TOOLINGTECH GROUP

Business Card Style Guide

Guidelines for Company Locations

2019 Edition | 4th Quarter

COMPANY CONFIDENTIAL

Table of Contents

Why Have Brand Standards and Guidelines?

This business card guide is a breakout component of a full Brand Standards Guide that will be available later this year. The style guide establishes the rules to maintain a consistent identity system to be used throughout our marketing efforts.

To ensure consistency, all cards are to be ordered from Spartan Printing in Lansing, Michigan using only approved templates. Templates are on file at Spartan Printing and the design standards and templates are maintained by Industry Scope.

If you have questions regarding the contents of this guide, please reach out to the following individuals:

Jeff Barker – Corporate Sales Manager
(937) 295-3672
jbarker@toolingtechgroup.com

Mike Bleau – Industry Scope Agency
(810) 397-1429
mbleau@industry-scope.com

Jim Hardy – Spartan Printing
(517) 372-6910 ext. 13
jim@printspartan.com

Typeset and Ordering Instructions 3

Layout & Specifications — All Locations 4

Alpha Integration — Location Specific Setup 5

Century Tool — Location Specific Setup 6

Die Cad Group — Location Specific Setup 7

GH Tool & Mold — Location Specific Setup 8

Majestic Industries — Location Specific Setup 9

Tooling Technology — Location Specific Setup 10

TTG Automation — Location Specific Setup. 11

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Typset and Ordering Instructions

Introduction

When ordering your business cards it's best to try to order more than one or a few sets at a time as this saves cost. We understand that sometimes ordering a single set is necessary and thus ordering multiples is a cost-saving suggestion.

Typesetting

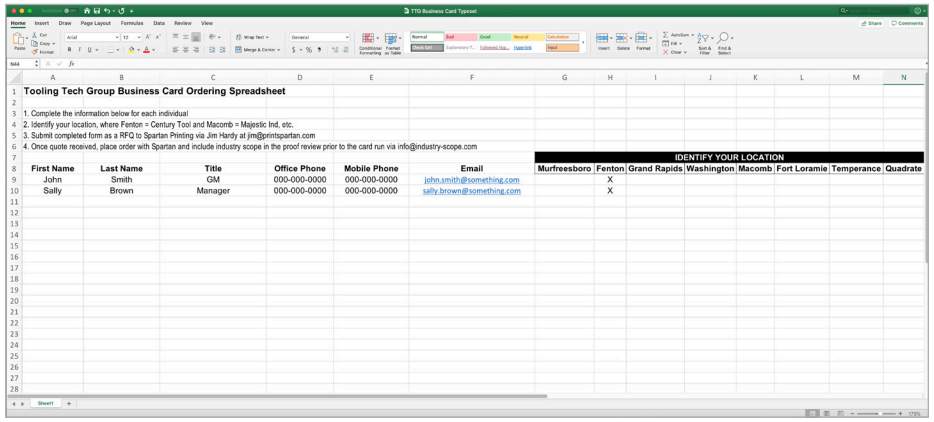
This is the process of setting your contact information into a form that we can use to reproduce your cards. For each order you will submit to the printer a completed Excel spreadsheet, like the one shown at right. This is the most efficient way to line-up the printer.

Ordering

To order cards you simply need to contact Spartan Printing, advise them of your needs. They will provide a quote based on your request. Typically we print 250 cards per run, but you can elect to advise for larger quantities per card. Once you're ready to order, issue a PO and send the completed typeset spreadsheet to the printer. They will in turn, set your information into the card template and send back PDF proofs for each card. This way you can review, adjust and approve prior to printing.

Available File

With this guide you received an MS Excel spreadsheet file named, "TTG Business Card Typeset.xlsx" Please use this to complete your typeset order. To identify your location, please include a 'check' mark in the appropriate box. The printer has your address on file.



Tooling Tech Group Business Card Ordering Spreadsheet

1. Complete the information below for each individual
2. Identify your location, where Fenton = Century Tool and Macomb = Majestic Ind, etc.
3. Submit completed form as a RFQ to Spartan Printing via Jim Hardy at jim@printspartan.com
4. Once quote received, place order with Spartan and include industry scope in the proof review prior to the card run via info@industry-scope.com

First Name	Last Name	Title	Office Phone	Mobile Phone	Email	IDENTIFY YOUR LOCATION						
						Murfreesboro	Fenton	Grand Rapids	Washington	Macomb	Fort Loramie	Temperance	Quadrate
John	Smith	GM	000-000-0000	000-000-0000	john.smith@something.com		X					
Sally	Brown	Manager	000-000-0000	000-000-0000	sally.brown@something.com		X					

Example of completed Excel spreadsheet form

Location Legend

When identifying your location on the typeset form, you may find this legend handy.

