

Oscar Trimboli Brand Guidelines

BRAND MARK - LOGO

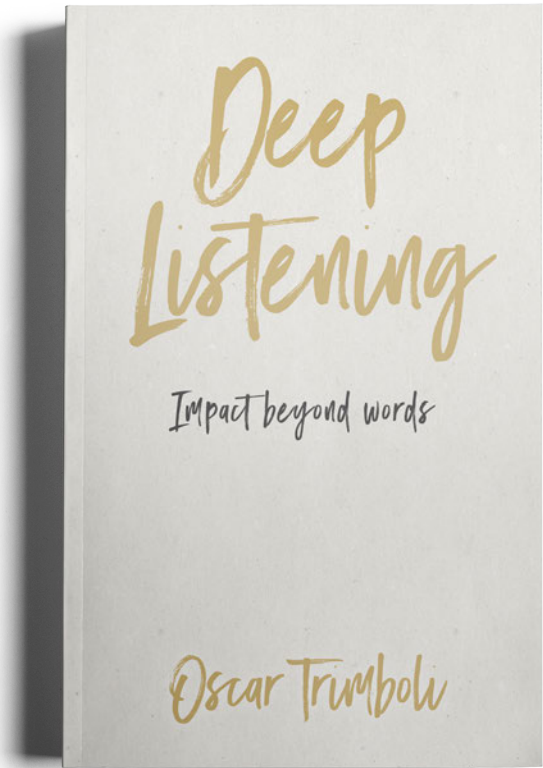


PRIMARY COLOUR LOGO



SINGLE COLOUR LOGO (ALL BLACK OR WHITE)

BRAND FONTS



BARLOW CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

SUB HEADLINE FONT

OPEN SANS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

BODY COPY FONT

Black Diamond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

MAIN HEADLINE or TITLE FONT



DOWNLOAD ALL FONTS

BRAND COLOURS

COLOUR BREAKDOWNS



GOLD

C27 M37 Y73 K3
R186 G152 B93
#b9985c



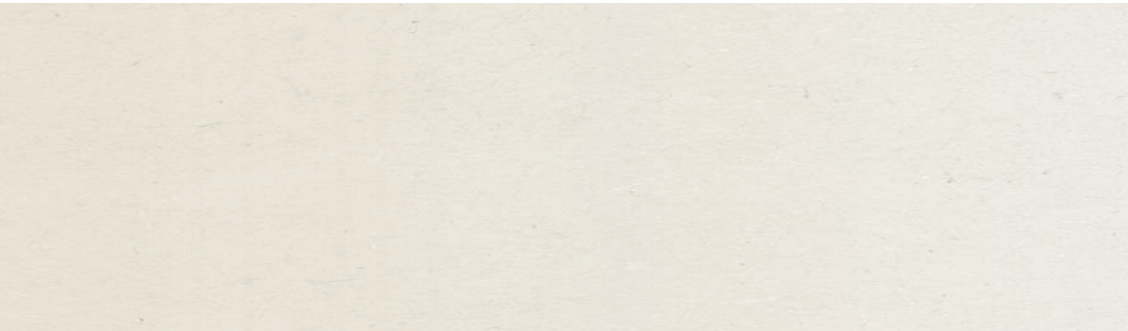
BLACK

C0 M0 Y0 K100
R35 G31 B32
#231f20

TONAL COLOUR GRADIENTS



The darker tone (TOP) to be used with logo and text sitting over it. Use file named **‘BACKGROUND TEXTURE w Gradient’** found in the **BACKGROUND TEXTURES** folder



The lighter tone (TOP) to be used an alternate background for logo and text sitting over it - especially good for body copy. Also used for placing contoured characters over the top. Use file named **‘BACKGROUND LIGHTER’** found in the **BACKGROUND TEXTURES** folder





The golden sunlight glow effect is used in all the illustrations created by Presentation Studio. I separate background only version of this glow effect can be found in the **BACKGROUND TEXTURES** folder called **‘BACKGROUND’**


The overall tone of colours for Oscar Trimboli is: Golden tones and textures with grayscale illustration using a golden sunlight glow.

CORRECT LOGO USAGE



CORRECT PLACEMENT


INCORRECT PLACEMENT





These are the preferred logo usage combinations.










