

Brand Guidelines

Mission, Vision + Values

MISSION

Design leaders creating unique environments with clients and communities.

VISION

A diverse, talent-based firm sought after in expanding markets.

VALUES

Design. We foster collaboration that produces sustainable and client-centered solutions.

Reputation. Our dedication to customer service results in long-term relationships as trusted advisors.

Culture. We create an atmosphere that cultivates mutual respect, integrity, work-life balance, and the celebration of talent.

Stability. Through financial strength, we promote opportunities for continuous growth and advancement.

Community. We support communities in which we live, work, and play.

Brand Guidelines Introduction

As TowerPinkster enjoys continued growth, this document provides guidelines to help you understand our brand and how to implement it throughout your work. Our goal is to maintain a strong brand foundation, voice, and standards that will strengthen TowerPinkster's position in the marketplace.

For any questions on areas not covered here, please contact Emily Ford (eford@towerpinkster.com).

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Logo

The TowerPinkster logo [word mark and descriptor] is a valuable asset for our company. Consistent usage enhances marketplace recognition. Please be sure to always use the new logo to initiate consistency in our brand messaging.

For any questions on areas not covered here, please contact Emily Ford [eford@towerpinkster.com].

GENERAL GUIDELINES

Work Mark + Descriptor

The new TowerPinkster logo is a unit comprised of the word mark and descriptor "Architecture • Engineering • Interiors" to better capture the services we provide. The entire unit should be used whenever possible.

Color Usage

The logo should appear on a white (or very light) background for maximum visual impact when possible.

For times when a light background is not appropriate, but the color logo still is, you may use the reverse color version.

Use the color logo in Pantone® inks whenever possible. If color is not available or appropriate, view the rules for secondary usage on page 7.

File Format

Always use the EPS, JPG and/or PNG files available on our intranet.

TowerPinkster

Architecture • Engineering • Interiors

WORD MARK

DESCRIPTOR

LIGHT BACKGROUND

TowerPinkster

Architecture • Engineering • Interiors

REVERSED



The above example is shown only for reference on a dark background. Do not place logo in a box of any kind. For more information, reference page 10.

GENERAL GUIDELINES

Removing Descriptor

The descriptor should never be used alone or moved to a different position, however the descriptor and rule can be dropped from the logo mark when it would be too small to read—typically on document headers or footers (below), or small promotional materials.



TowerPinkster

TowerPinkster

Architecture · Engineering · Interiors

TowerPinkster

Architecture · Engineering · Interiors

TowerPinkster

TowerPinkster

When multiple colors are not available or appropriate, the logo should appear in solid black or reversed out in white.



When a graphic image or photo background allows for an ideal opportunity to reverse the logo (while preserving legibility), it can appear as shown. The white areas should be pure white with no tint applied.

Making sure that a reasonable amount of space surrounds the entire logo enhances its presentation. This area, called the area of isolation, must remain clear of all graphic imagery, edges, folds, and other visual elements.

The logo may be enlarged or reduced proportionately to satisfy design requirements.

To ensure the logo maintains its visual impact, the TowerPinkster logo should not be reproduced smaller than T = 1/2" in height when used WITH the descriptor, or T = 1/8" in height when used WITHOUT the descriptor.

The limitations of various media should be taken into consideration. Newsprint, for example, will not reproduce fine lines without loss or distortion.



Minimum space around logo for all applications is equivalent to one 'T' from the TowerPinkster logo.

1/2" ht. with descriptor



1/8" ht. standalone



minimum size

with and without the descriptor

Use the color logo in Pantone® inks whenever possible.

The CMYK (print) and RGB (electronic) equivalents are as indicated.

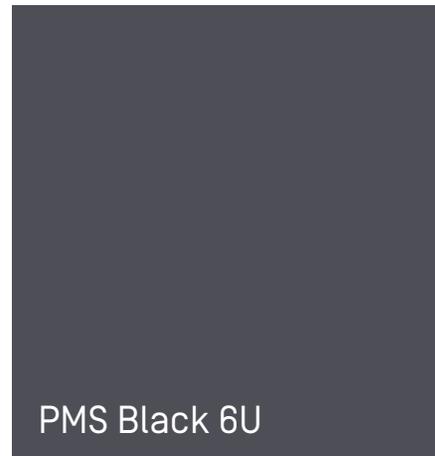
Request a color proof whenever possible and match colors to Pantone® swatches.

Standard



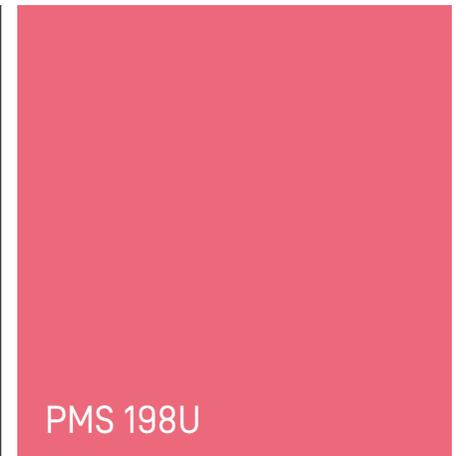
PMS 381U

C 25 M 0 Y 83 K 0
R 186 G 215 B 57
HEX #bad739



PMS Black 6U

C 86 M 69 Y 43 K 55
R 76 G 78 B 86
HEX #4c4e56



PMS 198U

0C 73M 43Y 0K
R 231 G 107 B 124
HEX #e76b7c

Complimentary



PMS 166U

C 0 M 57 Y 84 K 2
R 225 G 103 B 64
HEX #E16740



PMS 213U

C 0 M 85 Y 10 K 0
R 233 G 84 B 133
HEX #e95485



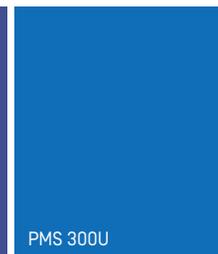
PMS 254U

C 37 M 75 Y 0 K 0
R 158 G 84 B 154
HEX #9e549a



PMS 2747U

C 100 M 79 Y 1 K 9
R 66 G 79 B 144
HEX #424f90



PMS 300U

C 100 M 35 Y 0 K 0
R 0 G 110 B 182
HEX #006eb6



PMS 287U

C 92 M 62 Y 0 K 0
R 60 G 88 B 150
HEX #3c5896

Do not skew, bevel, stretch, add a drop shadow, change the color/size of the dot, or otherwise alter the colors or shapes of the logo.

The descriptor should never be used alone or moved to a different position.

DO NOT alter, rotate, or modify the logo. DO NOT try to recreate the logo using other fonts or images.

Do not enclose the logo in a shape, such as a square, rectangle, circle, or place it at an angle.

Do not skew:



Do not stretch:



Do not apply shadow:



Do not apply shadow:



Do not skew perspective:



Do not skew perspective:



Do not change dot size:



Do not alter colors:



Do not change colors:



Do not alter reverse colors:



Do not place in shapes:



Name usage in written formats:

WRITING

In press releases, articles, proposals, etc., use “TowerPinkster, an architecture, engineering, and interiors firm” for the first reference. For all following references, use “TowerPinkster.”