Murfreesboro	Alpha Integration
Fenton	Century Tool
Grand Rapids	Die Cad Group
Washington	GH Tool & Mold
Macomb	Majestic Industries
Fort Loramie	Tooling Technology
Temperance	TTG Automation
Quadrate	Tooling Tech Group

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Layout & Specifications — All Locations

SIZE:
Standard: 3.5 in. x 2 in.

PAPER STOCK:
130# Cougar cover

INK:
4/4

COLORS:

TTG Blue:
C81 M55 Y11 K0

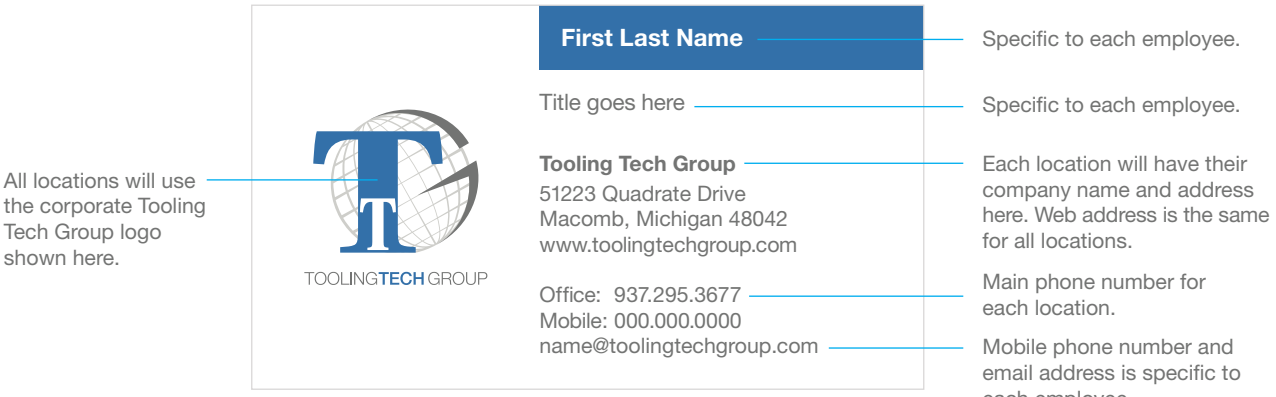
TTG Gray:
C56 M47 Y47 K13

EMBOSS:
None

FOIL:
None

SUPPLIER:
Spartan Printing
Tel: 372-6910 ext.13
jim@printspartan.com

FRONT OF CARD:



Tooling Tech Group Corporate business card shown for reference only.

BACK OF CARD:



Back of card is the same for all locations

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FRONT OF CARD:



Specific to each employee.

Specific to each employee.

Alpha Integration name and address here. Web address is the same for all locations.

Main phone number for Alpha Integration.

Mobile phone number and email address is specific to each employee.

BACK OF CARD:



Back of card is the same for all locations

FRONT OF CARD:



BACK OF CARD:



Back of card is the same for all locations

FRONT OF CARD:



BACK OF CARD:



Back of card is the same for all locations

FRONT OF CARD:



BACK OF CARD:



Back of card is the same for all locations

FRONT OF CARD:

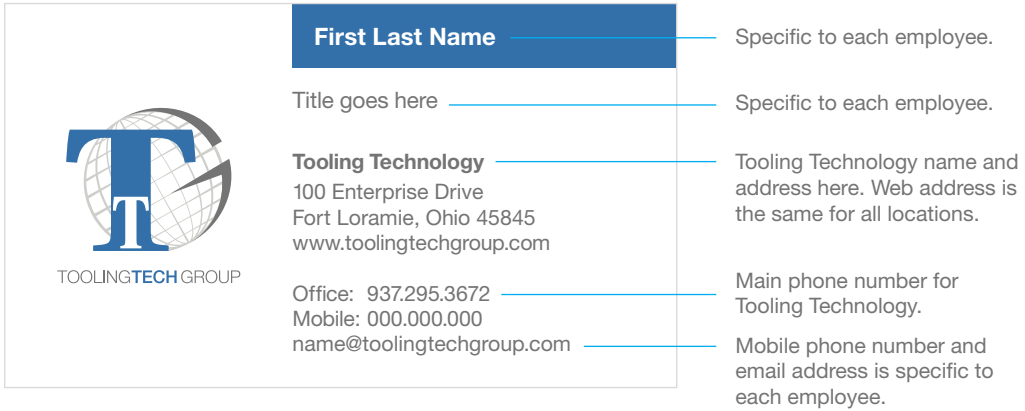


BACK OF CARD:



Back of card is the same for all locations

FRONT OF CARD:



BACK OF CARD:



Back of card is the same for all locations

FRONT OF CARD:



BACK OF CARD:



Back of card is the same for all locations



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