IMAGE LIBRARY - ILLUSTRATIONS with Backgrounds

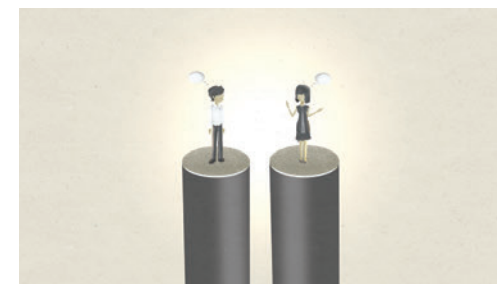
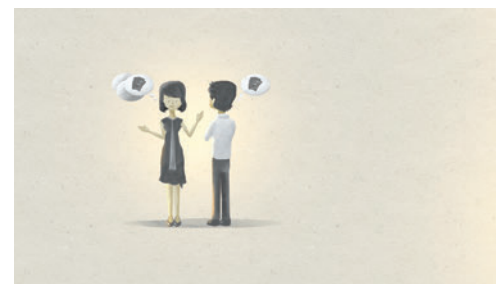
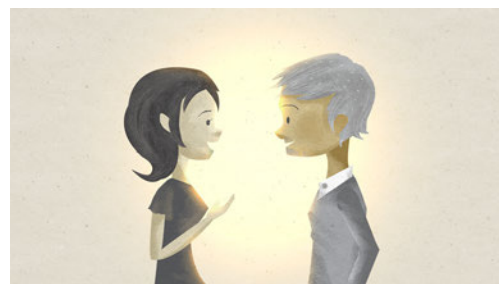
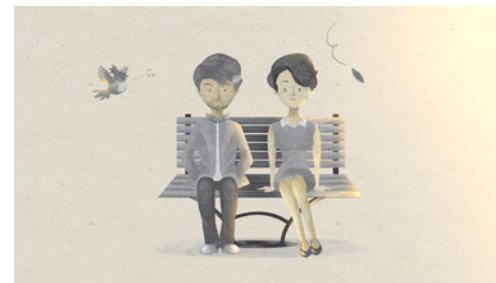
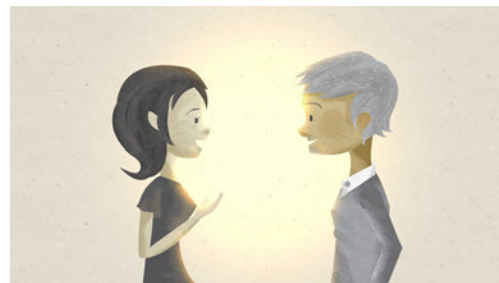
