

Brand standard guidelines

November 2025

Welcome

This document is designed for TMC Development's brand communications, whether managed internally or externally.

When communicating together, in various partnership environments, we want to safeguard our brand and assist you in:

- featuring and referencing the TMC brand effectively and correctly
- providing access to the correct TMC brand assets

All partner-led creatives must be pre-approved by the TMC brand manager.

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Brand factors

What makes a great brand?

Not only does a great brand deliver its look and message with consistency, it knows itself. Great brands do the work to develop the internal factors which drive ongoing decisions and motivation.

All visual brand directives should directly relate to these selected TMC Development Brand Factors. Consider these the internal framework of all design expressions for the brand.

Core Purpose

AN ORGANIZATION'S REASON FOR BEING.

To be good stewards of resources by developing and investing in residential and commercial property.

Brand Promise

THE INTERNAL MANTRA THAT INSPIRES EVERY EMPLOYEE ACTION AND BRAND INITIATIVE TO LIVE UP TO THE IDEAL OF THIS COMMITMENT.

Build what matters.

Core Values

ESSENTIAL AND ENDURING TENETS FOR ANY ORGANIZATION.

Built on Reliability We do what we say we are going to do.

Powered by Grit We push through challenges with resilience, resourcefulness, and a bias for action.

Driven by Ownership We act like owners, because we are. We take initiative and embrace accountability.

Work with Joy, Deliver with Pride We enjoy what we do and find fulfillment in doing it well—together.

Create Value Together We like making money and know our partners do too. We measure success by the impact we create—for clients, investors, and the community.

Logo

TMC Logo

The TMC Logo is the primary use logo for most visual communications. Avoid using the logo repeatedly on the same page, or mixed with too many of the other marks.



Clearspace

Clearspace around the TMC Logo is equal to the cap height of the T at 50%.

Note: Clearspace is the minimum distance any object can interact with all logos.



This document provides the basic guidelines for the TMC Development visual identity program.

Logo

TMC Lockup

The TMC Lockup is the formal use logo when branding is limited and/or for title purpose.

The TMC Date *may* be separated from this lockup, but only as a framing device—from the top to bottom of a page—always center justified.



Clearspace

Clearspace around the TMC Logo Lockup is equal to the cap height of the T at 50%.

The key to the program is the typographic system of wordmark, monogram and contrasting color.



Logo

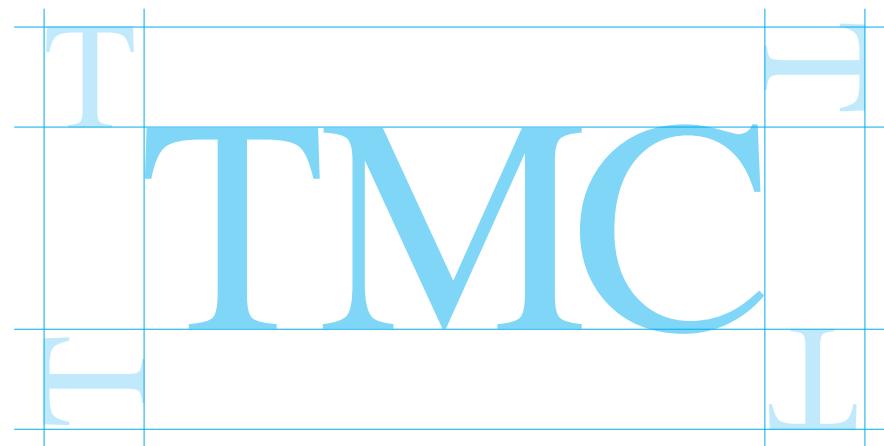
TMC Monogram

The TMC monogram is an informal mark option. Great for merch, step & repeats, and/or any place the TMC Development name needs additional textural presence.

TMC

Clearspace

Clearspace around the TMC Monogram is equal to the cap height of the T at 50%.



Maintaining consistency throughout the system, prohibits the use of any additional iconography, marks or artwork outside of the approved TMC elements in this document.

