



TrueWorks



BUSINESS OPERATING SYSTEMS

Global Brand Standards Manual

Version 1.0 · 2026

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Why TrueWorks Exists

Businesses rarely fail because people lack passion. They fail because they lack systems.

TrueWorks exists to transform organizations by replacing fragmented processes with integrated Business Operating Systems that create clarity, accountability, scalability, and sustainable growth.

We believe every organization deserves world-class operational systems regardless of size, sector, or stage. Our discipline is to resolve operational complexity into instruments that are simple to run, honest in what they measure, and built to endure.

To become the world's most trusted Business Operating System company, enabling organizations everywhere to operate with excellence, intelligence, and purpose.

The vision is deliberately absolute. Trust is the currency of infrastructure: the systems an organization runs its operations on must be dependable enough to disappear into the background of daily work. Everything in this manual exists to protect that trust.

To design intelligent Business Operating Systems that help organizations simplify operations, improve decision-making, increase accountability, and achieve sustainable growth.

How the mission shows up

01 Simplify - reduce operational complexity into clear, repeatable processes.

03 Hold accountable - make ownership and outcomes visible, never hidden.

02 Inform - surface the right measure at the right moment for the right decision.

04 Scale - build once to a standard, then extend across teams, sites, and platforms.



Truth

We build systems based on reality, not assumptions. Data is respected, sources are cited, and figures reconcile.

Innovation

We continually improve how businesses operate, across Excel, web, mobile, and AI.

Excellence

Everything we design reflects world-class quality. Nothing ships until it meets the standard.

Integrity

Our systems earn trust because they are transparent and dependable.

Simplicity

Complexity is reduced into clarity. If a user needs a manual to begin, we have not finished designing.

Stewardship

We create solutions that endure - maintainable, documented, and owned.



The TrueWorks personality is the felt experience of the brand - how our products, documents, and communications should make a professional feel.

TrueWorks is

- ✓ Intelligent
- ✓ Professional
- ✓ Reliable
- ✓ Modern
- ✓ Premium
- ✓ Precise
- ✓ Confident
- ✓ Innovative

TrueWorks is never

- ✗ Loud
- ✗ Flashy
- ✗ Cheap
- ✗ Trendy
- ✗ Overcomplicated

Brand Positioning



TrueWorks is not an Excel template company. TrueWorks is not a consulting firm.
TrueWorks is a Business Operating System company - we build the operational infrastructure that enables organizations to perform consistently at a high level.

We are not	We are
Templates you fill in	Operating systems you run your business on
Advice you receive once	Standards embedded into daily operation
A tool for a task	Infrastructure for an organization
A one-off spreadsheet	A versioned, supported, evolving product line

We build Business Operating Systems that help you operate better, decide faster, and grow stronger.

Brand Pillars

Trusted

Precise

Powerful

Secure

Global

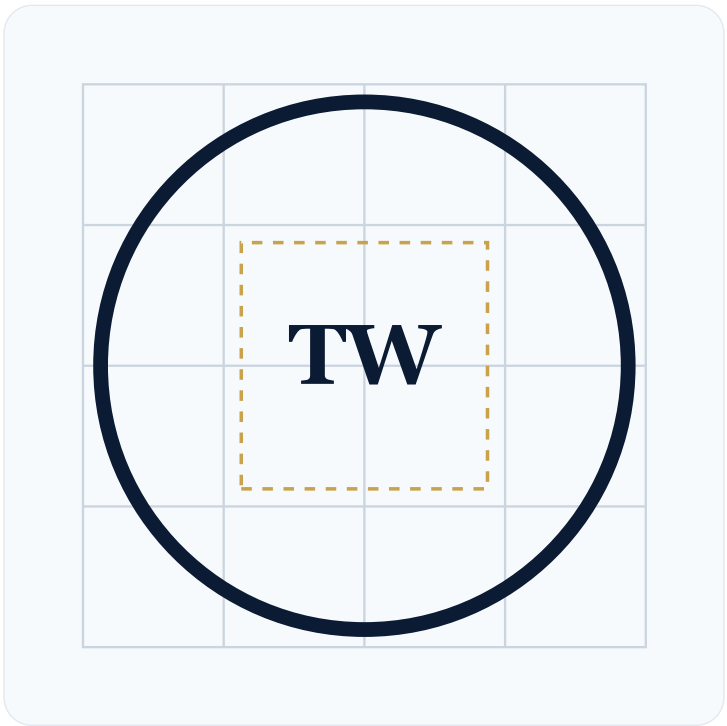
Every TrueWorks solution must deliver on five commitments, in order. They are the acceptance test for anything that carries the name.

