



TURNER
MINING GROUP

BRAND GUIDELINES

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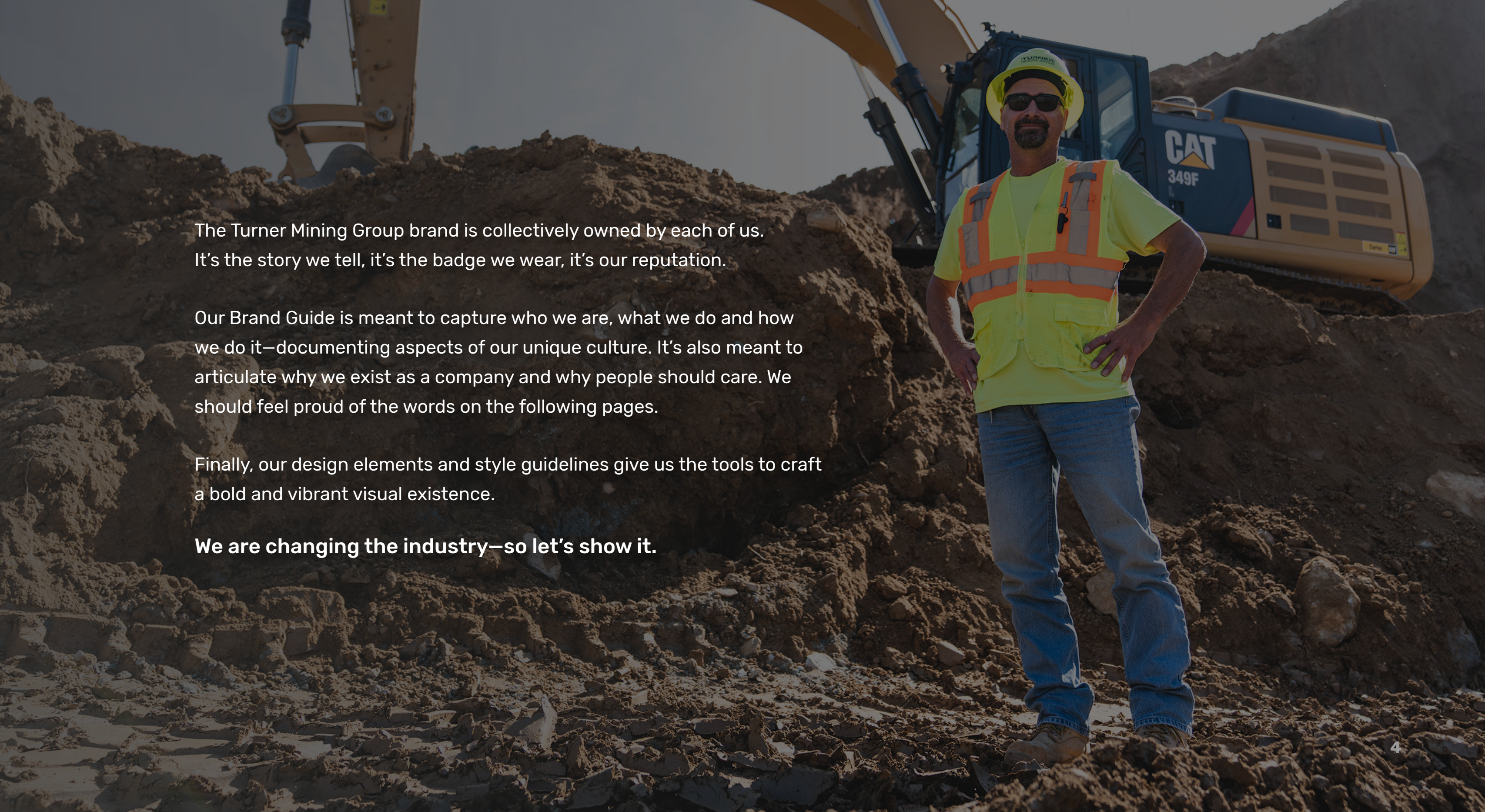
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A large yellow CAT K-20 off-highway truck is the central focus, parked on a dirt construction site. The truck has "CAT" and "K-20" markings on its side. In the background, a yellow CAT excavator is visible, and several construction workers wearing high-visibility vests and hard hats are standing near it. The scene is set against a backdrop of a dirt embankment and a cloudy sky.

OVERVIEW



The Turner Mining Group brand is collectively owned by each of us. It's the story we tell, it's the badge we wear, it's our reputation.

