THE BRANDING PACKAGE

TRAINING SYSTEMS DESIGN
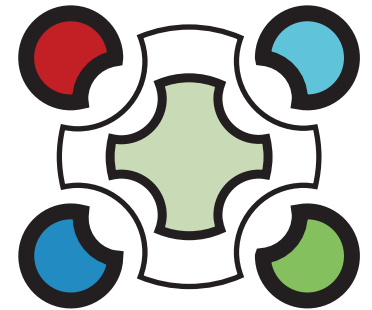
The new brand for Training Systems Design gives the company a trendy, contemporary and updated look. The tone is modern and energetic. The typography, color palette and graphics reflect that tone.

TRAINING SYSTEMS DESIGN
LOGO

BRAND ELEMENTS

The primary logotype, which includes a multicolor bar, represents how the company conducts its training. All of the abstract semi circles facing the centerpiece represent TSD in which they create with unique and custom programs. The typeface used in the logo is Rockwell.

TRAINING SYSTEMS DESIGN
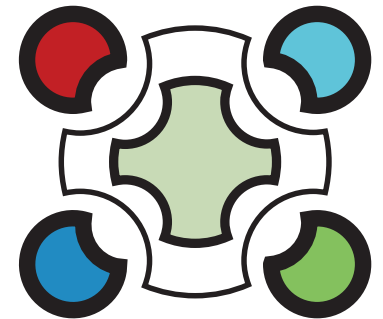
Clear space is an area surrounding the logotype and should be free of text and graphics. For the Training Systems Design logo, the width is marked by the minimum amount of space. This rule applies to all iterations of the logo.

01 - Artboard 1

TRAINING SYSTEMS
DESIGN

Along with the primary logotype, which utilizes the selected color palette, the logo may also be displayed in black and white and grayscale.

FULL-COLOR LOGO

TRAINING SYSTEMS DESIGN
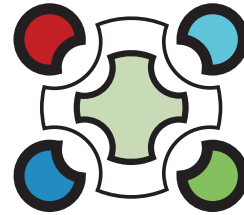
BLACK-AND-WHITE LOGO

TRAINING SYSTEMS DESIGN
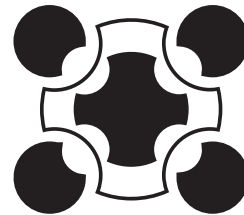
GRAYSCALE LOGO

TRAINING SYSTEMS DESIGN
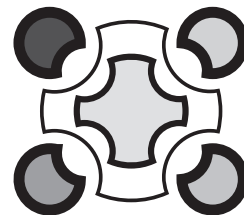
The following are violations of the Training Systems Design logo.

Do not rearrange the colors within the logo.

Do not distort the logo. Never change the horizontal or vertical axis.

Do not use any colors (pink shown here) other than on the specific color palette.

Do not outline the logo (shown in red here).

Do not use a drop shadow on the logo.

BRAND ELEMENTS

Training Systems Design brand uses two separate typefaces: Rockwell and TW Cen MT. For the logo and any headings, serif font Rockwell can be used with any print materials, especially for the brochure. San serif TW Cen MT will be used for all body text in print and online, as well as the navigation bar on the website. These typefaces give the brand a contemporary, up-to-date and clean look.

HEADLINE TYPEFACE

Rockwell — AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Rockwell Italic — *AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

Rockwell Bold — **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

Rockwell Bold Italic — ***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz***

BODY COPY/WEBSITE TYPEFACE

TW Cen MT — AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

TW Cen MT Italic — *AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

TW Cen MT Bold — **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

TW Cen MT Bold Italic — ***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz***

The typefaces Rockwell and TW Cen MT as represented on a Training Systems Design brochure.

NOTE: Only use Rockwell for the headlines; TW Cen MT is displayed as body text.

TRAINING SYSTEMS DESIGN
COLOR PALETTE

BRAND ELEMENTS

13 • Primary palette

Based on the company's capabilities graphic, blues and greens are a strong combination and represent technology, professionalism and are relaxing to the eyes. The cool colors tie in with the "art and science of learning" philosophy. Adding red, a warm color, it gives the palette a natural and friendlier accent.

BLACK
PMS BLACK 6C • R0 G0 B0 • C75 M68 Y67 K90 • HEX #000000

RED
PMS 1795 • R194 G18 B19 • C16 M100 Y100 K7 • HEX #C21213

DARK BLUE
PMS 279C • R7 G139 B193 • C81 M33 Y7 K0 • HEX #078BC1

LIGHT BLUE
PMS 636C • R100 G195 B217 • C56 M3 Y12 K0 • HEX #64C3D9

DARK GREEN
PMS 360C • R135 G192 B94 • C52 M3 Y83 K0 • HEX #87C05E

LIGHT GREEN
PMS 365 • R200 G217 B181 • C22 M5 Y34 K0 • HEX #C8D9B5

BRAND ELEMENTS

15 • Brand imagery

TRAINING SYSTEMS DESIGN
IMAGE GUIDELINES

Training Systems Design brand images should reflect the company's goal of providing successful training to its current and perspective clients. The images should feature aspects of custom training as well as people in an office setting. A representation of custom solutions such as the puzzle pieces in the image below.