- 1 Simplify**- reduce complexity into a clear operating model.
- 2 Standardize**- one consistent structure, language, and standard throughout.
- 3 Measure**- the right metrics, defined precisely and reconciled to source.
- 4 Improve**- surface findings and recommendations, not just numbers.
- 5 Scale**- extend cleanly from a single sheet to an enterprise platform.



The TrueWorks identity is expressed through four official elements. No additional versions may be created; every application draws from this system.

Element	Definition & primary use
Primary Lockup	Mark + wordmark + tagline. The default expression.
Official Seal	Circular mark with 'TRUEWORKS' arcs. Formal / certification use.
Wordmark	'TrueWorks' with tagline, no mark.
Monogram	The TW mark in the ring. Icons, favicons, avatars.



The mark is built on a fixed geometric grid so it reproduces identically at any size. Never redraw the mark by eye; always scale the approved artwork proportionally.

Attribute	Specification
Base unit	Ring diameter Ø = 1.000 (16 grid units)
Ring stroke	0.056 × Ø
Cap-height	≈ 0.52 × Ø, optically centered
Proportion	Golden ratio (1:1.618)



Understanding the named parts prevents accidental misuse and keeps discussion precise.

Part	Description
Monogram	The interlocking T and W.
Ring	The gold circle; a closed, complete system.
Wordmark	'TrueWorks' in the brand display serif.
Tagline	'Business Operating Systems', letter-spaced.
Divider	Gold rule with a centered square.





Clear space protects the mark from visual competition. No text, graphic, image, or edge may intrude on this zone.

The exclusion zone X equals 25% of the mark's height, equivalent to the width of the capital 'T' in the wordmark. Where layout allows, provide more.

Minimum Sizes



Below these thresholds the mark loses legibility. When a placement is smaller than the minimum, use the Icon-Only monogram.

Favicon / app icon 24px	Website / screen 120px	Print (lockup) 25mm	Seal 35mm
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Logo Variations



These fifteen are the only approved variations. Choose by context and background, then use the supplied artwork without alteration.

01 Full Logo (Primary)	Documents, sites, letterheads	02 Icon Only	Avatars, watermarks
03 Horizontal Lockup	Headers, signatures, banners	04 Stacked Lockup	Covers, social profiles
05 Wordmark Only	Wide space, separate mark	06 Navy Background	Standard dark surfaces
07 White Background	Standard light surfaces	08 Black & White	Single-colour print, fax
09 Reversed (White)	Navy or dark photography	10 Gold Only	Foil, embossing, engraving
11 Black Background	Pure black surfaces	12 Favicon / App Icon	512·180·120·64·32·16px
13 Alternate Icon (Square)	Rounded-square app tile	14 Alt. Wordmark (1-Line)	Compact one-line wordmark
15 Seal (Official Use)	Certificates, formal documents		



Color carries the premium, trustworthy character of the brand. Navy dominates (~80%); gold accents (~20%). Semantic colors are reserved for status and data meaning.

Navy
#0B1B33

Gold
#C9A24B

Champagne
#F3EAD3

Success #2F855A

Warning #D9822B

Danger #B3322C

Info #1F4E9C

Pantone references are the nearest approximate matches for coated stock; always confirm against a physical guide before production. Gold may be reproduced as a metallic (871 C) for premium print.