Our Brand Guide is meant to capture who we are, what we do and how we do it—documenting aspects of our unique culture. It's also meant to articulate why we exist as a company and why people should care. We should feel proud of the words on the following pages.

Finally, our design elements and style guidelines give us the tools to craft a bold and vibrant visual existence.

We are changing the industry—so let's show it.



BRAND MESSAGING



Brand Foundation

What We Stand For

VISION

What we're here to do

As the trusted full-service provider, we are a positive force transforming the mining industry through dedication to our purpose, people and partners.

PURPOSE

Why we do what we do

To make life better for the mining industry.

Brand Foundation

VALUES

How we act on our Vision and Purpose

A Heart for People

We are a people company, that performs mining services. We are building a team that feels like a family, holding each other ruthlessly accountable for our collective wellbeing.

A Mind For Innovation

No thought left behind. We relentlessly pursue innovative ways to get the job done that change our industry. No process is set in stone.

An Eye For Safety

We believe that doing the job safely, IS doing the job productively. We go to extremes—big and small—to ensure we remain a trusted partner and employer.

BEHAVIORS

How we show up each day

Adaptable

We bring an open mind to every situation and face challenges head-on in pursuit of the right solution.

Motivated

We bring passion and energy to everything we do; we go all-in on winning.

Professional

We are genuine, respectful and responsible, elevating the quality of our relationships.

Brand Expression

How the World Sees Us

PILLARS What makes us unique		VOICE How we sound	IMAGE How we look & feel
Courageous	Strive to be different.	Passionate	Dynamic
	Pursue growth ambitiously.		
	Be outwardly passionate.		
Competitive	Set out to win.	Confident	Human
	Continuously improve.		
	Never settle.		
Genuine	Believe in people.	Candid	Legit
	Celebrate personality.		
	Bring the energy.		

Value Propositions

FOR EMPLOYEES

Why work *for* us?

Make a change, make a difference, make a good living.

Make A Change

Feed your hunger for more by seeking opportunity at a company that puts people first.

Make A Difference

Be a part of changing the industry, leaving a legacy and becoming part of a lifelong family.

Make A Good Living

It feels good when hard work pays off.

FOR CLIENTS

Why work *with* us?

Trust us when it comes to taking mining to the next level.

Leadership

Next level professionalism comprised of positivity, integrity and technology.

Next Generation

A young and motivated workforce bringing a new energy to the mining industry.

Innovation

Relentlessly pushing boundaries to improve life in the mining industry.

Culture of Caring

Our people have love for the industry, each other and the people we serve.

CAMPAIGN MANIFESTO

Danger. Reprimand. Tired. Forceful. Fearful. Primitive.
Words once associated with mining.

There's a glaring need for change.
A burning platform to make life better for the industry.

Safe. Motivated. Vibrant. Innovative. Passionate. Professional.
This is the future we believe in.

We can and will do things differently—with courage and intention.
Building the next generation of leaders who will take mining to a new level.

Making life better means putting people first.
Focusing on growth to provide more opportunity, to expand our mining family.

We move forward with collective strength from coast to coast.
Pushing the limits of what's possible by continuously improving.

Genuine. Confident. Adaptable. Competitive. Thriving.
We are a positive force in the mining industry.

Join us as we

CHANGE THE GAME

TURNER
MINING GROUP

Dare to be different. Never settle.

CHANGE THE GAME

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turnermining.com



DESIGN SYSTEM

Logo

The Turner Mining Group logo exemplifies our brand foundation with its strong, bold character and extended letterforms. The logo is the visual representation of the company, therefore care must be taken to ensure proper usage and spacing.

MASTER LOGO

Use the black version of the logo in any instances where the logo will appear on a light background. Ensure that there's proper contrast between the logo and the background; if there's low contrast, consider using one of the alternate versions.

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ALTERNATE VERSIONS

Use the white version in cases where the logo will appear on a dark background. Use the barred version in merchandising or apparel. In special circumstances, a chrome or silver-foil logo may be used in print media if the specialty printing methods are available. Do not use the silver or barred version in digital media.



Barred



White



Silver

CLEARSPACE

Clearspace is the amount of space that should be around the logo in any application or medium in order to ensure the logo stands out and isn't crowded by other elements.



FILE FORMATS, EXPLAINED

JPG

A JPG is a flat, lossy image format. This means that it can't have transparency, and you can't enlarge the image any bigger than the original resolution.

Use this format when you *don't need* a transparent background.

PNG

A PNG is a flat, lossy image format that allows for transparency. This means that it *can* have transparency, but you still can't enlarge the image any bigger than the original size and resolution.

Use this format when you *need* a transparent background.