HEADLINES

It is appropriate to shorten the name to TowerPinkster, as long as the article or supporting copy identifies it as “TowerPinkster, an architecture, engineering, and interiors firm.”

LEGAL DOCUMENTS

For legal documents, when using the legal name, use “Tower Pinkster Titus Associates, Inc.” Please note that in this case only, there is a space between “Tower” and “Pinkster.”

FORMS

On forms, use “TowerPinkster, an architecture, engineering, and interiors firm” for the first reference. For all following references, use “TowerPinkster.”

Never shorten “TowerPinkster” to “TP”.

Never shorten or refer to “TowerPinkster - Architecture • Engineering • Interiors” as “TowerPinkster - AEI.”

Brand Identity

The overall look, feel, and consistency of the TowerPinkster brand is comprised of color, typography, imagery, and usage of a geometric pattern, applied in various combinations.

For any questions on areas not covered here, please contact Emily Ford [eford@towerpinkster.com].

Typography is an important element of our brand-identity system. Use of consistent fonts across all communications helps define the TowerPinkster corporate look.

The Simplon font is the ONLY acceptable font to be used in printed materials (collateral, advertising, posters, and signage). The variety of font weights will ensure flexibility, and consistency. Sizes vary depending on the application, but as a general rule, never use anything smaller than a 9 pt type size.

Sizing examples + recommended weights:

9pt Light

12pt Light Italic

14pt Regular

18pt Regular Italic

Sizing examples + additional weights:

9pt Medium

12pt Medium Italic

14pt Bold

18pt Bold Italic

Simplon Norm Light

ABCDEF
abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+*[]

Simplon Norm Regular

ABCDEF
abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+*[]

Simplon Norm Light Italic

ABCDEF
abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+*[]

Simplon Norm Regular Italic

ABCDEF
abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+[]*

The Arial font is to be used as a commonality font for web and email. It is native on both Windows, MacOS, Revit, and Google Slides.

This typeface should be used for any and all external documents that need to be edited by a third party that does not have the Simplon font. This includes, but is not limited to, letterhead, Word templates and PowerPoint presentations.

Sizing + font weight examples:

Arial 9pt
Regular

*Arial 12pt
Italic*

**Arial 18pt
Bold**

***Arial 24pt
Bold Italic***

Arial Regular

ABCDEF
abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+*()

Arial Bold

ABCDEF
abc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+*()

Arial Regular Italic

*ABCDEF
abc123*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+*()*

Arial Bold Italic

***ABCDEF
abc123***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^+*()***

Hierarchy in typography is very important. Since you are not there to tell your story in person, it tells it for you, the way you actually intend to. You should always strive for no more than three levels in modern communication. You can often achieve it in less, as shown here, as long as your message still communicates effectively.

Level 1 (headline) 100%

Generally, your level 1 typography will be the most important content or information; this should be the most immediately visible typographic element.

Level 2 (subhead, if needed) 60-70% of level 2

Level 2 elements usually help organize your content into sections or group related information together. They shouldn't stand out as much as your level-one type, but should clearly direct viewers to the different parts to ease navigation.

Level 3 (body copy) 30% of level 1

For a text-heavy layout, level-three typography is generally the bulk of the content. This is where the copywriting lives, where you get into the message of your content. It could be long or short—a whole article, a short note, a brief description—but the primary concern for this level is that it's easy to read, since the font size will likely be somewhat small.

HOW DO YOU DESIGN SPACE WHERE CHEFS AND NURSES SIT AT THE SAME TABLE?

Thoughtfully.

An adaptable space with simulated learning environments where chefs and healthcare providers can work together to gain a deeper understanding of food safety, sourcing, nutrition and the impact food can have on a community.

The right questions produced remarkable answers. That's why every TowerPinkster project starts with a new set of questions.

This pattern is a graphical extension of the TowerPinkster brand.

There are two versions for use across applications: light and dark. It is available as a vector file with ability to size to any scale without losing resolution.

The light version is very primary and should be used as such. A good rule of thumb is 80/20. Stick with the white version 80% of the time and interject the dark in small instances where the reversed version visually makes sense. Example: menu on towerpinkster.com.

Use the pattern for advertisements, PowerPoint presentations, and on the website. For usage outside of these elements, please contact Emily Ford [eford@towerpinkster.com].



A library of documented architectural imagery exists which can be accessed for all communications. Style and composition are simple, bold, airy, and intriguing.

IMAGE ENHANCEMENT

For better production value and to improve poor imagery, images can be enhanced by adjusting the brightness scale in Adobe® Photoshop.

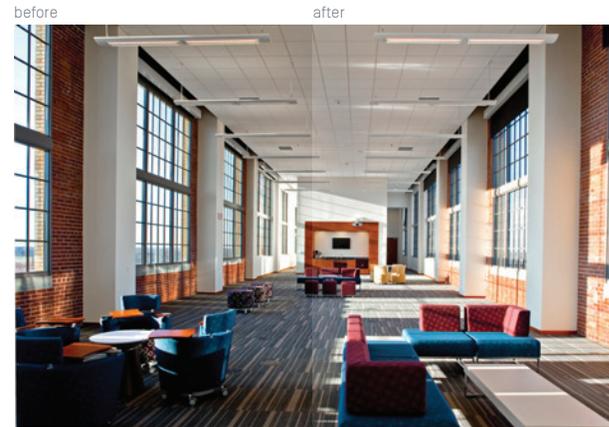
A Photoshop action is available for download as a starting point.

IMAGE COLLAGES AND LAYOUTS

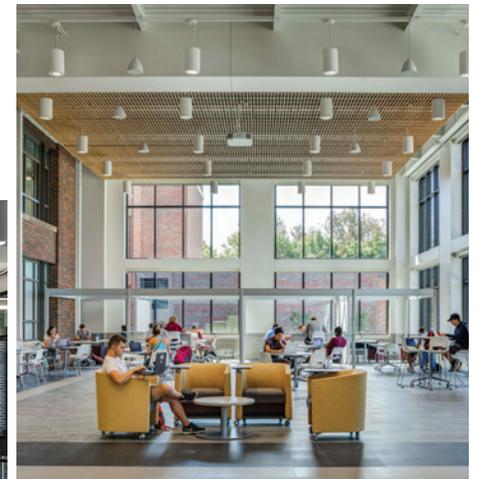
Image layouts should guide your viewers' eyes where you want them to look.

Base your image layouts on offset grids, so not all images have the same dimensions while keeping visual interest. The layout to the right is one example of this.

Lastly, maintain consistent, even spacing for all your image collages on both top and sides from page to page. Smaller is always better, but you don't want your images touching.



When photographing new imagery, the use of people populating the spaces gives it context, and aligns with the curiosity concept that is deeply embedded in TowerPinkster's culture.



Brand Voice

Support our brand by using one consistent voice as the baseline for ads, brochures, emails, project descriptions, social media, or any other written materials.

For any questions on areas not covered here, please contact Emily Ford [eford@towerpinkster.com].

TowerPinkster's brand personality is:

- Tenacious
- Energetic
- Humble
- Curious

The writing style should be clear, friendly, conversational, and direct, reflecting the desire to connect with potential and current clients.

Our egoless team will celebrate our clients' spaces and solutions without elevating ourselves. Questions can be presented to reflect our curious nature.

