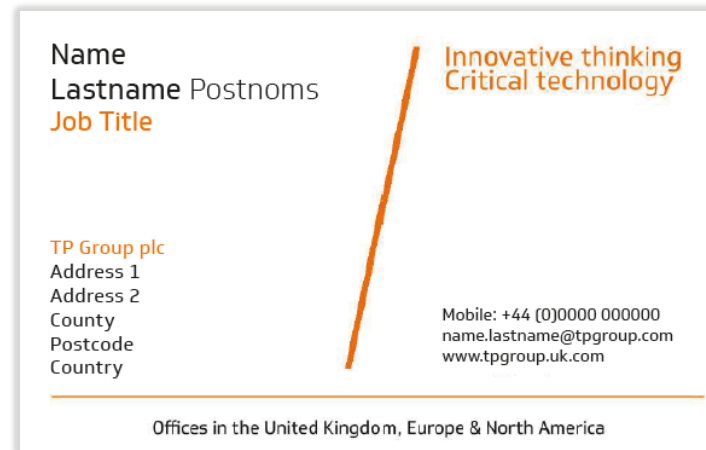# Examples / templates

Business cards

Size: 85mm x 55mm

Logo sits in the middle of the dark grey side of the card

4 corners of the card are occupied by different pieces of information

78⁰ diagonal line splits the card into two halves

Horizontal line sits above the information about the offices

Name
Lastname Postnoms
Job Title

Innovative thinking
Critical technology

TP Group plc
Address 1
Address 2
County
Postcode
Country

Mobile: +44 (0)0000 000000
name.lastname@tpgroup.com
www.tpgroup.uk.com

Offices in the United Kingdom, Europe & North America
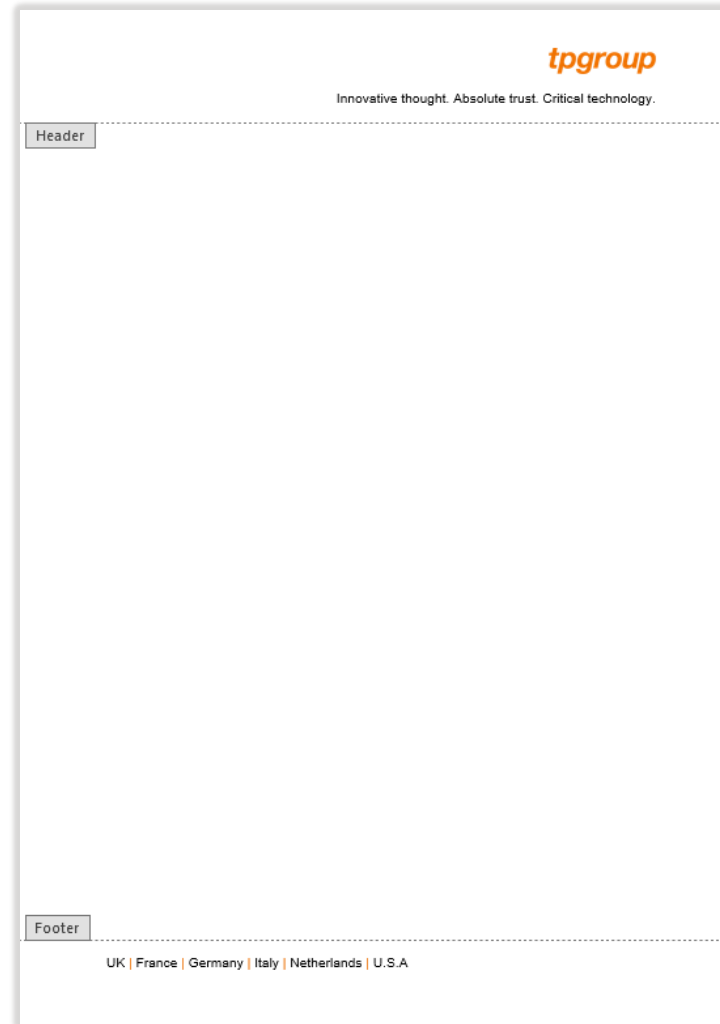
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Examples / templates

Letterheads & Footers

Size: 210mm x 297mm

Letterheads & footers are used to brand our Word Documents (e.g. job adverts).

