Mission & Vision

TURNKEY MEDIA SOLUTIONS™ is committed to delivering businesses the marketing advantage of providing licensed, in-store music and messaging, customized for their consumers. Using real-time management of media players at national, regional and local store levels, TURNKEY MEDIA SOLUTIONS™ aims to carry out a strategically developed mission, backed by a vision designed to specifically meet client needs and the needs of their consumers.

Our Mission

To provide quality in-store music and messaging services empowered by hard work, ingenuity, and integrity.

To realize this mission, we have developed an industry leading solution for the delivery and management of digital assets that combines the power of the Internet with the flexibility of software.



Our Vision

Producing innovative and affordable business audio solutions, utilizing the latest technology and the brightest minds.



Who Is ONSONIX?

ONSONIX is the music and messaging arm of TURNKEY MEDIA SOLUTIONS™.

Using their proprietary software and online portal of ONSONIX, our customers can:

- Control and manage their messaging in any of their retail locations remotely by tablet, smartphone or on a desktop.
- Produce and view messaging compositions through the ONSONIX portal, allowing businesses to submit a request for in-store messages custom-created for their business by ONSONIX.
- Manage playlists and their duration using ONSONIX software and real-time portal.
- Enjoy 99.9 percent uptime with the help of a triple-backed up system.
- Pre-plan messaging and music.
- Receive built-in recommendations with an advanced engine for in-store music.



Logo Usage

The TURNKEY logo should remain consistent across all media forms to build a solid brand. The following are examples of correct and incorrect logo treatments for TURNKEY MEDIA SOLUTIONS™. Additionally, the TURNKEY MEDIA SOLUTIONS™ name should always be written in all capital letters along with the trademark symbol (™).

TURNKEY LOGO SPACING

Use the 'Ke' as a guideline of the white space that should be maintained around logo



CORRECT USAGE



Color Conversions - Green

CMYK: 29, 6, 100, 0
RGB: 193, 204, 48
PMS: 390 C
HEX: # c1ce2f

Color Conversions - Gray

CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
PMS: 425 C
HEX: # 58585a



Color Conversions - Grayscale

CMYK: 0, 0, 0, 100

NOTE: This version has varying shades of 100 K black



Color Conversions - White

CMYK: 0, 0, 0, 0

NOTE: This is simply a knockout

BACKGROUND USAGE



White Background



Subtle White to Gray Gradient



On Lime Green Background

LOGO USAGE

TURNKEY Logo

INCORRECT USAGE



Do not change color other than colors approved.



Do not distort logo in anyway (height or width).



Do not change the location of 'Media Solutions', vertical divider

INCORRECT BACKGROUND USAGE



Do not use a busy background as this makes logo hard to read and compromises the brand.



Do not use a background that is the same color as certain parts of the logo as the logo will blend in too much and not be visible.

ONSONIX Logo

The ONSONIX logo should remain consistent across all media forms to build a solid brand. The following are examples of correct and incorrect logo treatments for ONSONIX. The ONSONIX name is to remain in all capital letters. Additionally, you may have the option to remove the tagline if the area where the logo is to be placed is limited in space. It is at your discretion.

ONSONIX LOGO SPACING

Use the 'O' as a guideline of the white space that should be maintained around logo



CORRECT USAGE



Color Conversions - Bronze

CMYK: 0, 12, 100, 49

RGB: 150, 129, 0

PMS: 119 C

HEX: # 968100

Color Conversions - Black

CMYK: 0, 0, 0, 100

NOTE: The logo has varying shades of 100 K black



Color Conversions - Grayscale

CMYK: 0, 0, 0, 100

NOTE: The logo has varying shades of 100 K black



Color Conversions - White

CMYK: 0, 0, 0, 0

NOTE: This is simply a knockout



NOTE: For any versions of the logo mentioned here, you can remove the tagline at your discretion.