Always use '+' as opposed to '&.'

Always use 'we' rather than 'I.'



QUESTIONS AND CURIOSITY

Questions are the lifeblood of curiosity.

Questions should be focused on the most provocative aspect of a project or story with the goal being to draw the target into a deeper engagement with the content.

Questions, like a good movie trailer, don't give the story away. The reader should not be able to answer the question without reading the content.

Questions can be as broad as the project's impact on the community or as specific as the project's most unique technical accomplishment.

Questions should be contextually relevant to the touch point. The TowerPinkster website and social media pages all have different audiences and rules of engagement.

Questions should work in concert with visuals to maximize intrigue.

EXAMPLE QUESTIONS:

How can you change a school from intimidating to inviting?

How do you design a space where chefs and nurses sit at the same table?

How do you turn a 100 year-old structure into a LEED-Platinum rated green building?

What are we up to now?

BODY COPY:

- When you ask a question in the headline you've started a conversation. As such, the copy style should be as conversational as possible.
- Copy length should be dictated by usage. Copy length for print advertisements should be under 70 words. Copy length for case studies may vary based on the word count necessary to (succinctly) explain the project and the space limitations as per the format (example: word count available within designated grid on a website).
- The first line of copy should answer the question asked in the headline. If the headline asks "How do you make orange juice out of oranges?" The opening line of copy should be "By squeezing the juice out of the oranges then..."
- The next line or lines should offer a slightly deeper dive into the solution.

WRAP-UP LINE AND BRAND EXPRESSION:

Wrap-up line:

The right questions produce remarkable answers. That's why every TowerPinkster project starts with a new set of questions.

- The purpose of the wrap-up line is to inform the reader that TowerPinkster does not provide cookie-cutter solutions—that every project starts with new questions unique to that project.
- The wrap-up line should always be slightly separated from the body copy, followed closely by the brand expression [see layout].

Brand Expression: Are you curious?

"Are you curious?" is not a traditional brand expression. It's an invitation, a call to action, and a mantra—but most importantly it's a question that represents the questions we ask of ourselves and our clients to find the best solutions.

- In a print advertisement the brand expression follows the wrap-up line. It serves as an invitation to find out more about TowerPinkster and to peak curiosity as to what questions (as per the wrap-up line) TowerPinkster might ask about a project.

Ad Layout Example

HOW DO YOU DESIGN A SPACE WHERE CHEFS AND NURSES SIT AT THE SAME TABLE?

An adaptable space with simulated learning environments where chefs and healthcare providers can work together to gain a deeper understanding of food safety, sourcing, nutrition and the impact food can have on a community.

The right questions produce remarkable answers. That's why every TowerPinkster project starts with a new set of questions.

ARE YOU CURIOUS?

TowerPinkster
Architecture • Engineering • Interiors
towerpinkster.com

Corporate Templates

Maintaining consistent brand standards in all applications supports the TowerPinkster brand. Corporate templates are available for use.

For any questions on areas not covered here, please contact Emily Ford [eford@towerpinkster.com].

All communication should be printed on the corporate stationery system whenever possible. This is crucial to maintaining consistent reproduction of our corporate image and reflects the high quality for which TowerPinkster is known.

All stationery items must be ordered through the marketing department.

Templates for documents that must be produced electronically are available in the downloads section of our website.



For all communication that is longer than single page, utilize this secondary page for page 2 and beyond.



Letter placement is as shown with the indicated margins.

The letter font is Simplon light, 10pt with 14pt leading.

If there is an instance where you are sending an editable document on our letterhead, Arial regular is the acceptable alternative in the same size and leading.

Do not use any hyphens as line breaks.

Please utilize the available template on our intranet.



Corporate Templates

Business Cards

4.2

All the corporate business cards are ordered and designed by the marketing department.

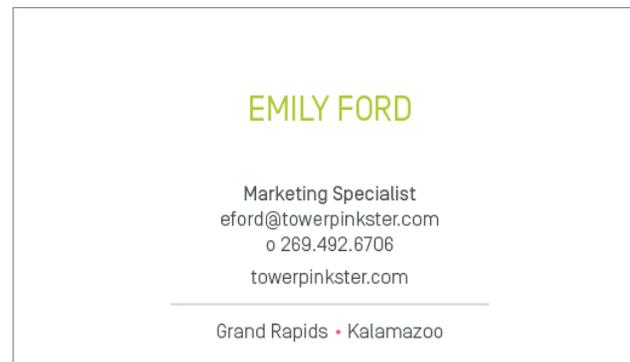
We want our cards to project the same quality that our work does. This includes the choice of paper stock.

The following will be used:

Weight: 19pt

Extra smooth finish making cards ultra durable

Soft touch finish



The email signature ensures consistency in all correspondence, from all employees.

The universal font for signatures is Arial.

The type should be set in accordance with the guidelines and colors to the right and utilize bullets and periods as indicated here.

Do not use the logo or other images in your signature.

There is an available .rtf file on our intranet to use as a starting point.

If you need to update your email signature and require assistance, please submit a ticket to helpdesk@towerpinkster.com.

...

Font: Arial, 18pt, Cold, Title Case
Color: Dark Grey #4B5051

Font: Arial, 14pt, Bold, All Caps
Color: Dark Grey #4B5051

Space: 14pt equivalent

Font: Arial, 14pt, Regular
Color: Medium Grey #737B82

Matt Slagle
AIA, NCARB, CPTED, LEED AP

Director of K-12 Education, Principal
TowerPinkster
Architecture • Engineering • Interiors
o 616.719.4224
c 616.826.3884
towerpinkster.com/mattslagle

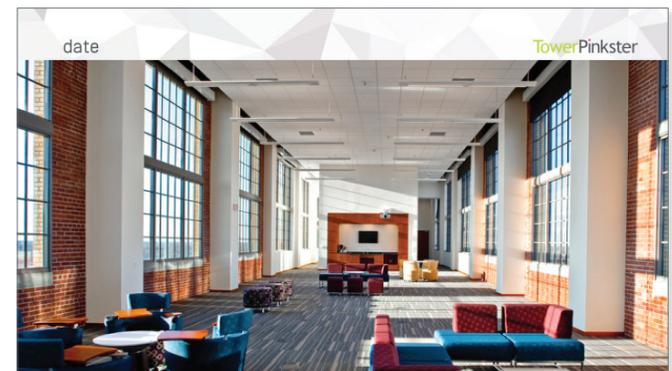


Anytime you are sending out an email acting as a representative of TowerPinkster, from either your work computer or mobile device, you must include the standard signature. These standards are designed so they can be easily implemented across all platforms.

There is an available .rtf file on our intranet to use as a starting point.

Shown is an example of the PowerPoint template title slides. The option exists with or without imagery—choose those most appropriate for your presentation.

