



Turnkey
Instruments

BRAND IDENTITY · 2026

Make the invisible actionable.

A clear, confident identity system for TurnKey
Instruments.

PREPARED BY LOCAL & CO



WHY NOW

A specialist range deserves a clearer story.

TurnKey already has strong recognition, distinctive yellow and a broad portfolio. The opportunity is to make that expertise easier to navigate and more consistent at every point of contact.

01

Protect what is recognised

The logo and core colour remain familiar.

02

Clarify what is complex

A broad range becomes four useful product doors.

03

Modernise how it works

A lighter system improves digital, sales and field communication.

THE ORGANISING THOUGHT

Make the invisible actionable.

TurnKey instruments reveal conditions that cannot always be seen. The identity follows the same logic: it makes information clear, evidence useful and the next action obvious.



WHY THIS WORKS FOR TURNKEY

Evolution without losing recognition.

01

The logo stays familiar

Modernisation comes from space, scale and structure around the mark.

02

Yellow gains impact

Using it with intent gives actions and emphasis more energy.

03

The range becomes clearer

Icons and consistent product stories make the portfolio easier to understand.

04

Physical and digital connect

A restrained blue bridges instruments, data and interaction.

RECOGNITION FIRST

The TurnKey logo remains unchanged.

Its distinctive wordmark and yellow signal already carry brand equity. The refreshed identity creates more room, confidence and consistency around it.



UNCHANGED MASTER

USE WITH CONFIDENCE

Give the mark room to lead.

DO



Turnkey
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Use generous clear space, high contrast and the master artwork.

DON'T

Do not recolour, stretch, crop, outline or combine the logo with range icons.

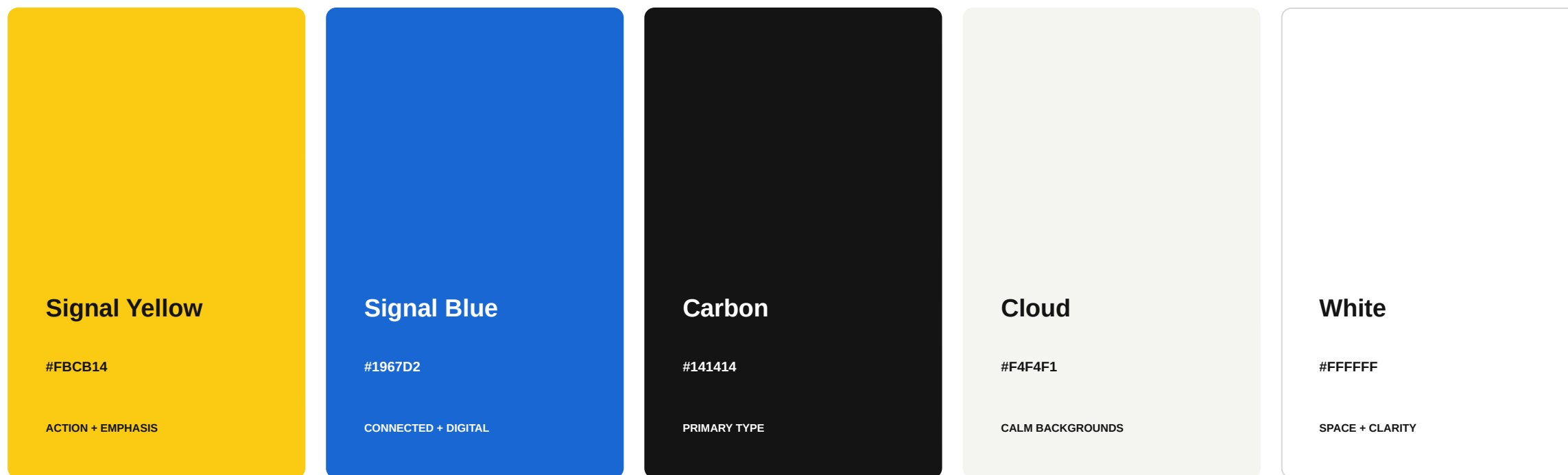
01 Minimum digital width: 120 px

02 Prefer white, Cloud or very pale blue fields

03 Treat icons as navigation, not as logo extensions

A BRIGHTER, MORE USEFUL PALETTE

Recognition, connection and room to breathe.