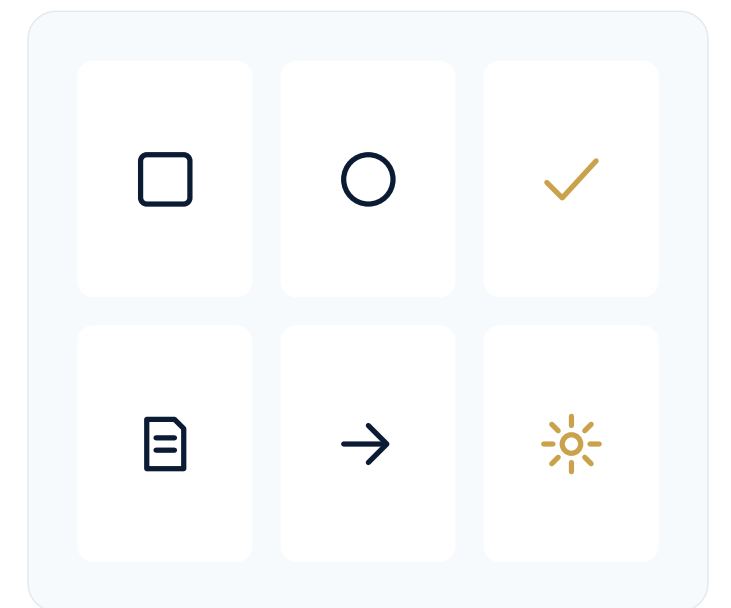
Brand Typeface - Segoe UI

TrueWorks uses a single typeface across every document, product, and interface. Where Segoe UI is unavailable on a non-Windows system, the nearest metrically compatible sans may substitute; the specified font in every file remains Segoe UI. The only exception is the logo wordmark - fixed serif artwork, never re-typed.

Style	Specification
H1 / Display	Segoe UI Semibold/Bold, 28–32pt, Navy
H2 / Section	Segoe UI Semibold, 22–24pt, Navy
H3 / Subsection	Segoe UI Semibold, 16–18pt, Navy
Body	Segoe UI, 10–11pt, Ink
Caption	Segoe UI, 8–9pt, Gray, italic
Button	Segoe UI Semibold, 10–11pt, White on Navy
Table	Segoe UI, 9–10pt, Ink
Logo wordmark	Fixed serif artwork - not a system font

Icons form a single, coherent family. Consistency of stroke and grid matters more than any individual icon.

- Outlined style - no solid fills except where a state requires it.
- Uniform stroke weight (1.5–2px on a 24px grid).
- Rounded terminals and corners for an approachable feel.
- No gradients, no drop shadows, no skeuomorphism.
- Two tones only: Navy on light, Champagne/White on navy.



Beyond the logo, a small set of signature elements makes any TrueWorks surface recognizable at a glance.

- The gold divider with a centered square - the brand's punctuation mark.
- The circular / ring motif drawn from the monogram.
- Thin geometric lines and generous white (or navy) space.
- Dark navy fields as the premium default background.
- Subtle depth - light shadows only; never heavy or coloured glows.
- Minimal composition: one idea per surface, aligned to a grid.

Brand Patterns



A reusable pattern built from the ring geometry adds texture to covers, packaging, and backgrounds without competing with content.

Keep patterns low-contrast and behind a navy veil so foreground type always leads. Never place primary content directly over the densest area of a pattern.