The header or Letterhead includes the orange logo to the top right, followed by the company slogan.

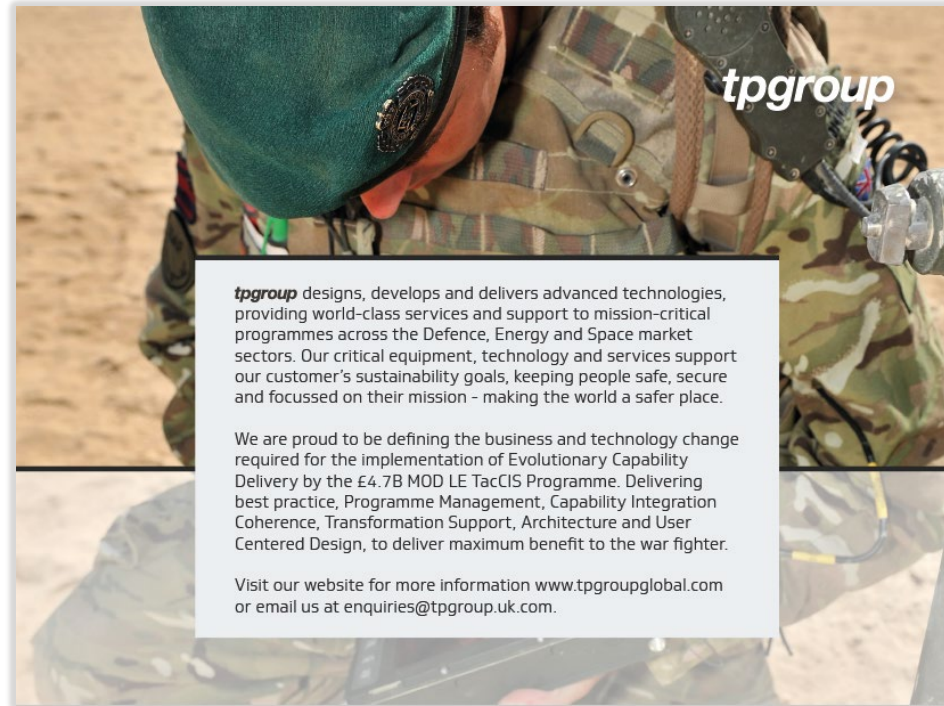The footer includes a listing of countries where we have sites positioned to the bottom left.

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Innovative thought. Absolute trust. Critical technology.

Header

Footer

UK | France | Germany | Italy | Netherlands | U.S.A

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Examples / templates

Adverts

Size: Dependent on the usage of the advert

Adverts should be fit for purpose. Whether that is promoting an event or building brand awareness in a magazine.
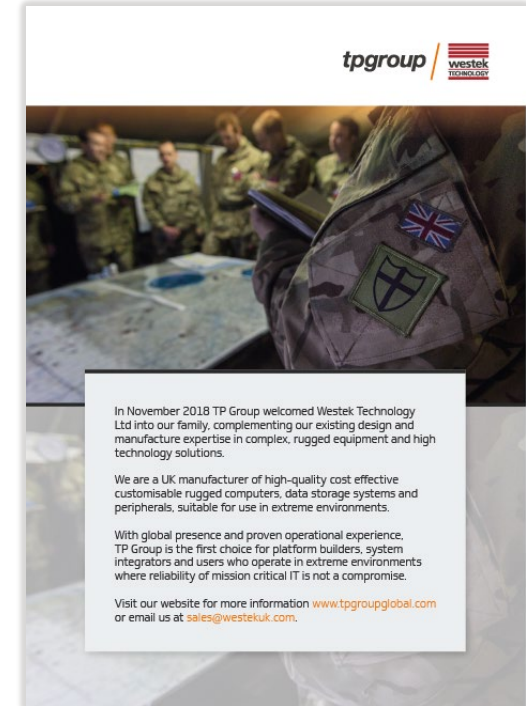
Adverts should be engaging and use imagery that compliments what the advert is promoting.

tpgroup designs, develops and delivers advanced technologies, providing world-class services and support to mission-critical programmes across the Defence, Energy and Space market sectors. Our critical equipment, technology and services support our customer's sustainability goals, keeping people safe, secure and focussed on their mission - making the world a safer place.