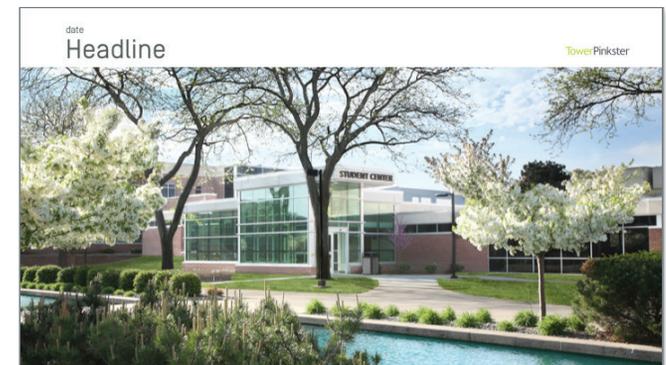
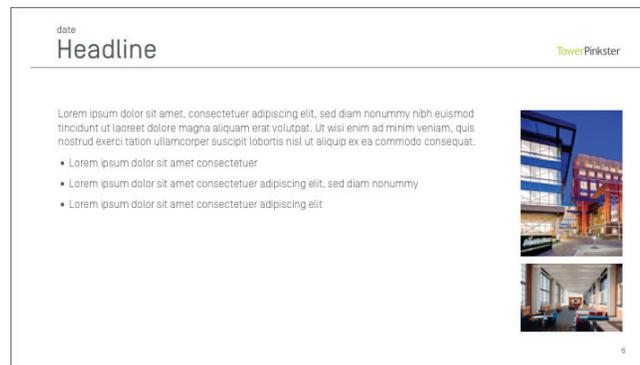
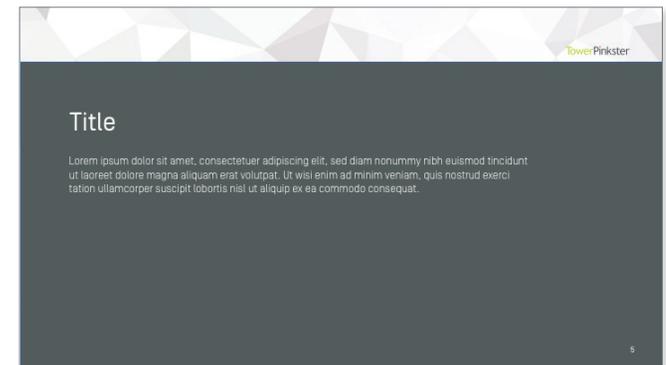
The following page shows additional templates.



Shown are additional PowerPoint slides. Please access the working template for the framework in which to build and customize your presentation.

In general, keep each slide brief and focused. The use of too many words or bullet points will give your audience the ability to read ahead, instead of listening to you.

Use clear, concise phrases to make your points. Complete sentences aren't necessary. If you have extensive information to present, include it in the notes section.



Logo Collaboration

For times when TowerPinkster's logo needs to be paired with another logo, please handle with the following guidelines:

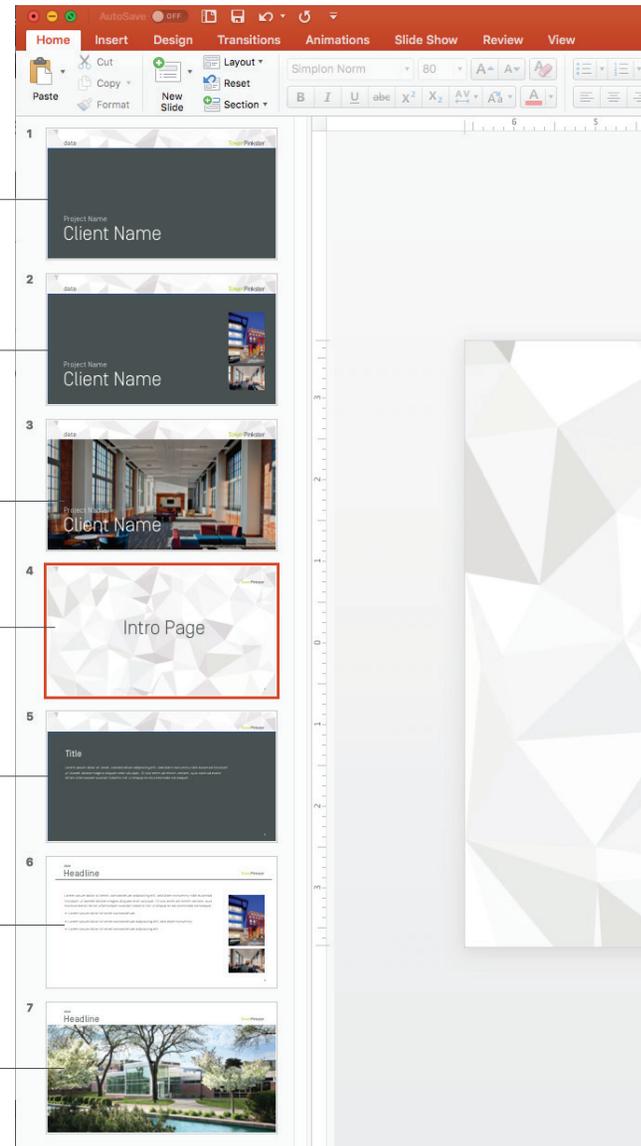
1. Use a transparent vector EPS or PNG version of the logo so it does not have a white background behind it.
2. Make a clear delineation between the two logos with a thin rule separating them.
3. Use with or without a light-colored background. Example here is with.



Shown here is an example of PowerPoint slide hierarchy.

Please use this as a starting point when creating new presentations.

Proposal Cover



Proposal Cover with Multiple Images

Proposal Cover with Main Image

Intro Page

Title Page

Content Page with Photo Options

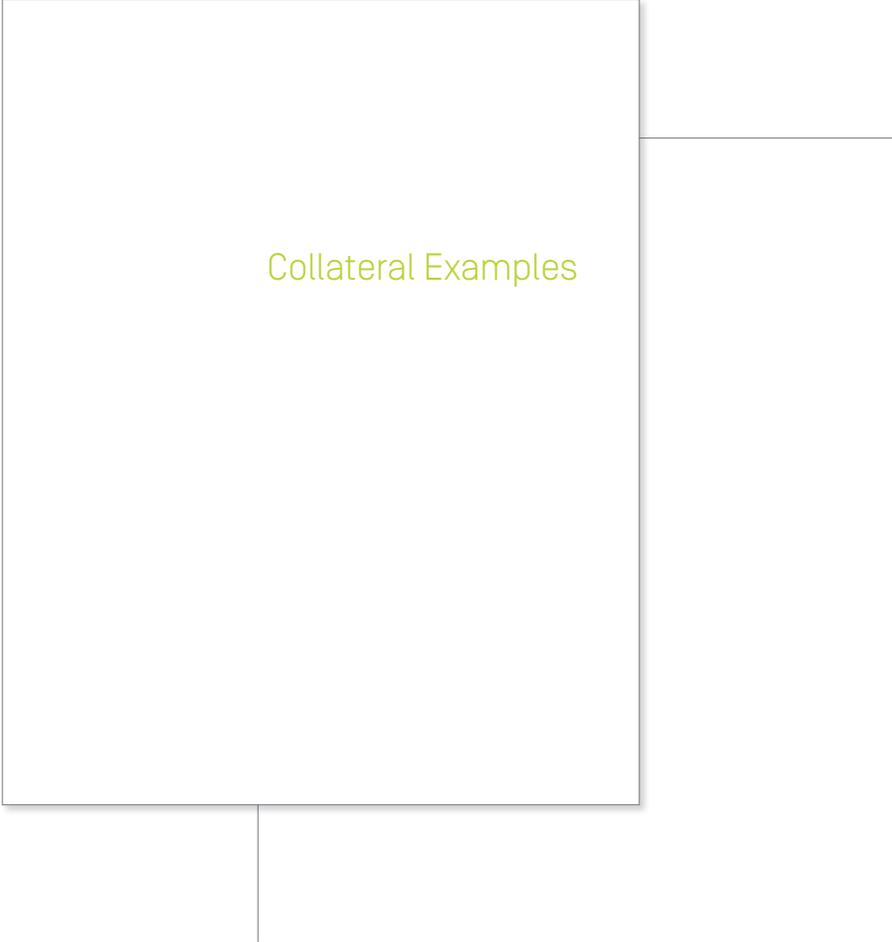
Content Page with Primary Image

Brand Applications

This section shows how the brand should be applied in real-world use. As this section expands over time, new applications should always reflect the TowerPinkster brand as represented in this guide.