Vector

A vector file (.ai, .eps, .pdf) is a scalable image format. Unlike JPGs or PNGs, which render the image in pixels, a vector file renders the image using mathematical coordinates. That means you can scale the image to any size you want without losing any quality. Use this format for merchandising, print jobs, or to generate new JPGs or PNGs.

LOGO USAGE GUIDELINES

✓ Do:

Ensure that the logo has sufficient contrast against the background:



✗ Don't:

Add a drop shadow, change the color, distort, or otherwise alter the logo:



Colors

The Turner Mining Group color palette embodies our brand attributes of boldness, confidence, genuineness, and overall trustworthiness.



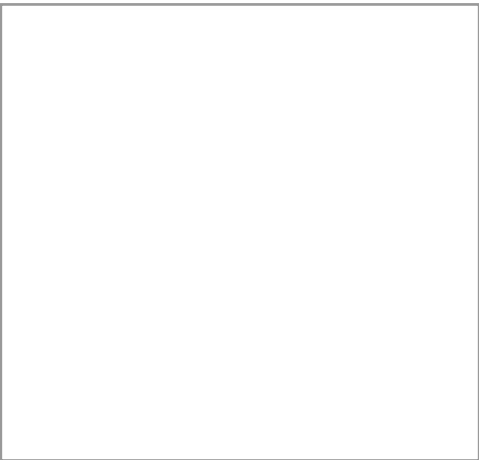
Turner Black

Hex: #313131
RBG: 49 49 49
CMYK: 0 0 0 80



Turner Gray

Hex: #999999
RBG: 154 154 154
CMYK: 0 0 0 40



White

Hex: #FFFFFF
RBG: 255 255 255
CMYK: —



Turner Orange

Hex: #FF830A
RBG: 255 131 10
CMYK: 0 60 100 0



Turner Teal

Hex: #179D85
RBG: 23 157 133
CMYK: 80 15 58 0

Typography

The Turner design system uses the **Rubik** font family for its typography. Rubik is a strong, readable font with subtle, soft edges that evoke a genuine, trustworthy spirit.

Font Family	Line Height <i>(Copy)</i>
Rubik	1.6x <i>(i.e. 16px font size would have a line height of 25.6px)</i>
Font Styles	
Regular, Regular Italic	
Medium, Medium Italic	Line Height
Bold, Bold Italic	<i>(Headlines, Display)</i>
	1.3125x
Base font size <i>(x)</i>	
16px <i>(digital)</i>	Letter Spacing
8pt <i>(print)</i>	<i>(Sentence Case, Display)</i>
	0
	Letter Spacing
	<i>(All Caps, excluding Display)</i>
	50

Display
(Special use cases)
Rubik Bold

Eyebrow
Rubik Bold
1.125x

Headline
Rubik Bold
2x

Subheadline
Rubik Medium
1.5x

Copy
Rubik Regular
x

CHANGE THE GAME

NEVER SETTLE

**A heart for people,
a mind for innovation, and
an eye for safety.**

**We are a people company, that performs
mining services.**

Danger. Reprimand. Tired. Forceful. Fearful. Primitive. Words once associated with mining. There’s a glaring need for change. A burning platform to make life better for the industry.

Usage Guidelines

PRINT MEDIA

Always ensure there's a sufficient amount of contrast between typography, background colors, and images. Text should be readable, so use Turner Black on white or light backgrounds, and white on dark backgrounds or images.

In Microsoft Word or Google documents, solid black (#000) may be substituted for Turner Black. However, for high-quality print materials, Turner Black (#313131) should be used for body copy.

Any color in the Turner color palette may be used as a background color, differentiator, or visual accent.

Specialty Printing

If specialty printing methods are available, a chrome or silver-foil finish may be applied to typography as long as it's readable.

DIGITAL MEDIA

Always ensure there's a sufficient amount of contrast between typography, background colors, and images. Text should be readable, so use Turner Black on white or light backgrounds, and white on dark backgrounds or images.

For button or link hovers, a darken or lighten filter may be applied in 10% increments to differentiate active and focus states.

Any color in the Turner color palette may be used as a background color, differentiator, or visual accent.

