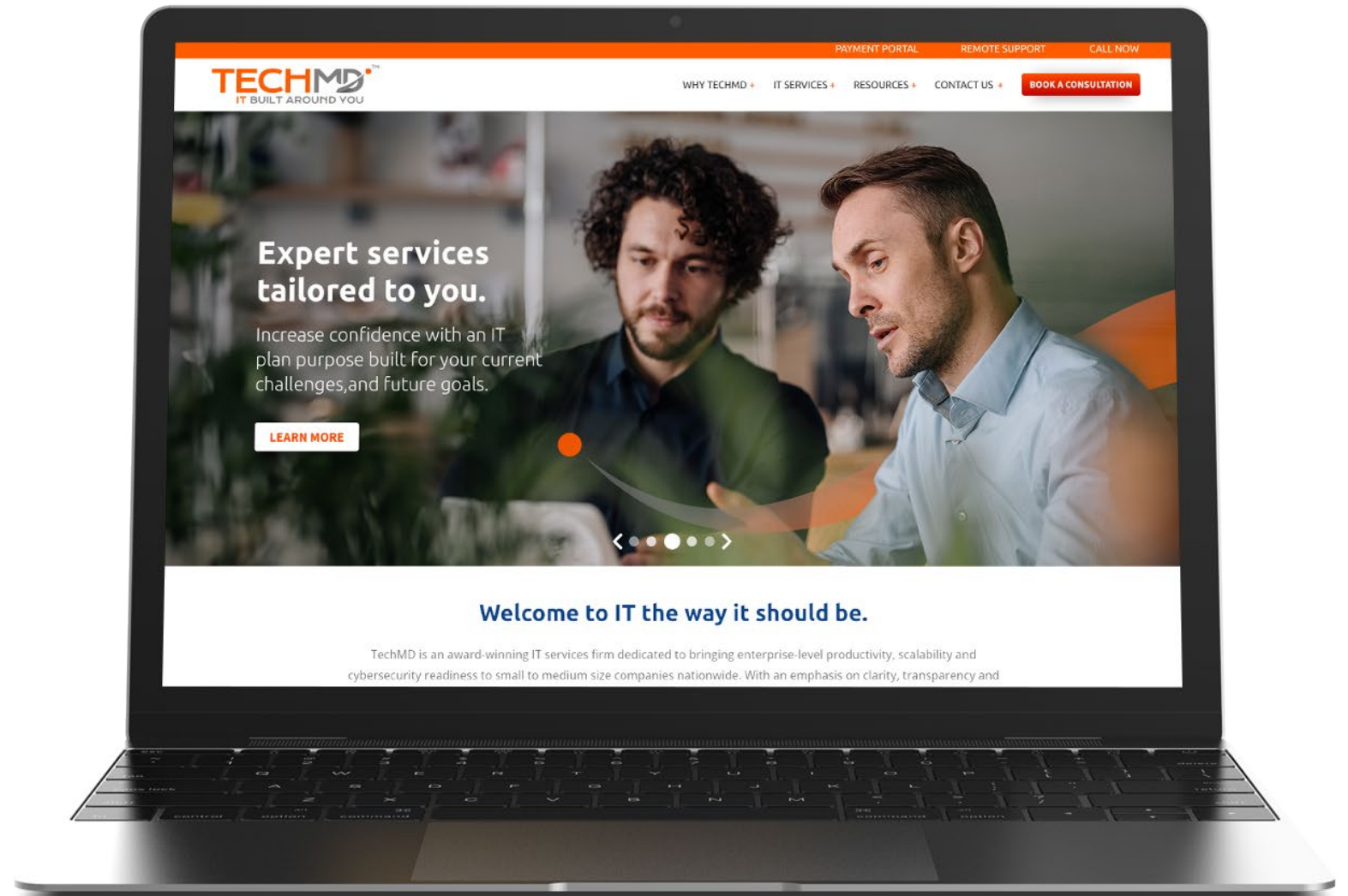


## Empowering Teams and Boosting Conversions

TechMD is a national managed service provider and trusted partner in the IT industry for over 30 years. They needed to evolve and humanize their brand to attract SMBs throughout the US. The core belief at TechMD is that every small to mid-size company deserves a unique and customer-centric IT partner. Our mission was to transform this belief into a tangible, compelling brand experience.