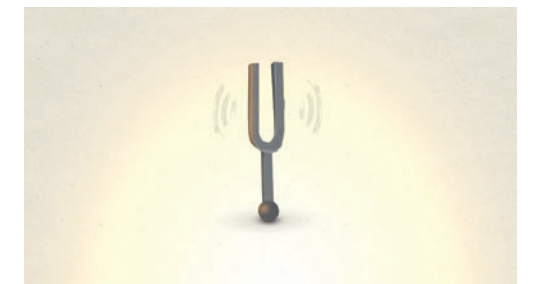
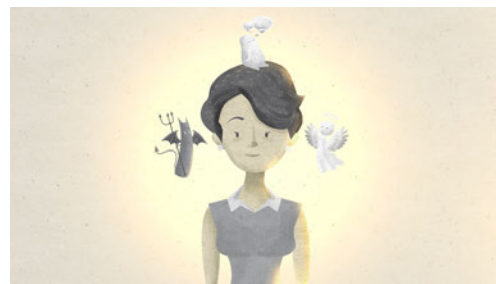
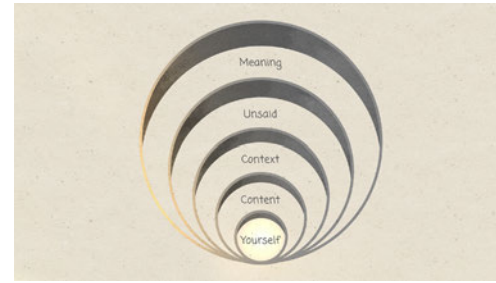
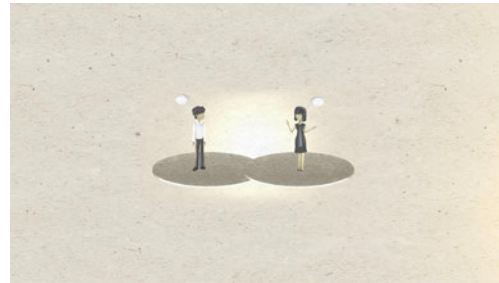
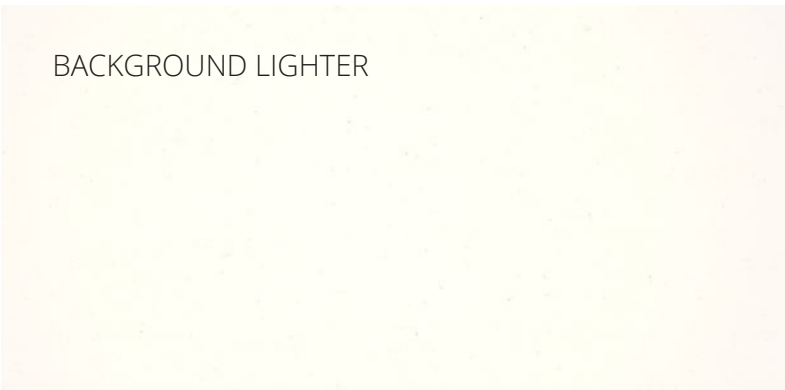
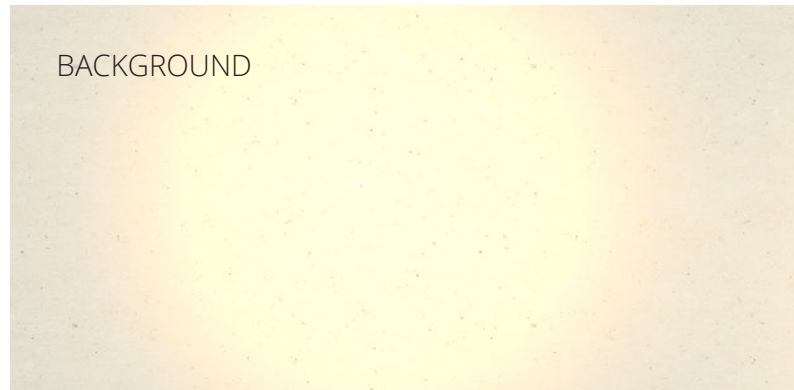
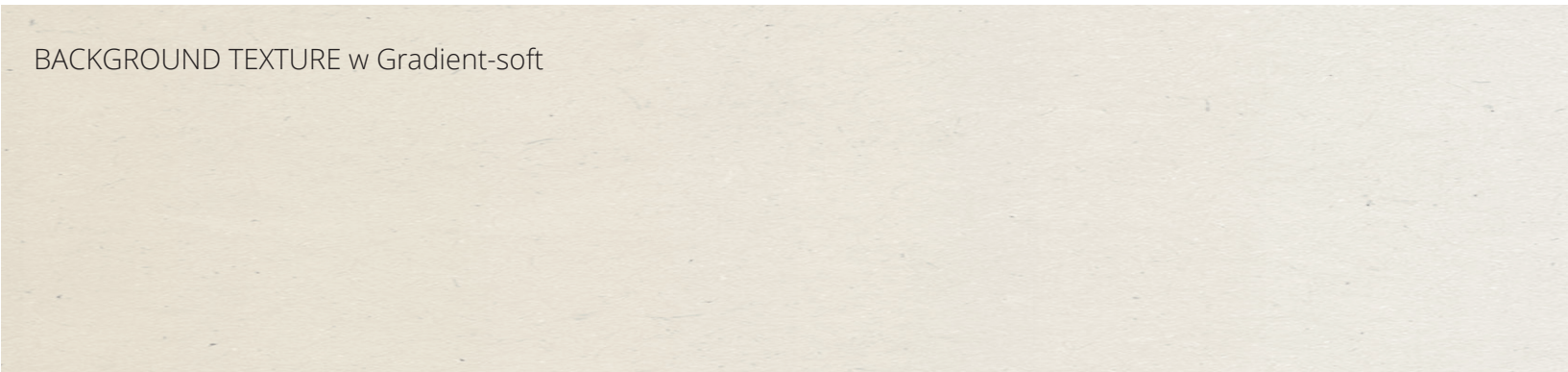