BACKGROUND USAGE



White Background



Subtle White to Gray Gradient



On Lime Green Background



LOGO USAGE

ONSONIX Logo

INCORRECT USAGE



Do not change color other than colors approved.



Do not distort logo in anyway (height or width).



Do not change the location of the tagline

INCORRECT BACKGROUND USAGE



Do not use a busy background as this makes logo hard to read and compromises the brand.



Do not use a background that is the same color as certain parts of the logo as the logo will blend in too much and not be visible.

Color Palette

The following color palette has been created for TURNKEY MEDIA SOLUTIONS™ to evoke the proper level of professionalism while also creating and maintaining a connection with audiences on an emotional level to be friendly and innovative. Primary Colors are available for use on headlines, taglines, callout boxes, etc., while Secondary Colors may be used for supporting elements such as backgrounds, accents, etc.

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow and key (black).

In offset printing, a spot color is any color generated by a specific ink such as those in the Pantone® Matching System (PMS).

Primary Colors



Lime Green

CMYK: 29, 6, 100, 0
RGB: 193, 204, 48
PMS: 390 C
HEX: # c1ce2f



Gray

CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
PMS: 425 C
HEX: # 58585a

Secondary Colors



Violet

CMYK: 97, 100, 1, 0
RGB: 54, 48, 144
PMS: Violet C
HEX: # 333192



Rich Yellow

CMYK: 2, 20, 85, 0
RGB: 250, 202, 66
PMS: 122 C
HEX: # ffd24f



Turquoise

CMYK: 71, 7, 5, 0
RGB: 6, 180, 223
PMS: 638 C
HEX: # 00b6de



Alternate Dark Green

CMYK: x
RGB: 144, 176, 65
PMS: x
HEX: # x

FONT USAGE

Suggested Fonts

When creating pieces across different mediums, please keep in mind to stay consistent with the use of the fonts shown below to keep the integrity of the brand.

FONTS FOR HEADERS

Neutraface Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%-&*()

Neutraface Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Futura (T1) Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Futura (T1) Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Suggested Fonts

FONTS FOR BODY COPY

Futura (T1) Book

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Futura (T1) Medium

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

FONTS FOR CAPTIONS

Futura (T1) LightItalic

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Futura (T1) Italic

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

CONTACT INFORMATION

Approved Treatment for Address, Phone, Website & Email Signature

Please follow the format below when adding contact information to advertising materials.

ADDRESS

TURNKEY MEDIA SOLUTIONS™
7213 Sandscove Court, Suite 10
Winter Park, FL 32792



Make sure company name is in ALL caps.

PHONE NUMBER(S)

Toll Free: 800.827.3120
Local: 407.215.0969
Fax: 407.657.8177

EMAIL

contactus@turnkeymediasolutions.com
contactus@TURNKEYMEDIASOLUTIONS.com



Email may be in ALL caps or in ALL lowercase

WEBSITE

TURNKEYMEDIASOLUTIONS.com



Make sure company name is in ALL caps.

EMAIL SIGNATURE

Regards,

John Doe

President

TURNKEY MEDIA SOLUTIONS™

7213 Sandscove Court, Suite 10
Winter Park, FL 32792



Make sure company name is in ALL caps.

*Email Signature uses the
fonts Verdana Regular and Bold*

800.827.3120 | 407.215.0969 | contactus@turnkeymediasolutions.com

TURNKEYMEDIASOLUTIONS.com

Prepress & File Preparation

Check with your printer for their specifications but in general you should:

- Make sure that all images are 300 dpi or better.
- Ensure that all images are CMYK (unless required to be RBG or spot colors are used).
- Ensure that all typefaces (fonts) are sent to the printer with the project file, or all typefaces are embedded in the project file, or all type is converted to outlines (this makes it impossible to edit type later).
- If any graphics extend to the edge of the printed page, projects must account for bleed. Please contact your vendor how much the bleed should be as it may vary. It's usually at least .0125".
- It's best not to colorize small text. If text is smaller than 9 pt., please use white or black.



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Media Solutions

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