TechMD's commitment to putting their clients at the center of everything they do was the cornerstone of the rebranding effort. We recognized the importance of aligning not just the services offered, but also the knowledge and insights provided, and even the language used with this client-focused philosophy. The goal was clear: to empower client teams, maximize long-term opportunities, increase sales conversions, and ensure a more personalized and flexible approach to enterprise-level IT.

Through this collaboration, TechMD's brand evolved into something more than just technology; it became about the people who rely on it every day. The redeveloped brand now resonates with over 7,600 clients nationwide, who see TechMD as an indispensable part of their core staff. It's a testament to how effective marketing and branding can transform a company's identity and make it stand out in a highly competitive industry.



### SERVICES

Brand Strategy & Positioning  
Brand Identity  
Branded Content  
Video Production  
Messaging Development  
Website Development

Media Planning & Buying  
Paid Social  
Marketing Management  
Collateral  
Direct Marketing

Email Marketing  
Analytics  
Events

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IT BUILT AROUND YOU



**Managed IT Services**



**Managed Cybersecurity**



**Modern Office**



**IT Consulting**



**Unified Communications**



**Managed Print**



Both colors are used in web design and on digital screens (mobiles, laptops, etc.).  
**CMYK**  
A combination of cyan, magenta, yellow and black. CMYK colors are used in offset and digital printing (business cards, brochures, flyers, etc.).  
**Color Tints**  
For flexibility, there are additional tints available for each color.

<b>RGB</b> 128, 128, 128	<b>CMYK</b> 52, 43, 43, 8	<b>HEX</b> #808080
<b>RGB</b> 192, 32, 38	<b>CMYK</b> 16, 100, 100, 8	<b>HEX</b> #C02026
<b>RGB</b> 75, 68, 66	<b>CMYK</b>	<b>HEX</b> #010203

Color Codes

## Logo Suite



### Favicon Logo



### Brand Icons



**Legal Requirements**  
Whenever presenting the TechMD brand, the copyright must be visible, yet discreetly placed.  
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Logo Suite

## Typography

**Headlines**  
**Ubuntu**

**Body Copy**  
**Open Sans**

**Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()<br/>**Semi bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

**Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

**Light**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()



Favicon

## Brand Application

### TechMD Brand Elements

When applying the TechMD brand look to ads, brochures, exhibits, vehicles and signage, you may use the orange dot, swoosh and/or network grid to create a cohesive brand look.



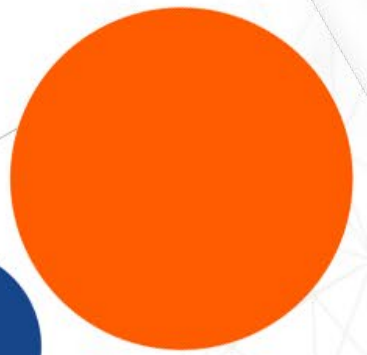
Brand Application

## Photo Usage

**TechMD Approved Photos**  
When using photography, present spontaneous (caught in the moment) images. You may also mix high and other images that express