We are proud to be defining the business and technology change required for the implementation of Evolutionary Capability Delivery by the £4.7B MOD LE TacCIS Programme. Delivering best practice, Programme Management, Capability Integration Coherence, Transformation Support, Architecture and User Centered Design, to deliver maximum benefit to the war fighter.

Visit our website for more information www.tpgroupglobal.com or email us at enquiries@tpgroup.uk.com.

In November 2018 TP Group welcomed Westek Technology Ltd into our family, complementing our existing design and manufacture expertise in complex, rugged equipment and high technology solutions.

We are a UK manufacturer of high-quality cost effective customisable rugged computers, data storage systems and peripherals, suitable for use in extreme environments.

With global presence and proven operational experience, TP Group is the first choice for platform builders, system integrators and users who operate in extreme environments where reliability of mission critical IT is not a compromise.

Visit our website for more information www.tpgroupglobal.com or email us at sales@westekuk.com.

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Examples / templates

Pull up banners

Size: 850mm x 2150mm

A typical pull up banner wireframe is shown on the left.

Light grey portions indicate where images fill.

Dark grey lines are there as anchor points for copy, dividers for content or as general aesthetic pieces.

The examples section show how this wireframe has been used to create some different designs.

Not all designs must fit this wireframe exactly, but it is a good starting point!

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Examples:

- An orange box with white text can be used.

- Black text with an orange diagonal anchor line can be used.

- Vertical text that sits on the sides of the banner can be used.

- The URL can be positioned centre bottom.

Examples / templates

Brochures

Size: 210mm x 297mm

A typical brochure wireframe is shown on the left.

Light grey portions indicate where images fill.

Dark grey lines are there as anchor points for copy, dividers for content or as general aesthetic pieces.

The examples section show how this wireframe has been used to create some different designs.

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Examples:

- Small pieces of information can be placed underneath the image in the bottom left and right hand corners.

- The main title should be larger than the subtext and in orange.

- The subtext should be in dark grey and no longer than 3 or 4 lines long.

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Examples / templates

Datasheets
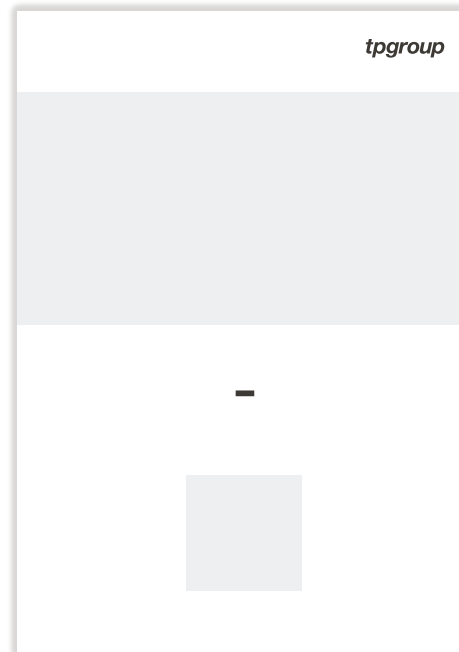
Size: 210mm x 297mm

A typical datasheet wireframe is shown on the left.
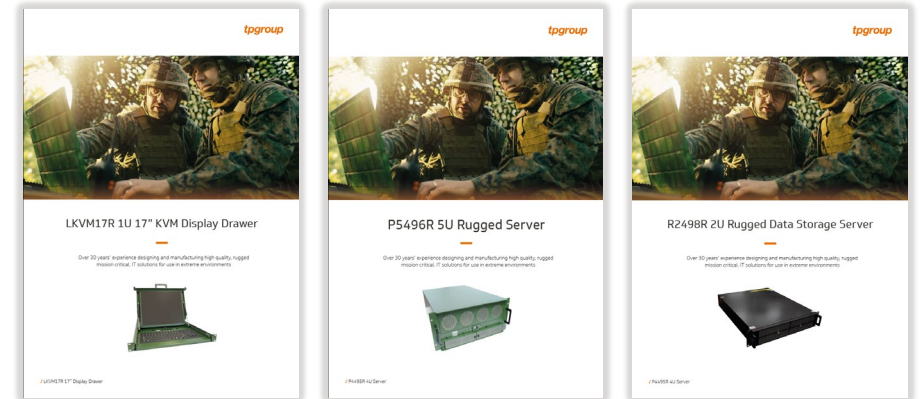
Light grey portions indicate where images fill.