Yellow remains the recognisable signal. Blue is added with restraint to clarify connected experiences, not to make the brand feel more technical.

COLOUR WITH A JOB

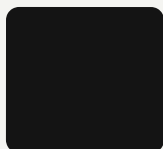
Use less colour to create more impact.

**Signal Yellow**

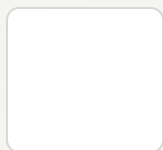
Primary actions, priority markers and physical response.

**Signal Blue**

Links, connected states, reporting and digital selection.

**Carbon**

Headlines, body copy, dividers and primary information.

**Cloud + White**

The dominant canvas for a clean, modern and confident brand.

90% LIGHT SPACE

The visual impression should stay light, open and product-led.

IBM PLEX

Technical confidence, human clarity.

Aa

IBM Plex Sans

Headlines, body copy and interface text. Clear at scale and practical in dense information.

01

IBM Plex Mono

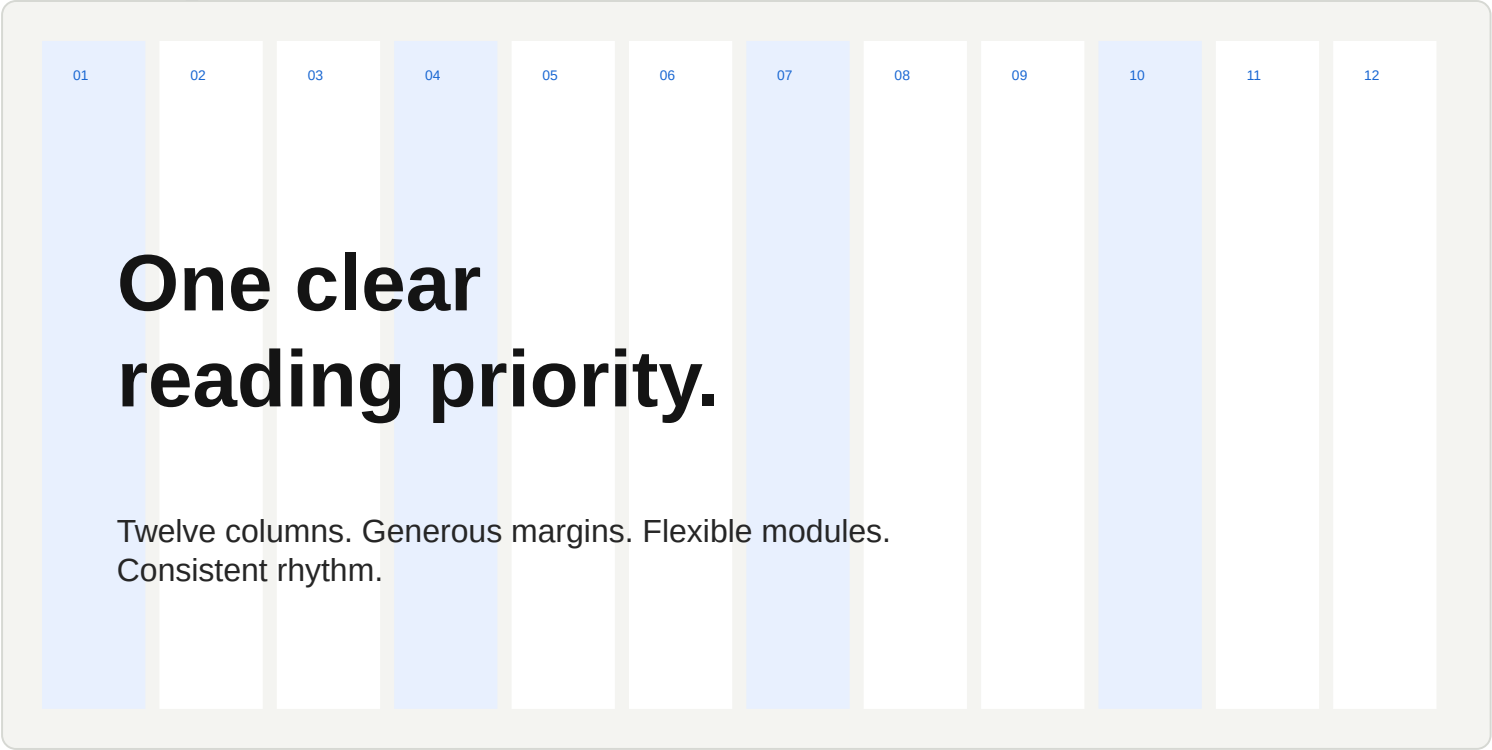
Labels, metadata, measurements and structured navigation. Use sparingly for precision.

