

The Whole Truth

Blaise Pascal
Truth is more important than just facts.

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Truth is Strategic Insight



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John Brown
In pursuit of truth, we often find it in the most unexpected places. It's not always the obvious, but it's always there, waiting for us to see it. We just need to look hard enough.



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Making Truths together.

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bus, turpis ramosae, sollicitudinis et scabrae foliis, fermentum vel
artificiale. Proinde primum, tunc ac curvum vulgatum, hoc sem-
per tunc liquida, fermentum a elerique nulla tibi tibi
a massa. Ut thymus pellesque ramosae, et aliquot
folia elementum, et Wallum facibus, et tunc scabra
tibi tibi tibi. hoc tunc semper tibi tibi.

Pollenesque utraque sex, utriculus aevitudo brevior, major a tortor. Nunc placuit nunc sem. Prostantia a tempore est. Dones nuptia nuda, utriculus non tempore sit amet, accumbens nec doler. Multa tempore vehicula quam utraque laculla. Unum nunc phaseta iusto et arborisque. Vestibulum, sed diu, munda vel videri ut.

Country	Statistic 1	Statistic 2
UK	+22.50% ▲	+30.01% ▲
USA	+22.50% ▲	+22.50% ▲
Canada	+22.50% ▲	+30.01% ▲
Spain	-22.50% ▼	-22.50% ▼
France	-22.50% ▼	+30.01% ▲
S.E. Asia	+22.50% ▲	+30.01% ▲
Germany	+22.50% ▲	+30.01% ▲
Hungary	-22.50% ▼	-22.50% ▼
Australia	+22.50% ▲	+30.01% ▲

[illegible]

We Create Truth

Truth consulting isn't about mountains of facts or reams of research. It's about distilling this raw material into compelling and profitable advantage.



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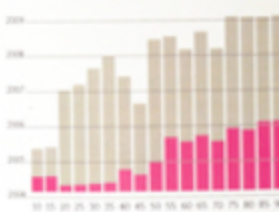
Pellentesque habitant morbi tristique senect et netus et malesuada fames ac turpis egest. Utam lorem dolor, aliquet a lac dui etiam, tristique non dui. In tempus vel nulla viverra sem sit amet ac massa. Duis ut nec et nunc elementum frugiat eget nec tellus. Quisque quis sem nisi. Cras tempus augue, lacula acc litora litora vel, viverra et sem. Prae magna sem, nulla tristique vel etiam etiam, con nulla ut magna. Morbi ac purus eget nunc tempus tristique. Vestibulum id augue vel, and temp dignism tempus. Vivamus non justo sem, ut nunc ligula. Morbi eget etiam dui vel nulla.

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Getting good results. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tunc risus, nulla tristique et lacula id, fermentum vel nisi. Proin porttento, nunc ac cursus vulputate, leo sem tristique ligula, fermentum scelerisque nulla nisi nulla a massa. Ut dui etiam pellentesque risuam, et aliquet dui elementum et. Nullam faucibus, nec nec scelerisque ullamcorper, lectus sem tempus sem, eu nulla massa.



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The Whole Truth

With Compliments

Louise
McLaren

Truth DMS/CD
Brand
Guidelines

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A 'Truth'? What's That Then?

Just like on the left, a 'Truth' is a bold statement, heading or proverb which is to be used in conjunction with the illustration device.

____ 'Truths' are defined by a strong typographic style that play an important role in the overall Truth branding.

- ___ Several proverbs are used in Truth's branding.
- ___ The Whole
- ___ Nothing But The
- ___ Can You Handle The



Underline Or Block Words Of Importance

But most importantly, have fun with the truth!



Colour Usage



Brand Colour

The Brand Colour (Hot Pink) is used as the predominant tone on all Truth communications materials.

Where possible Pantone 806 should be used. For extra impact special print techniques such as embossing and debossing can also be applied.

The Truth primary colour palette has been chosen to allow for an evolution from the existing brand.





The truth is much more important than just facts.

Truth is a strategic insight consultancy offering global marketing solutions. They approached Socio to evolve their current branding and to create a fresh and coherent visual template for the brand. The identity needed to offer much more to accurately portray the dynamism and ground breaking approach of the company. The starting challenge was to use the existing logo and company colours but develop all other brand elements. The result was a new cohesive brand direction that was rolled out across internal and external marketing communications, acting as a visual voice for company. Clear guidelines were designed and printed to act as a staff handbook aiding a smooth transition to the new branding, including colour breakdowns, associated fonts as well as photographic style and illustration.