IMAGE LIBRARY - BACKGROUND TEXTURE/COLOURS

BACKGROUND TEXTURES

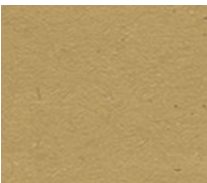


All of these background textures can be found in the 'BACKGROUND TEXTURES' folder

TABLE BACKGROUND COLOUR TEXUTRES

Keynote presentations	Audience takeaways
Deep Listening Impact beyond words	<ul style="list-style-type: none">• Listening to the other person is the wrong place to start• The 4 derailers to listening types• 5 levels of listening
Unsaid The Risk of Not Listening	<ul style="list-style-type: none">• How to listen to what's unsaid• 5 levels of listening• Skillfully surface the undiscussable topics in a group
The 125/400 Rule The art and science of listening	<ul style="list-style-type: none">• Listening to the other person is the wrong place to start• The maths and science of listening• Exploring context and meaning in dialogue
The Brief How to listen to your clients and prospects	<ul style="list-style-type: none">• The cost of not listening to the brief• 5 common mistakes people make when taking a brief• Uncovering the rational and emotional motivations

BACKGROUND DARK TEXTURE



BACKGROUND MID TEXTURE



BACKGROUND BW TEXTURE



IMAGE LIBRARY - CONTOURED CHARACTER LIBRARY

CONSCIOUS LISTENERS

Curious



Intentional



Systematic



Progress

UNCONSCIOUS LISTENERS

Drama



Interrupt



Lost



Progress



Bird Only

RECOMMENDED LAYOUT, FONTS + IMAGES - **SPEAKER** PDF

OSCAR TRIMBOLI BANNER

BACKGROUND TEXTURE W GRADIENT + Oscar image + Oscar Trimboli in **BLACK DIAMOND** font in black.

CHARACTER IMAGE

USE ILLUSTRATION in background from **ILLUSTRATIONS WITH BACKGROUNDS FOLDER** set to 50% opacity.

HEADLINE / BIG QUOTE

In **OPEN SANS LIGHT**

BASE PLATE

BACKGROUND
USE **BACKGROUND TEXTURE W GRADIENT** for the background

TEXT In **OPEN SANS LIGHT**.
WHITE TEXT in **OPEN SANS BOLD** and **REGULAR** all **LEFT ALIGNED TEXT**.

Oscar Trimboli

'We spend 55% of our day listening and yet only 2% of people have any formal listening training'

What's not listening costing you?

Oscar Trimboli

Michael Stelzer
Vice President
VERINT

Nicki Luther
Senior HR Business Partner
stryker

You are in good company

AstraZeneca CeBIT Deloitte
EduTECH GREAT PLACE TO WORK Accelerate
Microsoft RSA stryker
TAL Telstra VERINT

TOP LOGO BANNER

LOGO USE
3186_OSCARTRIMBOLI_ LOGO_FA3 colour logo

USE **OPEN SANS LIGHT**
for title and website

Oscar Trimboli Speaker | Author | Mentor oscartrimboli.com

Keynote presentations	Audience takeaways
Deep Listening Impact beyond words	• Listening to the other person is the wrong place to start • The 4 derailers to listening types • 5 levels of listening
Unsaid The Risk of Not Listening	• How to listen to what's unsaid • 5 levels of listening • Skillfully surface the undiscussable topics in a group
The 125/400 Rule The art and science of listening	• Listening to the other person is the wrong place to start • The maths and science of listening • Exploring context and meaning in dialogue
The Brief How to listen to your clients and prospects	• The cost of not listening to the brief • 5 common mistakes people make when taking a brief • Uncovering the rational and emotional motivations

"Oscar gave both an entertaining and insightful talk at AstraZeneca in May. He challenged us to think more deeply on how the power of really listening to those we work with helps to cut through our busy world."

"I was fortunate to hear Oscar's presentation on Deep Listening at Intranets2017. From the beautiful graphics to the insights, I'd never encountered before, I loved every minute."

"In a fast paced world where our attention span is constantly lessening, Oscar, shared valuable insight and useful tools to be really present and go deeper in conversation so that the people we engage with won't just be listened to – but be really heard. I could not look away from the moment he started speaking."

Susan Thomas
Quality Product Release Manager
AstraZeneca

Mirelle Walker
Global Principal Communications
Qunipose

Michelle Sanford
Director Technology Evangelist
Microsoft

TABLE

USE **OPEN SANS LIGHT**
for all body copy.

LEFT ALIGNED TEXT.