For any questions on areas not covered here, please contact Emily Ford (eford@towerpinkster.com).

TowerPinkster has amassed a broad array of print collateral over the years. Moving forward, materials will reflect the new brand, providing continuity as individual elements may be adjusted. Print collateral will feature the new logo, Simplon font family, updated Pantone® colors, and the elimination of the green wedge.



Collateral Examples

Brand Overview Advertising

The question ads have been conceptualized to introduce and position TowerPinkster in a fresh and authentic way. These ads clearly distinguish TowerPinkster from its competition and highlight its competitive advantage of creative curiosity.

The use of full-page ads introduces and positions TowerPinkster, reflecting the command and level of a bold regional brand. When budget does not allow, these ads are designed to be easily adjusted for use as fractional advertisements.

Recommended use:

- Sponsorship ads in programs
- Regional architecture advertising (non-vertical)
- Posters (internal)



Vertical Market Advertising:

Case study ads elevate TowerPinkster's market expertise, ownership of recognized spaces, and creative curiosity.

Designed as spreads, it is recommended to use these ads full size in order to best capture the project visually and tell our story. When budget does not allow, these ads are designed to be easily adjusted for use as fractional advertisements.

Recommended use:

- Vertical publications
- Business journal issue with emphasis on vertical markets
- AEC issues with emphasis on vertical markets

HOW CAN YOU CHANGE A SCHOOL FROM INTIMIDATING TO INVITING?

Reduce the school into smaller units where each grade is assigned a floor and narrow hallways are turned into learning commons. Appropriate to learning institutions, we began by asking as many questions as possible and finding answers that apply to each age group.

The right questions produce remarkable answers. That's why every TowerPinkster project starts with a new set of questions.

ARE YOU CURIOUS?

TowerPinkster
Architecture Engineering Interiors
towerpinkster.com

HOW DO YOU TURN A 100 YEAR OLD STRUCTURE INTO A LEED-PLATINUM RATED GREEN BUILDING?

>Lorem ipsum dolor sit amet, consectetur adipiscing 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. The right questions produce remarkable answers. That's why every TowerPinkster project starts with a new set of questions.

ARE YOU CURIOUS?

TowerPinkster
Architecture Engineering Interiors
towerpinkster.com

HOW DO YOU DESIGN A SPACE WHERE CHEFS AND NURSES SIT AT THE SAME TABLE?

An adaptable space with simulated learning environments where chefs and healthcare providers can work together to gain a deeper understanding of food safety, sourcing, nutrition and the impact food can have on a community.

The right questions produce remarkable answers. That's why every TowerPinkster project starts with a new set of questions.

ARE YOU CURIOUS?

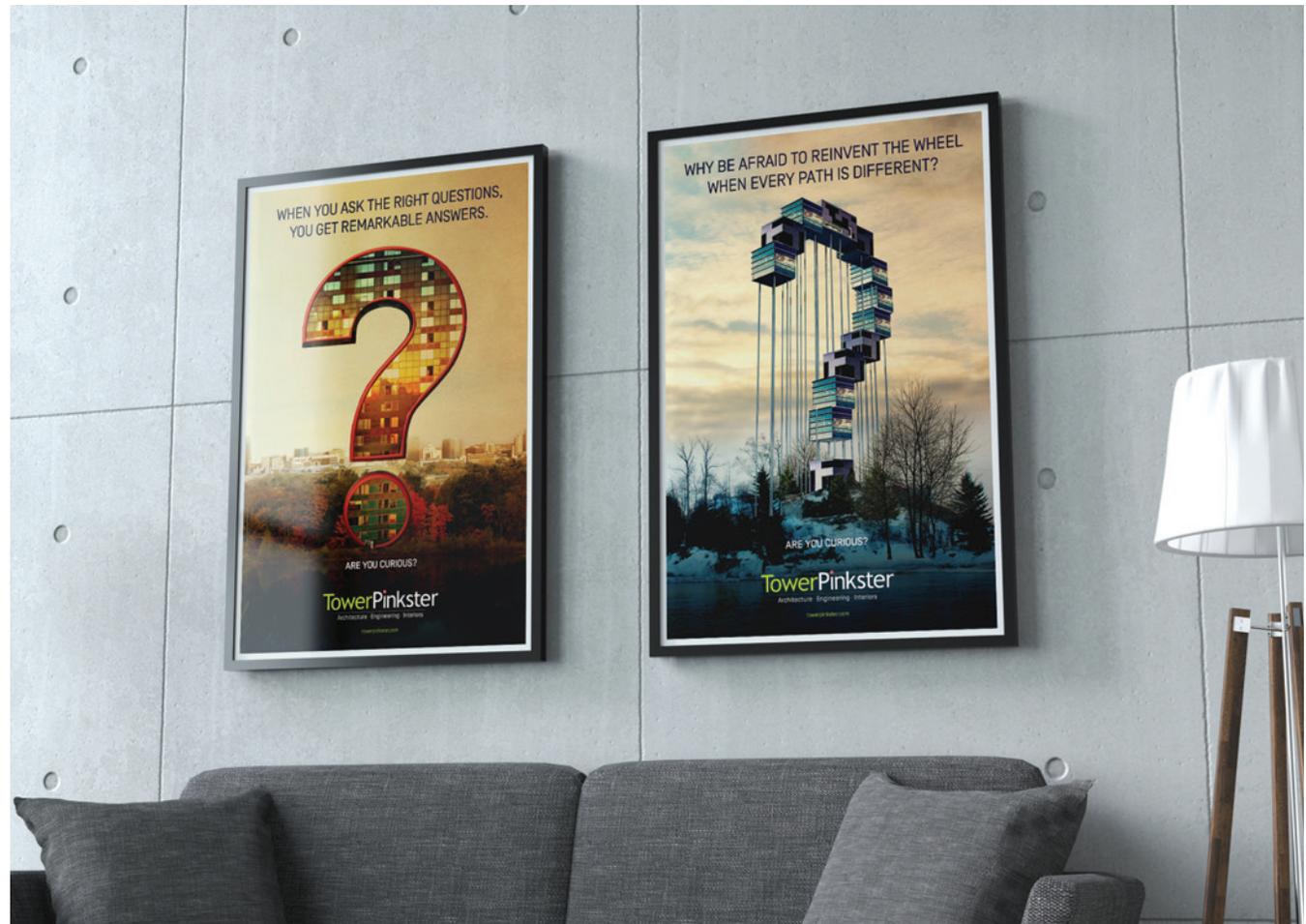
TowerPinkster
Architecture Engineering Interiors
towerpinkster.com

Brand Applications

Print Posters

5.3

Posters are an excellent large-format medium for question ads that have been developed to introduce and position TowerPinkster in a fresh and authentic way. These posters clearly distinguish TowerPinkster from its competition and highlight its competitive advantage of creative curiosity.