Images

PHOTOGRAPHY

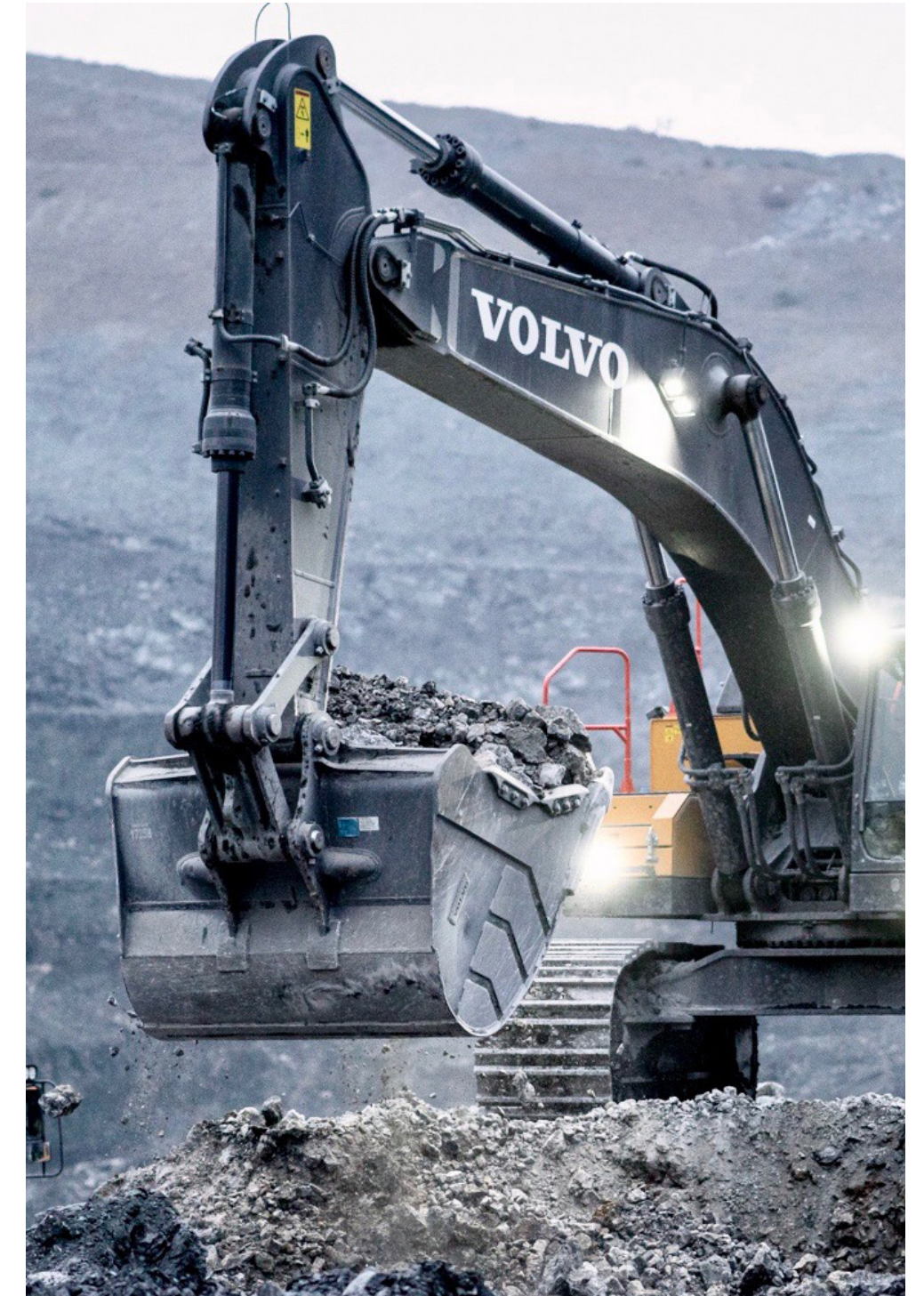
Great imagery is the core component of the Turner Mining Group design system.

Photos should be high-quality with a strong understanding of photography skills: composition, lighting, color, and subject matter. Subject matter should include equipment, environment, and/or people with genuine expressions in realistic situations.

Do not use staged, cheesy, or otherwise unrealistic photographs and imagery.

ICONS

Icons should be flat and solid.



Layout Guidelines



THE GRID

Layouts should use a **12-column grid** to render the composition. Content placement is flexible and is dependent upon the amount of content to be used within the layout, as well as consideration of any background images.

Generous use of negative space and clean alignment are encouraged in order to create dynamic compositions.

IMAGE TREATMENT

When working with text layered over background images, a dark overlay should be used on the background image.

The dark overlay should be between 30-50% Turner Black, depending on the complexity of the background image and the legibility of the foreground typography.



Resources

Have questions about the Brand Guidelines, how to apply the design system, or special circumstances? Contact one of the resources below for answers.

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Content Director

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JESS SWEETIN

Marketing Content Manager

812-947-1581





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