Communicate

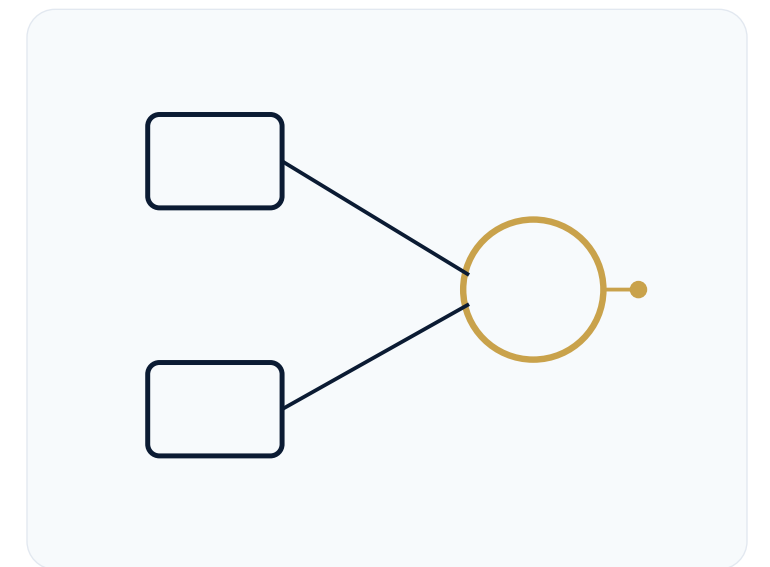
- Leadership and confidence
- Innovation and technology
- Collaboration
- Precision and order
- Clean, well-lit workspaces
- Authentic professionals

Avoid

- Stock clichés (handshakes)
- Overly posed scenes
- Heavy filters
- Busy, cluttered backgrounds

Treatment: natural lighting, restrained color grade, and a slight navy duotone option for full-bleed hero imagery.

- Minimal, vector, geometric - never cartoonish.
- Corporate and precise, aligned to the icon grid.
- Flat with subtle depth; consistent stroke weights.
- Palette limited to navy, gold, champagne, and neutrals.
- Diagrams with polish, not decoration.





These standards form the foundation of the TrueWorks software design system, governing every screen from Excel dashboards to future web and mobile applications.

Token	Value
Surface / background	Navy #0B1B33 (dark) · White #FFFFFF (light)
Primary action	Gold #C9A24B on Navy; hover –8% lightness
Card	White, 1px #E2E8F0 border, 8px radius, subtle shadow
Border radius	8px cards · 6px inputs · 4px chips
Spacing scale	4·8·12·16·24·32·48px
Semantic	Success #2F855A · Warning #D9822B · Danger #B3322C · Info #1F4E9C
Tables	10px header caps, zebra rows #F7FAFC, right-aligned numerics
Charts	Navy + gold series first; semantic colors only for status

Excel Product Standards



The Excel Business Operating System is where most users first meet TrueWorks. Consistency here is what separates a TrueWorks product from an ordinary spreadsheet.

Every workbook contains

- Cover / Welcome screen with the seal and at-a-glance figures
- Instructions and a Quick-Start workflow
- Dashboard, Data Entry, and Reports
- Settings (single source for names, currency, period, targets)
- Help, About, Version number, License, and Support

Build rules

- Single font throughout - Segoe UI, the brand typeface
- Navy, gold, champagne; input cells tinted #EAF0F8 with blue font
- Zero hardcoded values - everything flows from Settings
- Consistent navigation ribbon and button placement
- Locked formulas; only input cells are editable
- Verified recalculation with zero errors before release

Presentation Standards

Decks follow a fixed master so any TrueWorks presentation is instantly recognizable and effortless to assemble.

- Cover slide - navy field, seal, title in Segoe UI, gold divider.
- Section dividers - navy with the ring pattern and a large section number.
- Content slides - white, Navy headings, generous margins, one idea per slide.
- Footer with the wordmark, page number, and confidentiality mark.
- Consistent typographic hierarchy; no more than two type sizes per slide body.

Social Media Standards

- Profile image - the favicon monogram on navy.
- Cover image - wordmark lockup on navy with the ring pattern.
- Post & carousel templates - navy or white, gold accents, one message per frame.
- Quote cards - Segoe UI display quote, gold divider, wordmark sign-off.
- Maintain safe margins and the clear-space rule on every template.

Website Standards

- Navigation - slim, navy or white, wordmark left, primary action (gold) right.
- Hero - navy field, confident headline, single primary CTA.
- Buttons - gold primary, navy secondary, ghost tertiary; 6px radius.
- Cards & pricing - white, bordered, 8px radius, clear hierarchy.
- Forms - labeled fields, #1F4E9C focus ring, inline validation using semantic colors.
- Footer - wordmark, sitemap, legal, and support.
- Accessibility - WCAG AA contrast minimum; visible focus states; responsive.
- Animation - subtle, purposeful, 150–250ms ease; never decorative motion.