DISPLAY	48–64
SECTION	34–46
SUBHEAD	20–26
BODY	15–19
UTILITY	9–12

Use sentence case. Keep line lengths comfortable. Let whitespace do part of the work.

A CALIBRATED LAYOUT SYSTEM

Structure makes technical content feel simple.



8 px

Base spacing unit

12

Flexible columns

01

Primary message per view

40–72

Comfortable outer margins

EVIDENCE IN CONTEXT

Show the condition. Show the action.



01 Real environments



02 Human expertise

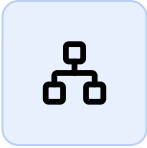
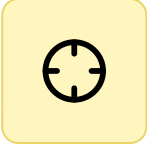


03 Instrument detail

Use controlled natural light, decisive crops and honest settings. Keep enough quiet space for useful product information.

A VISUAL SHORTHAND FOR THE RANGE

One clear symbol for every role.

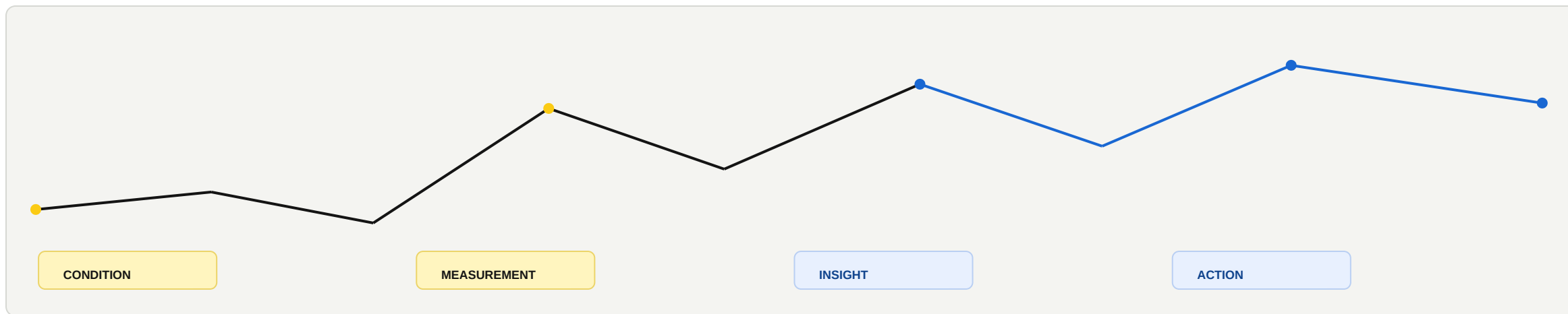
 Air + particulate	 Gas	 Noise	 Vibration
 Brake testing	 Vehicle compliance	 Connected data	 Alerts
 Reporting	 Calibration	 Service	 Resources

Graphite is the default. Yellow identifies physical action; blue identifies connected moments. Icons always appear with a label and never form part of the logo.