BACKGROUND for table
(See next page 6)

BACKGROUND/IMAGE

USE **BACKGROUND LIGHTER** for the background

USE a character from **CONTOURED CHARACTERS**

SOCIAL MEDIA - WITH PROFILE PHOTO

PODCAST GUEST POST IMAGE



DEEP LISTENING BOOK TESTIMONIAL



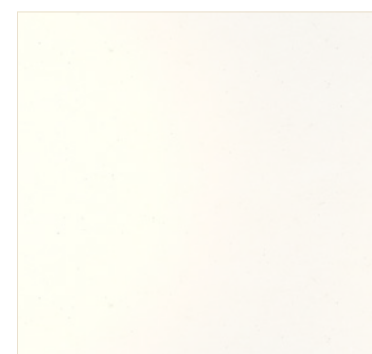
OSCAR 'SPEAKER' TESTIMONIAL



DOWNLOAD SOCIAL MEDIA ASSETS

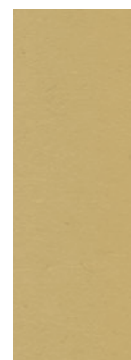
SOCIAL MEDIA - USING ILLUSTRATION

ILLUSTRATION + POST TITLE/TEXT



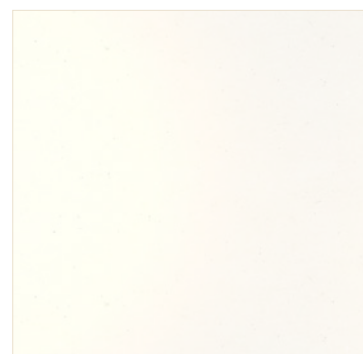
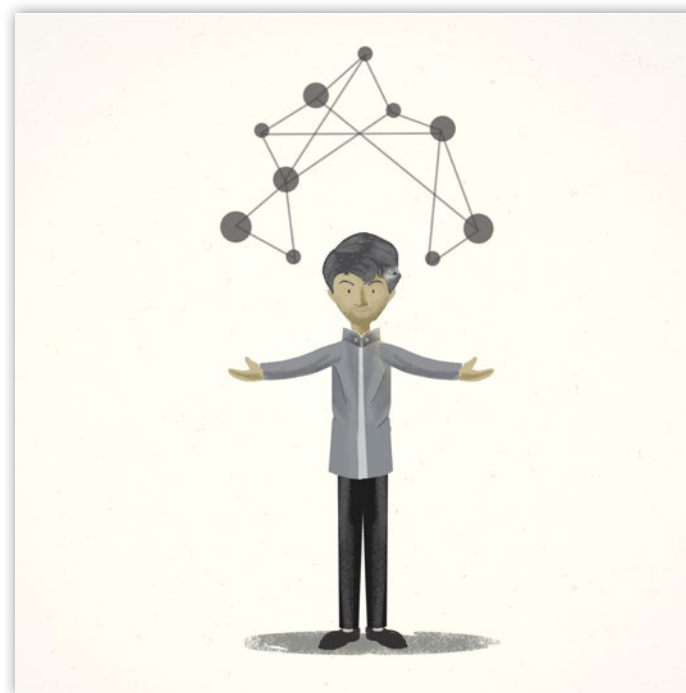
USE **BACKGROUND LIGHTER** for the background