Brand Applications

Digital Advertising

5.4

TowerPinkster

Shown are some examples of the question ads, formatted for digital applications.

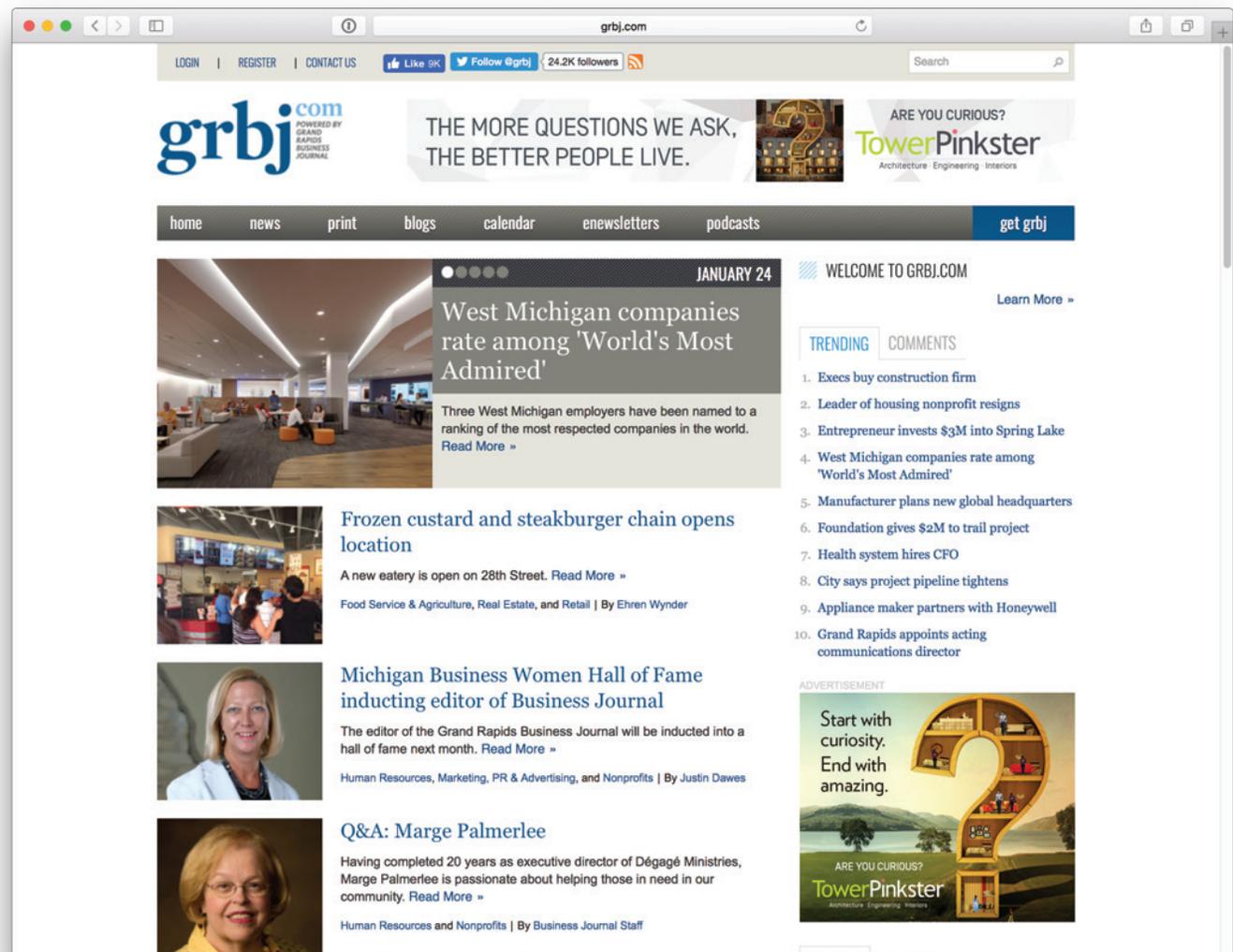
Each application is unique, and might call for animation in order to convey the proper message to our target audience.

Example standard sizes:

728 x 90

300 x 250

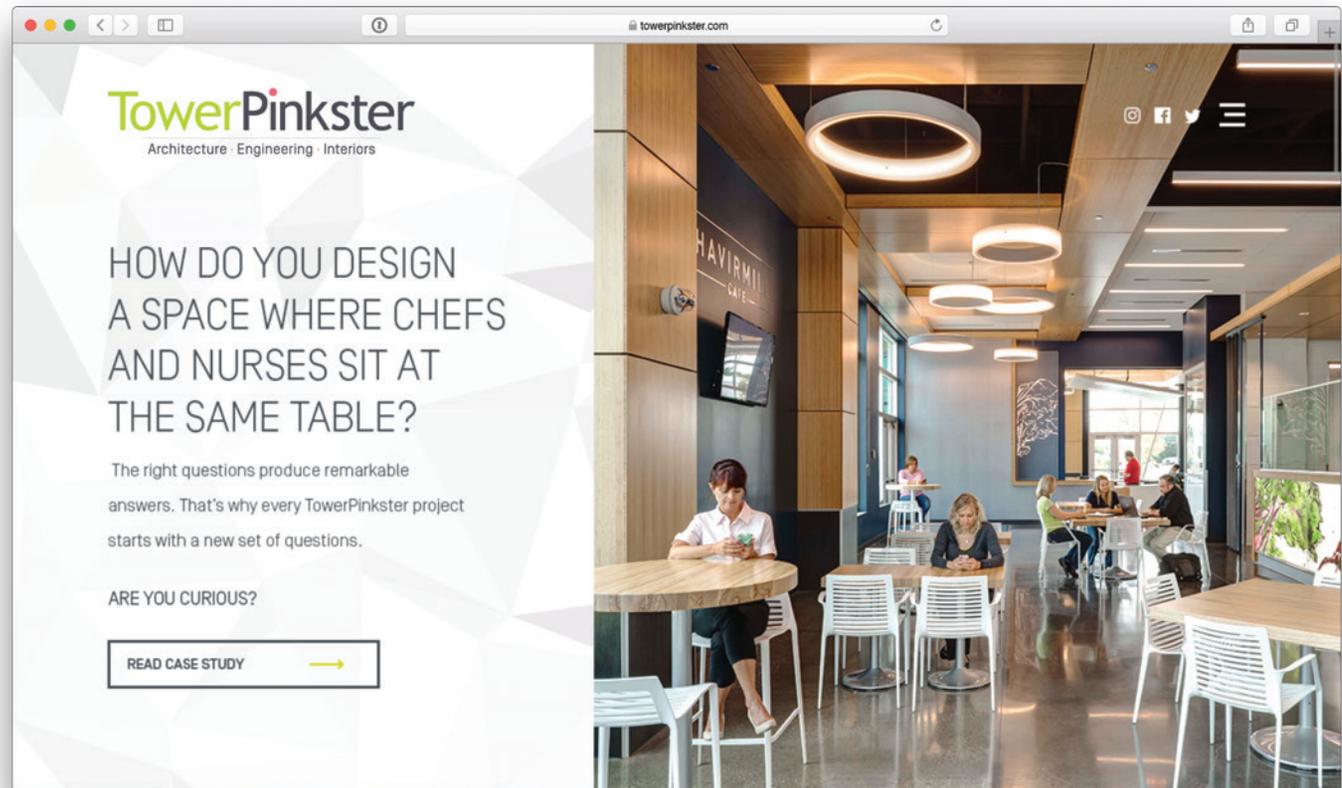
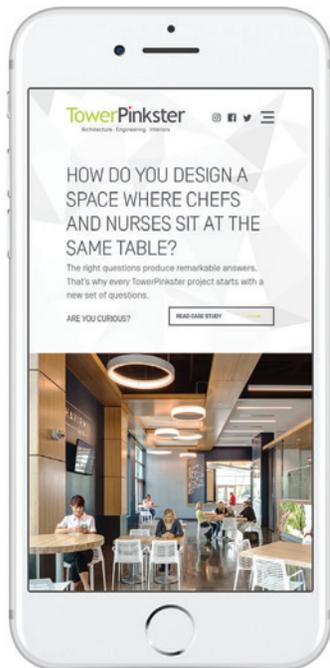
300 x 600