03

### 01 Primary Color



### 02 Secondary Color



### 03 Tertiary Color



### 04 Accent Color #1



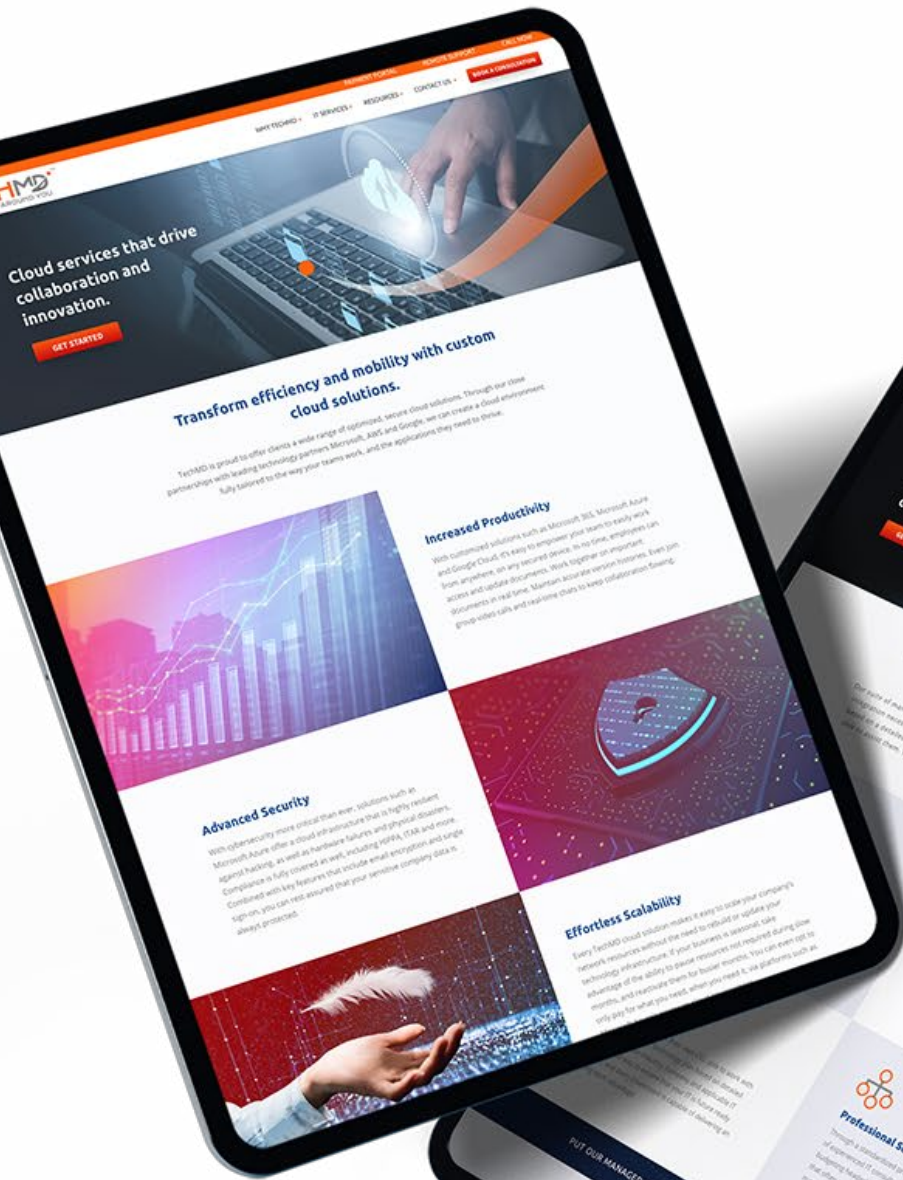
### 05 Accent Color #2



01

05







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Professional **IT** with a personal touch