+ USE **BACKGROUND TEXTURE W GRADIENT** for the background



USE a character from **CONTOURED CHARACTERS**

CONTOURED CHARACTER IMAGE

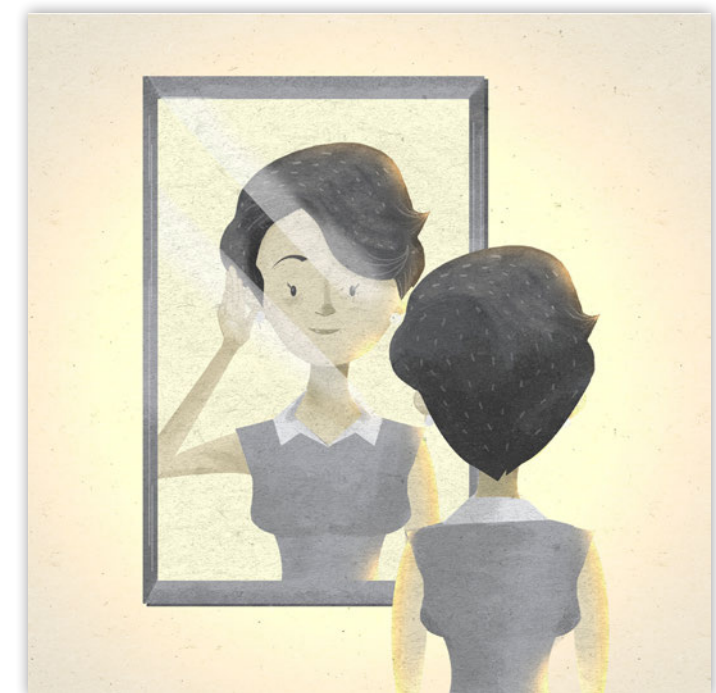


USE **BACKGROUND LIGHTER** for the background



USE a character from **CONTOURED CHARACTERS**

FULL IMAGE WITH BACKGROUND



USE an illustration from **ILLUSTRATIONS WITH BACKGROUNDS FOLDER**

SOCIAL MEDIA - LINKEDIN DIMENSIONS

PODCAST GUEST POST IMAGE



DEEP LISTENING BOOK TESTIMONIAL



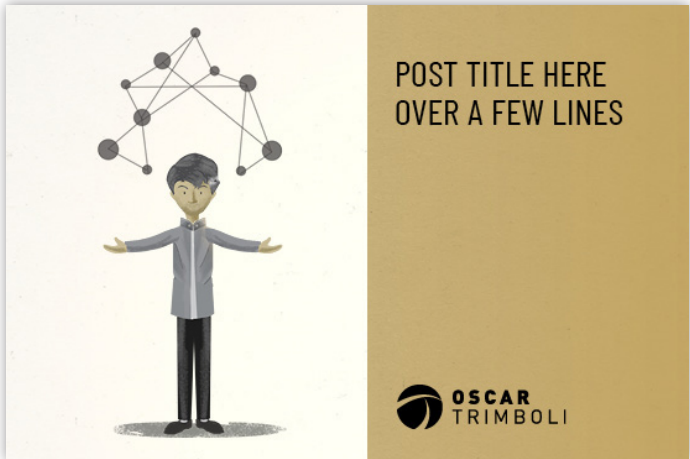
CALL TO ACTION POST #1



DEEP LISTENING BOOK TESTIMONIAL



ILLUSTRATION + POST TITLE/TEXT



CALL TO ACTION POST #2



BUTTON STYLE - SOCIAL MEDIA + WEBSITE

BLACK BUTTON



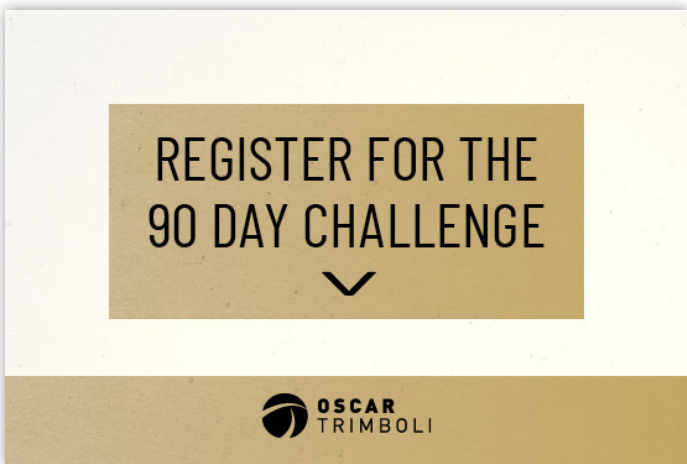
Use white type (Barlow condensed) on a black background, square edged rectangle.



GRADIENT TEXTURE BUTTON



Use black type (Barlow condensed) on **BACKGROUND TEXTURE W GRADIENT** for the background, square edged rectangle. Can add an arrow or symbol.



EDM BANNER



BACKGROUND TEXTURE W GRADIENT + Oscar image + Oscar Trimboli in **BLACK DIAMOND** font in black.



BACKGROUND TEXTURE W GRADIENT + Book image + Oscar Trimboli in **BLACK DIAMOND** font in black.



BACKGROUND LIGHTER + USE a character from **CONTOURED CHARACTERS** + Oscar Trimboli in **BLACK DIAMOND**.

All brand assets are saved in Dropbox

**Please contact
Oscar Trimboli for help with any assets
oscar@oscartrimboli.com**