BRAND ELEMENTS

TRAINING SYSTEMS DESIGN
LOCK-UPS

All text is Helvetica 12 pt
NAME: Helvetica
TITLE: Helvetica
LOGO: is 291 x 51 pixels.
ADDRESS: Helvetica
T/F/E: Helvetica
TELEPHONE/FAX/EMAIL: Helvetica

New Message

To:

Cc:

Subject:

Signature: TSD

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Joe Smith
Senior Marketing Director

TRAINING SYSTEMS DESIGN
Training Systems Design
1601 Carmen Drive, Suite 212
Camarillo, CA 93010-3102
t (805) 389-8101
f (805) 389-8112
e info@trainingsystemsdesign.com

Art shown at 135 percent.

TRAINING SYSTEMS DESIGN

EMPLOYEE NAME HERE
1601 Carmen Drive, Suite 212
Camarillo, CA   93010-3102
(805) 389-8101
Fax: (805) 389-8112
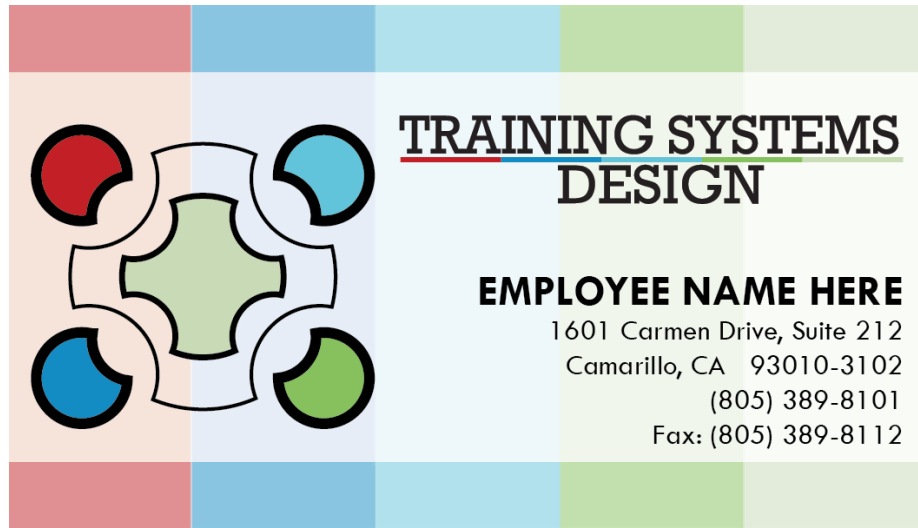
NAME: TW Cen MT Bold, 14 pts

ADDRESS: TW Cen MT, 10 pts

NUMERALS: TW Cen MT, 10 pts

T/P/F: TW Cen MT, 10 pts

TRAINING SYSTEMS DESIGN

EMPLOYEE NAME HERE
1601 Carmen Drive, Suite 212
Camarillo, CA   93010-3102
(805) 389-8101
Fax: (805) 389-8112

TRAINING SYSTEMS DESIGN
ONLINE PRESENCE

BRAND ELEMENTS

The Training Systems Design website has a clean, simple and contemporary layout, with easy-to-find features. The navigation bar, displayed in red, has large, easy-to-see links. A slideshow in the center gives the company a chance to highlight news, clients and other information. The website can also feature client testimonial videos and social media links.

TRAINING SYSTEMS DESIGN

HOME   ABOUT   CAPABILITIES   TEAM   CLIENTS   CONTACT

MEET OUR TEAM
TRAINING SYSTEMS DESIGN'S STAFF BRINGS THEIR EXPERTISE TO ANY TYPE OF PROJECT, BIG AND SMALL.

WOWSlider.com

TRAINING SYSTEMS DESIGN STARTS WITH YOU

At Training Systems Design, we are more than just your average instructional design company: We are a unique entity that takes pride in creating training systems for you, the client. Our company seeks to teach more well-rounded leaders, better collaborators and smarter innovators, and that starts with our clients and their employees.

There's always a solution to every opportunity Training Systems Design faces, and with that, we develop a wide range of unique services that meet the needs of our clients — from customers to management. Our focus is simple: We hone into specific points in an employee's career development, from the hiring phase through to career advancement.

'I LEARNED TO BE A LEADER'

Leadership with STEVEN BRAXTON.mov

DALE CARNEGIE TRAINING

0:00 / 1:03   YouTube

Create a free website with weebly

Each supplement page features art reflecting the company's image. Depending on each supplemental section, Training Systems Design can also highlight other secondary images, videos and more.

TRAINING SYSTEMS DESIGN

f · t · in · ✉

HOME · **ABOUT** · CAPABILITIES · TEAM · CLIENTS · CONTACT

TRAINING SYSTEMS DESIGN: WHO ARE WE?

At Training Systems Design, we are more than just your average instructional design company: We are a unique entity that takes pride in creating training systems for you, the client. Our company seeks to teach more well-rounded leaders, better collaborators and smarter innovators, and that starts with our clients and their employees.