Logo

TMC Date

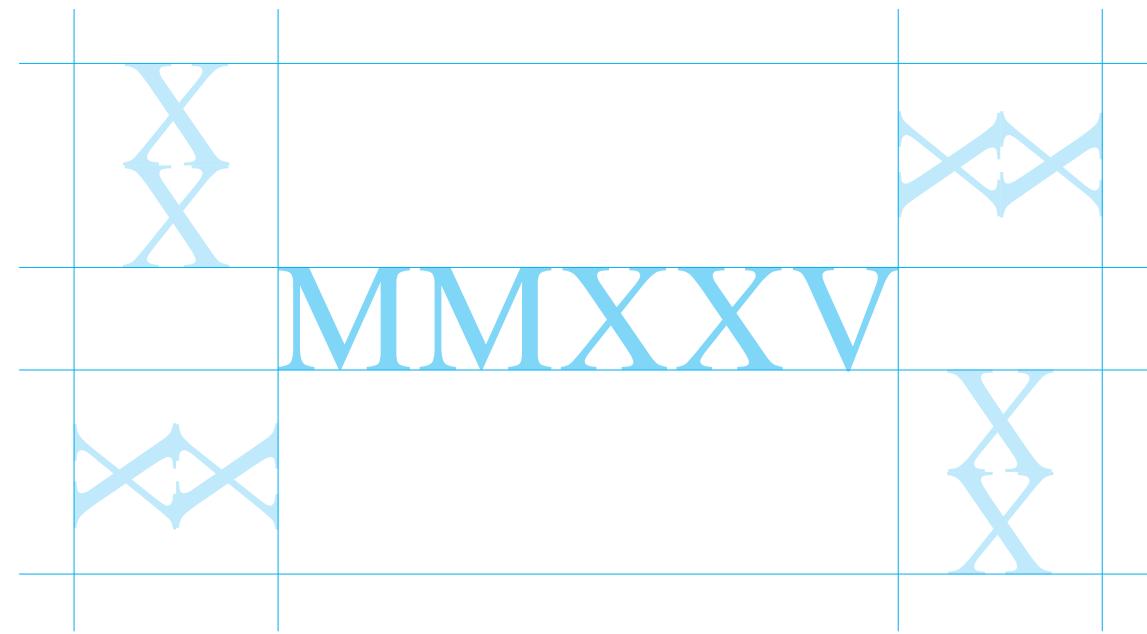
The TMC Date is an informal brand option. Great for merch, and/or any place the TMC Development name needs additional textural presence

MMXXV

Clearspace

Clearspace around the TMC Date is equal to the cap height of the X at 200%.

TMC Logos should be displayed in a prominent fashion and always with the greatest visual contrast. This means dark logo on light background, or light logo on dark background.



Logo

Wedge

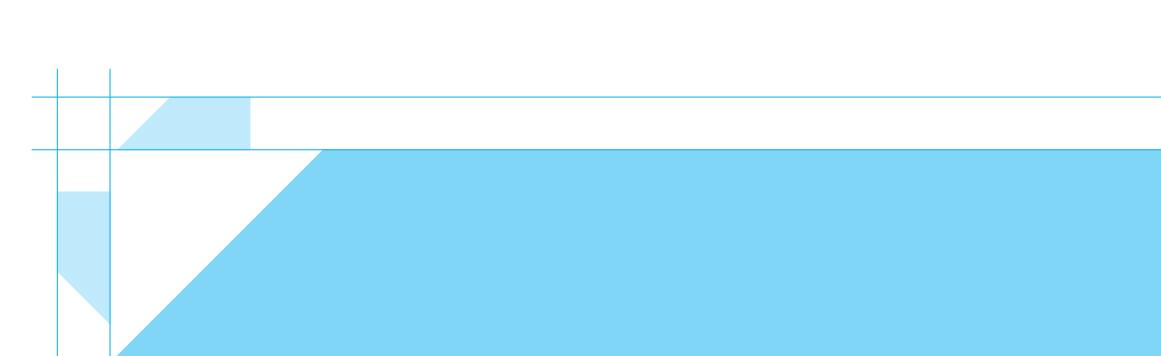
The TMC Wedge is a layout anchor element. The length of the rectangular portion of the Wedge may be edited to suit. Content may live in the Wedge, TMC tagline, URL, and other approved corporate informational assets.

TMC Wedge appears only in Signal yellow.



Clearspace

Clearspace around the Wedge is equal to the height of the Wedge at 25%. Note: The Wedge is always justified to the bottom right of any layout.