The website is one of our main communication tools that tells our brand story and is our forward-facing extension of the TowerPinkster brand to current/potential clients, potential talent, the AEC and business community, plus our local communities at large.

The marketing department maintains this site since it is such an important outward face of the brand and must stay aligned with our larger strategic vision at all times.

Please contact Emily Ford [eford@towerpinkster.com] with any questions or requests for updates.



Construction signage should be used when possible to convey our brand through our projects and reach our communities.

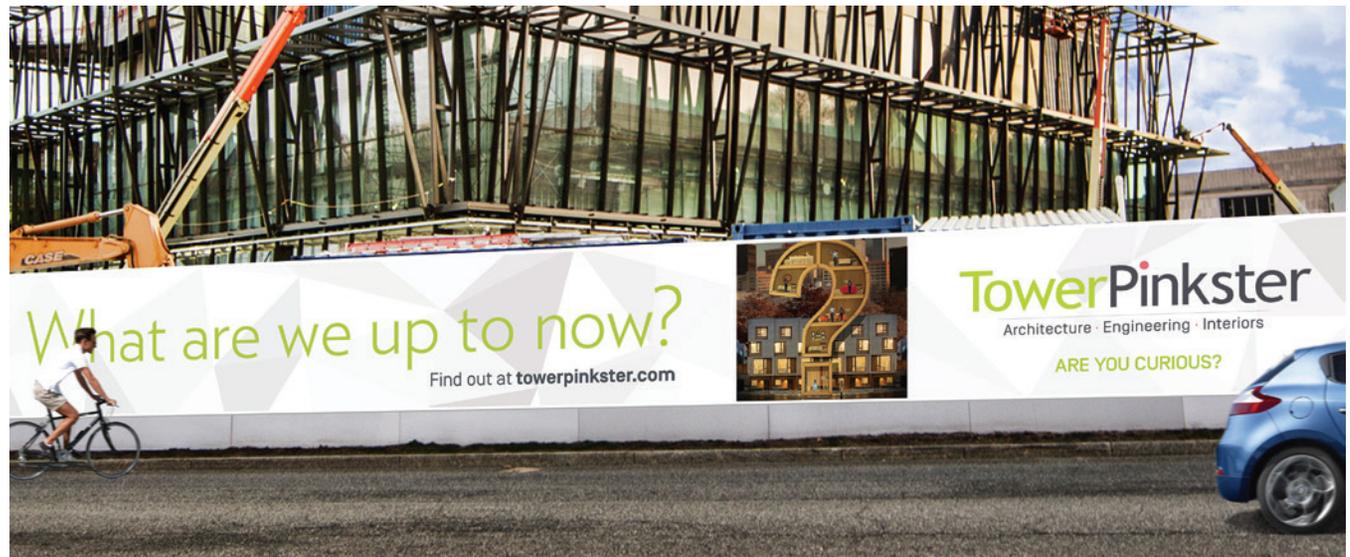
Generally, the job sign should include, at a minimum, the project name, a rendering, and logos for the owner/client, construction manager, and TowerPinkster.

The TowerPinkster logo should appear in color and should have prominence equal to the owner/client and construction manager logos.

Consider including the completion date for the project and/or a “thank you” to the community for supporting the project. [This would be particularly appropriate for school projects where the community has approved a bond.]

Other consultant logos may be included, if requested by the owner. This might include structural engineer, mechanical engineer, landscape design firm, kitchen consultant, etc. If high-quality consultant logos are not available, consider listing them in type only.

Client approval MUST be obtained prior to fabrication.



Brand Applications

Social Media

5.8

TowerPinkster

The logo needs to stay unified across all social media channels.

FACEBOOK: facebook.com/TowerPinkster

Verify the page to show up higher in search and build authenticity with your audience.

Recommended post rhythm:
1-3 posts/week.