Through our state-of-the-art multimedia techniques, we aim to create engaging, highly interactive training systems — whether it's face-to-face, online, facilitated or at your own pace. If there's one aspect of our company we live by, we don't have a "one size fits all, off-the-shelf" program. We cater each training program to each company. From big to small companies, we make each one unique to your audience and specific requirements and constraints.

We guarantee we can deliver the right solutions to you. If you are not clearly satisfied with the program's results, we promise to deliver one that will fit your standards. We are passionate about our designs and aim to keep our clients' needs in mind.

Create a free website with **weebly**

TRAINING SYSTEMS DESIGN
THE COPY

BRAND ELEMENTS

ABOUT THE COMPANY

At Training Systems Design, we are more than just your average instructional design company: We are a unique entity that takes pride in creating training systems for you, the client. Our company seeks to teach more well-rounded leaders, better collaborators and smarter innovators, and that starts with our clients and their employees.

Through our state-of-the-art multimedia techniques, we aim to create engaging, highly interactive training systems — whether it's face-to-face, online, facilitated or at your own pace. If there's one aspect of our company we live by, we don't have a "one size fits all, off-the-shelf" program. We cater each training program to each company. From big to small companies, we make each one unique to your audience and specific requirements and constraints.

We guarantee we can deliver the right solutions to you. If you are not clearly satisfied with the program's results, we promise to deliver one that will fit your standards. We are passionate about our designs and aim to keep our clients' needs in mind.

OUR CAPABILITIES

There's always a solution to every opportunity Training Systems Design faces, and with that, we develop a wide range of unique services that meet the needs of our clients — from customers to management. Our focus is simple: We hone into specific points in an employee's career development, from the hiring phase through to career advancement.

- Our solutions include new associate orientation and development, job-specific skills, software application training, ethics and integrity, compliance training, hazardous environments, leadership styles and skills, management development, safe work practices, interpersonal skills, EH&S compliance and skills and workplace harassment.

- We also offer industry-specific solutions that include service industries (customer service, product knowledge, selling skills, multi-unit management), health care and life sciences (product development lifecycles, commercialization, marketing and sales strategies) and energy and utilities (craft skills and safe work practices).

- At TSD, we also provide services in translation and localization, communication strategy and planning, evaluation, technical support, curriculum maintenance, learning management system hosting and facilitation services for trainers and certification.

We promise to strengthen individuals to work more efficiently is backed up by guaranteed results. As part of our company's philosophy, we seek to align ourselves with the business, focused on the learner's behavior, open at the point of time and need and deliver quality training for individuals and groups in intimate and more personal settings. Our learning aspects range from webcasts and webinars to workshops, from reference guides, job aids and interactive books. Depending on the needs of your company, we find the right solution for you.

OUR TEAM

Welcome our experienced professionals who seek to combine the art and science of learning through various disciplines:

- Account and project management

- Instructional design

- Human factors and interface design

- Graphic design, page layout and print production

- Technical support

- Audio production, narration and recording

- Photography and video production

- Localization and translation

- Quality assurance

- Evaluation and measurement

- Marketing and communications

Would you like to learn more about our team? Meet our experienced teams.

[**NOTE:** Link to individual biographies in the Team section on website].

CLIENTS: OUR SHINING STARS

We put the spotlight on our clients. Companies big and small have benefited from our state-of-the-art programs and courses. And, in turn, we've been a boost for many to receive industry awards that have let them shine.

Awards earned:

Association of Visual Communications CINDY Awards

- Gold: Banking products and services
- Gold: Basic and advanced food safety
- Gold: Forms automation
- Gold: New associate orientation (employee benefits, roles and responsibilities)
- Gold: Point of sale training simulator
- Gold: Professional selling
- Gold: Product information kiosk
- Gold: Supermarket cashier training
- Gold: Virtual store simulator
- Gold: Warehouse receiver training simulator
- Silver: Art of interviewing dishonest employees
- Silver: Cashier training
- Silver: Fine jewelry product and sales training
- Silver: Measuring profitability
- Silver: New hire orientation
- Silver: Store operations
- Bronze: Automated applicant assessment
- Bronze: Performance and profitability
- Bronze: Route sales representative training

Brandon Hall Excellence in Learning Awards

- Gold: New employee orientation and form automation

- Gold: Retail department store simulator
- Silver: Ethics and compliance
- Bronze: Store associate training

Computerworld Smithsonian Awards Program for Visionary Use of Information Technology

- Innovator: Point of sale simulator

Council of Ethical Organizations, Health Ethics Trust

- Best Practices: Health care compliance
- Best Practices: Influencing corporate culture through education and training

Interactive Video and Multimedia Award

- Silver: The art of interviewing

Malcolm Baldridge National Quality Award

- Awarded in partnership with IBM Rochester — AS/400 Division

Multimedia and Internet Training Award

- Bronze: Point of service training and sales simulator

Multimedia Producer Magazine

- Top 100: Contribution to the field of multimedia production

New Media Invision Award

- Silver: Warehouse receiver training simulator

Omni Intermedia Award

- Bronze: Advance food safety

Retail Innovation Technology Award

- RITA: Retail sales training

Stevie Award

- Best training production for managing driver distractions