Logo

Partnership lockup

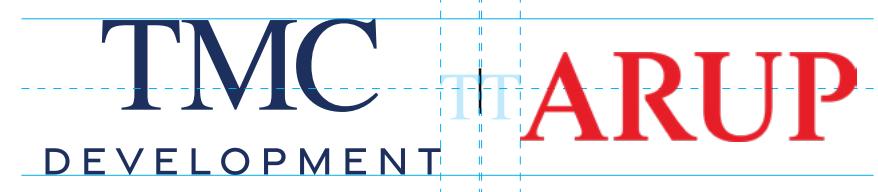
Aligning partnership logos should follow clear space rules. The vertical lockup separating line between logos can be created by an em dash set to the “T” at 50%, while the horizontal lockup separating line between logos can be created by an vertical line glyph set to the “T” at 50%.

The logos should be center justified to one another, and the partner logo should be 85% the width of the TMC Logo.

Vertical lockup



Horizontal lockup



Incorrect usage

The following examples show incorrect usage of the TMC logos. These examples are not exhaustive. Inappropriate displays, such as the examples shown here, obstruct accurate recognition of the TMC Development brand image, and thus do harm the brand value,



Color

Primary brand colors

Our primary brand colors are Oxford and white.

They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

Signal yellow

Signal yellow is an important color that is unique to TMC Development and should be used sparingly for moments of support, assurance, and delight and interactions between a user and the brand.

Oxford

RGB — 28 48 93
CMYK — 100 89 34 28
HEX — 1C305D
PMS — 654 C

White

RGB — 255 255 255
CMYK — 0 0 0 0
HEX — FFFFFF
PMS — White

Signal

RGB — 226 224 27
CMYK — 15 1 100 0
HEX — E2E01B
PMS — 809 C

Color

Secondary colors

Our secondary colors pull from the colors of finance and construction. They should be used sparingly throughout communications, typography, illustration, and photography to maintain meaning, potency, and graphic effect.

Usage proportions

It is important to follow the standard of these proportions when creating any communication in order to maintain brand consistency and remain accessible for all people.

White plays a very important role in all brand communications and should provide balance with Oxford.

Signal yellow is only used for critical moments that warrant care between TMC Development and the user.

Cobalt

RGB – 39 85 166
CMYK – 93 75 0 0
HEX – 2755A6
PMS – 2728 C

Skye

RGB – 173 223 232
CMYK – 31 0 8 0
HEX – ADDFE8
PMS – 635 C

Gunmetal

RGB – 62 69 69
CMYK – 71 58 59 44
HEX – 3E4545
PMS – 446 C

Concrete

RGB – 187 197 193
CMYK – 27 16 22 0
HEX – BBC5C1
PMS – 441 C

Black

RGB – 0 0 0
CMYK – 70 35 40 100
HEX – 000000
PMS – Black 6 C

Primary colors

Special color

Secondary colors

Typography

Helvetica Neue LT Std, Regular & Condensed

The typeface approved for use in TMC Development publications and collateral. The typeface offers a range of weights, allowing for large display graphics down to small and digital use without degradation.

Helvetica Neue should not be intermingled with other sans serif fonts. Overall consistent use of this typeface establishes a visual continuity to support the effectiveness of the identity program

Pairings – Display

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight—in standard and condensed widths.

Use Helvetica Neue LT Std and Helvetica Neue Condensed for all designed corporate communications, for email, and office-printed letters, substitute Arial.

Regular

Light
Regular
Medium
Bold

Condensed

Light
Regular
Medium
Bold

Option 1

Medium
Header

Light
Subhead

Option 2

Bold
Header

Regular
Subhead

These may be inverted as well.

Make sure the lighter weight is a larger point size to support visual hierarchy.

Typography

Hierarchy example

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Headline
Helvetica Neue Medium

6 words or more
1.5x logo point size (minimum)
1.0 leading
0 tracking

Subhead
Helvetica Neue Light
½ headline
1.2 leading
0 tracking

This headline is two lines set in medium

This subhead is half the point size of the headline.

Calls to action

There are 2 ways to create and identify call-to-actions for brand communications. Use Helvetica Neue Bold for Action and Helvetica Neue Light for Buttons.

	Action	Button
Inactive	Learn more >	Lets Talk
Hover/Active	Learn more >	Lets Talk
	Learn more >	

Typography

Stationary templates

The stationary templates shown here has been approved and should not be altered in any way.



Approved card

TMC Logo used on front with employee information aligns along right margin.