Managed IT Services



Managed Cybersecurity



Modern Office



IT Consulting



Unified Communications



Managed Print

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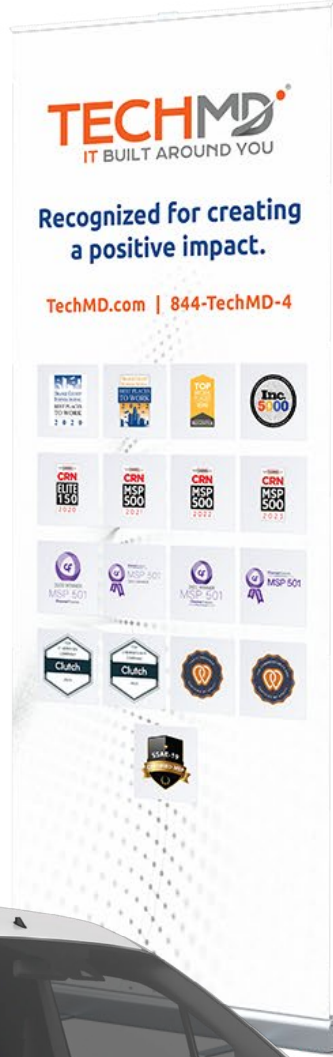
Recognized for creating  
a positive impact.

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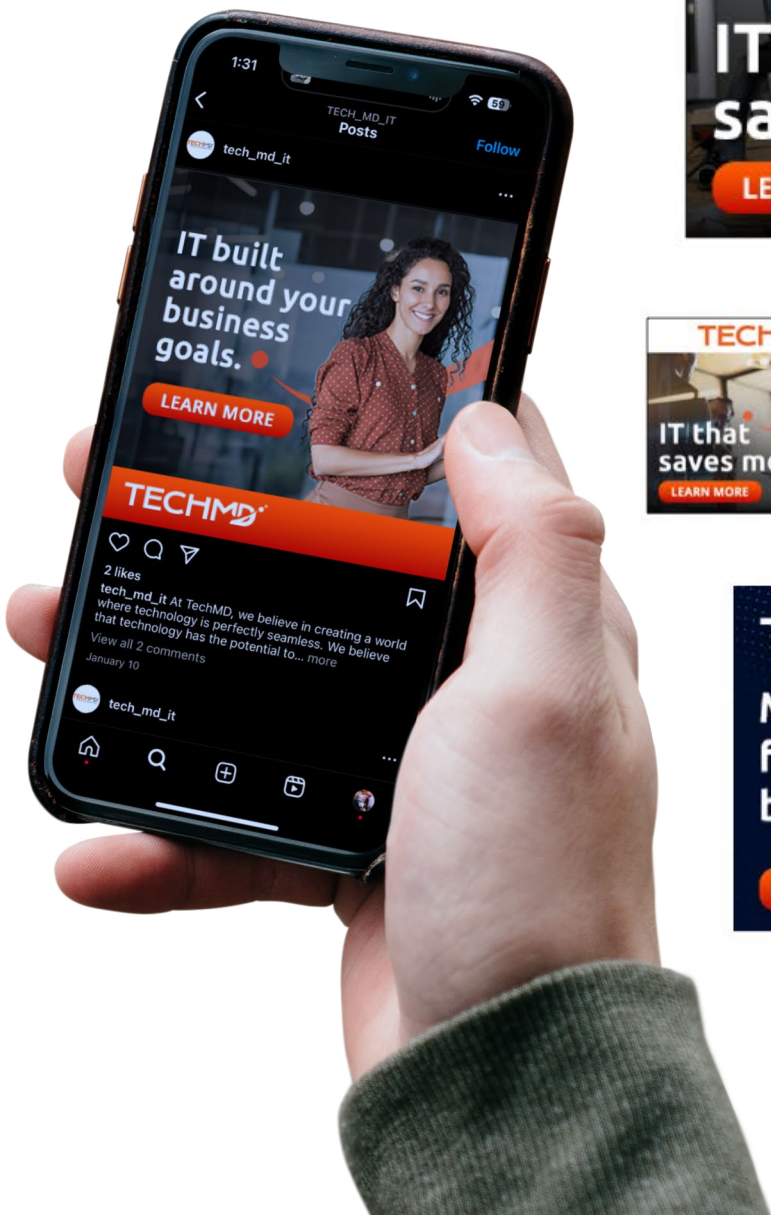


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