Stationery System



- Business cards - navy face with monogram; reverse white with details.
- Letterhead - wordmark lockup top-left, gold rule, contact block in footer.
- Invoices & proposal covers - seal, project title, navy/gold accents.
- Certificates - full ring pattern border, seal, titling in Segoe UI Semibold.
- Email signature - wordmark, name/role, gold divider, single link line.
- ID cards - monogram, photo, navy header band, role in gold.



Merchandise should feel considered and premium - restraint over volume of logos.

- Notebooks - navy cover, blind-deboss monogram, gold foil wordmark.
- Pens - navy barrel, gold clip, laser-etched monogram.
- Apparel - small tonal monogram or subtle chest wordmark.
- Lanyards & laptop sleeves - navy with repeating ring pattern.
- Mugs - navy exterior, gold monogram; white interior.
- Banners & exhibition stands - navy field, large wordmark, one clear message.

Motion Guidelines

- Logo animation - the ring draws (clockwise) then the monogram fades up; $\leq 1.2s$.
- Loading - the ring rotates or a gold arc traces; never a generic spinner.
- Transitions - 150–250ms, ease-in-out; content settles, it does not bounce.
- Hover - 8% lightness shift or a 2px gold underline; instant, subtle.
- Page reveals - gentle fade-and-rise (8–12px); staggered for lists.
- Video / deck intros - navy, ring build, wordmark, tagline; restrained and quiet.

Principle: motion clarifies structure and state - it is never decoration.



Tone

- Professional
- Helpful
- Clear
- Confident
- Intelligent
- Practical

Avoid

- Buzzwords and hype
- Exaggeration without evidence
- Unexplained jargon
- Overly casual expressions

Principles

- Lead with the point; support with detail.
- Prefer short sentences and concrete nouns.
- Name things consistently - one term per concept across all products.
- Write for the busy professional: respect their time on every line.

Logo Misuse

The following are prohibited without exception. When in doubt, use the supplied artwork exactly as provided.

- ✗ Stretch or distort proportions
- ✗ Recolor outside the approved palette
- ✗ Outline the letterforms
- ✗ Separate or rearrange elements
- ✗ Place on busy or low-contrast backgrounds
- ✗ Rotate the mark
- ✗ Add shadows, glows, or bevels
- ✗ Change the fonts
- ✗ Crop the mark or ring
- ✗ Alter internal spacing or the clear-space zone

Brand Compliance Checklist



Before publishing any asset - a workbook, deck, page, post, or document - verify every item.

- ✓ Correct logo version for the context and background
- ✓ Approved typography and hierarchy
- ✓ Accessible contrast (WCAG AA)
- ✓ Correct file format and resolution
- ✓ Correct colors (exact hex / Pantone), navy-dominant
- ✓ Clear space maintained; at or above minimum size
- ✓ Brand voice followed
- ✓ Latest approved version of every asset used

Assets & Specifications



The following assets accompany this manual as the downloadable brand package. This manual governs their use; the assets are the approved source files.

- Logo package - AI, SVG, EPS, PDF, PNG (all variations)
- Brand typeface - Segoe UI
- Office templates - Word, PowerPoint, Excel
- Email signature template
- Favicon and app icons
- Social media templates
- Presentation master
- Website UI kit and design tokens
- Icon library
- Color swatches - ASE / ACO
- Version history and change log

Design tokens

--tw-navy	#0B1B33
--tw-gold	#C9A24B
--tw-champagne	#F3EAD3
--tw-ink	#1A202C
--tw-radius	8/6/4px
--tw-space	4·8·12·16·24·32·48

Version	Notes
1.0 - 2026	Initial Global Brand Standards Manual. Establishes logo system, palette, typography, and application standards.