MMXXV Wordmark used on back matches baseline position of TMC Logo, while company URL matches baseline position of Employee Name , and aligns along right margin



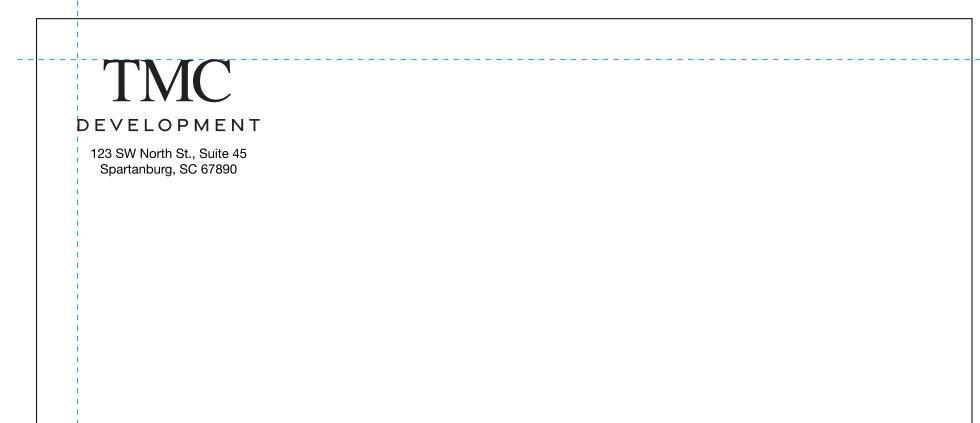
Approved digital letterhead

TMC Logo used on formatted letterhead. While the MMXXV Date wordmark aligns, center justified, with TMC logo.

Company URL aligns along right margin. It and the MMXXV Date wordmark horizontally align in Wedge.

All brand typographic elements print in TMC Oxford Blue, and Wedge prints in Signal.

Body copy for the letterhead can be set at 11pt Arial—regular & bold weights.



Approved envelope stamp

One-color TMC Logo with mailing address information center justifies to logo.

Information typeset in Helvetica Neue, Regular, 9pt.

Example used on #10 envelope.

Photography

Color overlay

The use of transparent color in TMC Development communications serves as a visual/textural header.



Original

Adjust image saturation and contrast balance.

Convert

Crop and size image for site placement, then convert color image to B&W. Or apply a grayscale filter.

Overlay

Set Oxford blue layer to 50% (HEX 1c305d)
Multiply, overlay, or color layer effect.

Full color

The following principles help ensure we capture and showcase TMC Development projects with brand consistency and focused messaging.

Composition

Simple and impactful, and never shy in showing the work underway. Camera angles should be either low to show scale, or high to show scope. A wide-angle lens is preferred, and depth of field should capture as much as possible.



Color & Lighting

Naturally warm lighting and rich hues with touches of TMC Oxford, Cobalt or Skye where appropriate.

Scenario

Always realistic and natural. A mixture of lifestyle and architectural photography.

Casting & Emotion

When people are in the frame, they should be diverse, positive, and always adhering to safe job-site practices. Good to show cast wearing TMC Development branded apparel

Assets

The toolbox

This is the collection of all the tools and materials to execute all the brand guidelines to develop ongoing TMC Development corporate communications and marketing materials.

Logos

<https://www.dropbox.com/scl/fo/a1gihk5ihhy2uvf1wi6e3/AHjMDHc-hrYuFs-L1IKgW-n8?rlkey=fqkbt0er3gyzq85v5lpj5lpcj&st=vohw9wxk&dl=0>

Partnership Logo Lockups

<https://www.dropbox.com/scl/fo/12iiysmhxnp5j5s4s2xpc/Alj3ruhITdidUubP-KMybezM?rlkey=h9otlbibmb4niqcd424ywidsj&st=4n77vbj7&dl=0>

Colors

<https://www.dropbox.com/scl/fo/70q3tmokl4cqlf0wsjh6v/APQsajEe0wLAHG-jO1bqkhO8?rlkey=wlwrxfvulxwyj62236xf2654&st=ytghk7vr&dl=0>

Fonts

<https://www.dropbox.com/scl/fo/sxkcbnssap58zkebed0o1/AD-KMmV5bYX-9iBL3SdJMtQU?rlkey=nmxahcpgsncux9rshn6b03z0p&st=uwpqpi6b&dl=0>

Stationary Assets

<https://www.dropbox.com/scl/fo/a9jas2ogmyo2t6mym3j4e/AOd7TbvYc8O4z-Rz2edQK6n0?rlkey=y6dfmtj94ek917g1jehuq5b0q&st=iuhz0uyv&dl=0>