Profile photo:
Consistent across channels.
Recommended size: 180 x 180px

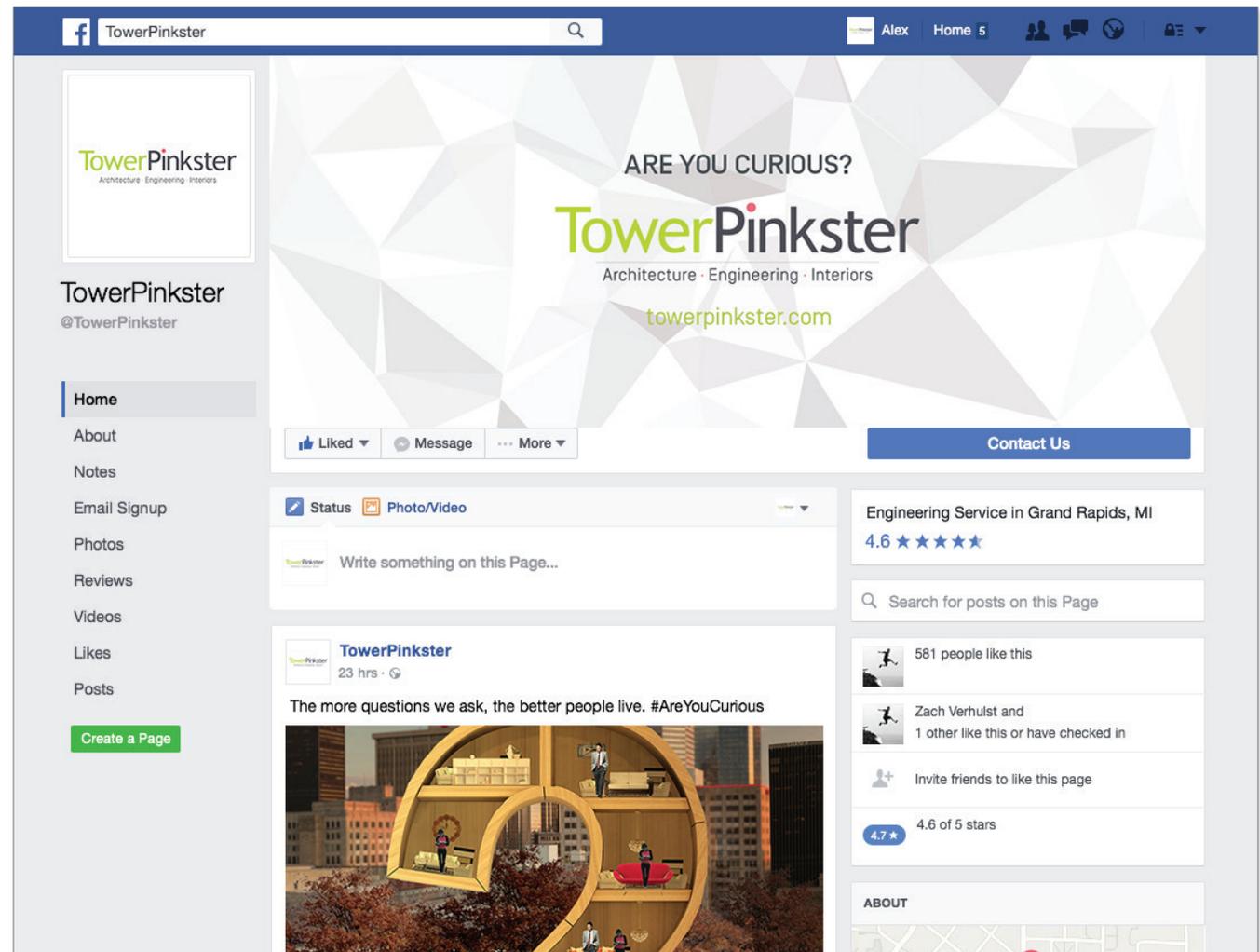
Cover photo:
Consistent across channels.
Recommended size: 820 x 312px

Cover video (optional):
20-90 seconds. Needs to work without sound. Recommended size: 820 x 462px

About:
Long version. Consistent across channels.

Hashtag usage:
None.

Content breakdown:
Highlight creative curiosity,
thought leadership/industry news,
TowerPinkster culture.



TWITTER: @TowerPinkster

Recommended post rhythm:
3-7 tweets/week (including retweets).

Profile photo:
Consistent across channels.
Recommended size: 400 x 400px

Cover photo:
Consistent across channels.
Recommended size: 1500 x 500px

Bio:
One sentence. Consistent across channels.

Hashtag usage:
When appropriate. No more than three
per tweet.

Content breakdown:
Highlight creative curiosity, thought
leadership/industry news, vertical markets/
client work.



Brand Applications

Social Media

cont. 5.8

TowerPinkster

INSTAGRAM: @TowerPinkster

Create business account.

Recommended post rhythm:
1-3 posts/week.

Profile photo:

Consistent across channels.
Recommended size: 110 x 110px

Bio:

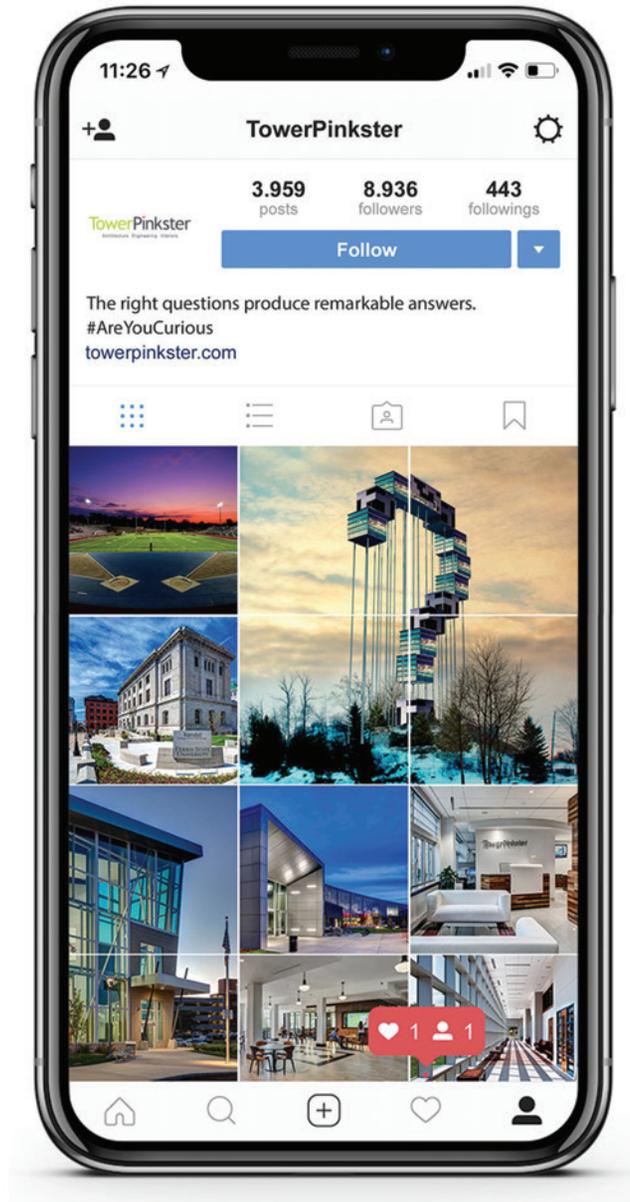
One sentence. Consistent across channels.

Hashtag usage:

Every post should include at least five relevant hashtags.

Content breakdown:

Highlight creative curiosity, vertical markets/client work, TowerPinkster culture.



Brand Applications Social Media

cont. 5.8

TowerPinkster

LINKEDIN:

linkedin.com/company/TowerPinkster

Recommended post rhythm:
2-4 posts/month.

Profile photo:

Consistent across channels.
Recommended size: 300 x 300px

Cover photo:

Consistent across channels.
Recommended size: 1536 x 768px

About:

Long version. Consistent across channels.

Hashtag usage:

When appropriate. No more than two per post.

Content breakdown:

Highlight creative curiosity, thought leadership/industry news, vertical markets/client work, TowerPinkster culture.

The screenshot shows the LinkedIn profile for TowerPinkster. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, and More. The main content area features the company logo, name, and tagline: "Design : Engineering : Architecture · Grand Rapids & Kalamazoo · 118 employees". Below this, it shows "4 connections work here" and a link to "See all 118 employees". There are two buttons: "See jobs" and "Following" (with "178 followers" next to it). The "About us" section contains two paragraphs of text. The "Recent update" section shows a post about attending the Trevor Noah show at Gilda's LaughFest. The right sidebar lists "People also viewed" with four company profiles: Progressive AE, Fishbeck, Thompson, Carr & Huber Inc. (FTCH), GMB Architecture + Engineering, and Fleis & VandenBrink.