Dark grey lines are there as anchor points for copy, dividers for content or as general aesthetic pieces.

The examples section show how this wireframe has been used to create some different designs.

Not all designs must fit this wireframe exactly, but it is a good starting point!

Examples:

- The upper grey box should be filled with a more scenic image that is related to the below product.

- A small horizontal line is there to divide the product title from the subtext.

- The small grey box should be filled with a cut-out of the product.

- The bottom left and right hand corners have space for extra information.

Examples / templates
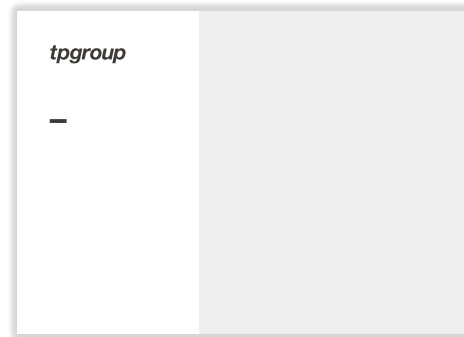
Postcards

Size: 210mm x 148mm

A typical postcard wireframe is shown on the left.
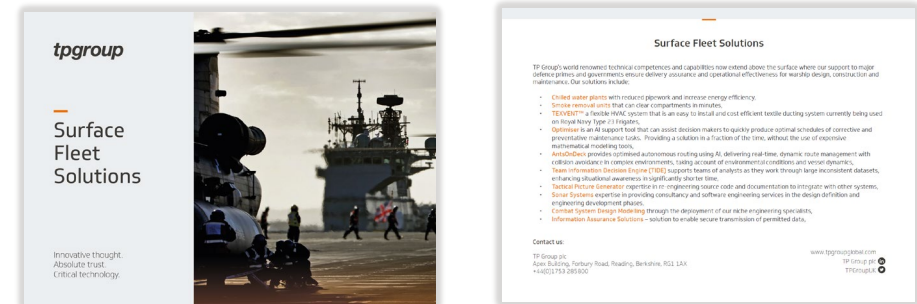
Light grey portions indicate where images fill.

Dark grey lines are there as anchor points for copy, dividers for content or as general aesthetic pieces.

The examples section show how this wireframe has been used to create some different designs.

Not all designs must fit this wireframe exactly, but it is a good starting point!

Examples:

- The logo, title and slogans are all laid out within a column, positioned on the left hand side of the postcard.

- A horizontal orange line can be used to anchor text, or divide the title from the subtext below it (as shown in the example on the right above).

- Imagery should be placed on the right hand side of the postcard, occupying roughly 2/3rds of the postcard.

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Examples / templates

Social Media banners

Size: Specific to the Social Media platform

A typical postcard wireframe is shown on the left.
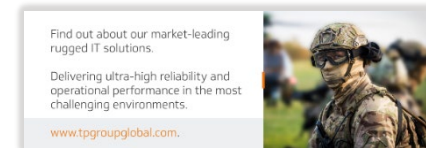
Light grey portions indicate where images fill.

Dark grey lines are there as anchor points for copy, dividers for content or as general aesthetic pieces.

The examples section show how this wireframe has been used to create some different designs.

Not all designs must fit this wireframe exactly, but it is a good starting point!

Examples:

Find out about our market-leading rugged IT solutions.

Delivering ultra-high reliability and operational performance in the most challenging environments.

www.tpgroupglobal.com.

Find out about our market-leading rugged IT solutions.

Delivering ultra-high reliability and operational performance in the most challenging environments.

www.tpgroupglobal.com.

- The majority of the left hand side should be occupied by copy, whilst the right should be for imagery.

- A grey band can run along the bottom, which allows for space to place a URL or email link.

- Cut-outs and or iconography can also be used on the left, but the space should be filled proportionally to the copy to make sure it looks balanced.

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