SIGNALS WITH A JOB

From reading to response.

Lines, ticks, markers and readouts guide attention, show progression and bring order to technical information.



Use these devices functionally. They should clarify, not decorate.

HOW TURNKEY SOUNDS

Calm. Exact. Capable. Field-aware.

CALM

Confident without noise.

EXACT

Specific product, use and evidence.

CAPABLE

Practical expertise in every line.

FIELD-AWARE

Grounded in real working conditions.

CONDITION

See particulate conditions as they change.

EXPLORE THE RANGE

TurnKey monitoring solutions help teams understand changing particulate conditions and choose the right response for the site.

Start with the condition. Use a concrete verb. Make the next step clear.

ONE RANGE. FOUR OPERATIONAL OUTCOMES.

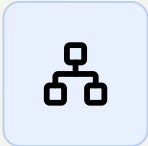
Built around the job.



9 PRODUCTS

Environmental monitoring

Measure changing site, air, gas, noise and vibration conditions.



4 PRODUCTS

Connected data + response

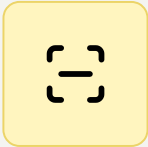
Connect, analyse, report and act on environmental readings.



9 PRODUCTS

Brake testing

Test brake performance across road, fleet, agricultural and off-road use.



2 PRODUCTS

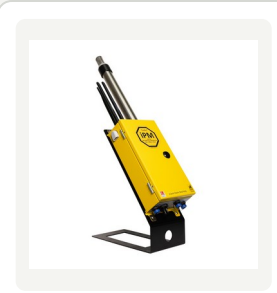
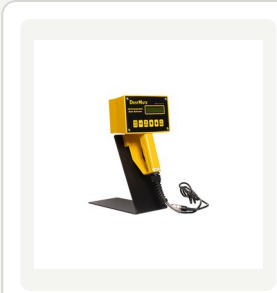
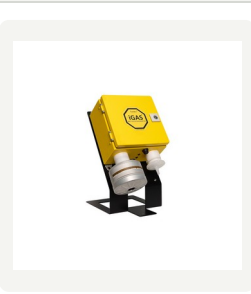
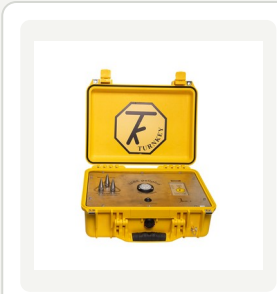
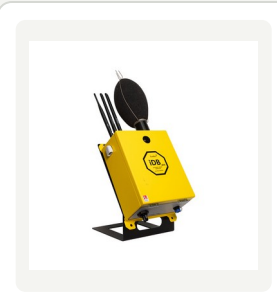
Vehicle compliance + investigation

Support window-tint, skid and accident-investigation workflows.

This architecture makes the portfolio easier to browse while preserving every product’s exact name and technical role.

9 PRODUCTS

See changing conditions clearly.

	Dustlight – Personal Dust Monitor 01		iPM Portable 02		iPMplus 03
	Topas 04		DustMate 05		Osiris 06
	iGASair 07		iVIBepeli 08		iDB 09

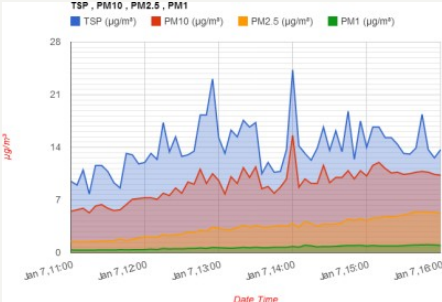
4 PRODUCTS

Turn readings into useful action.



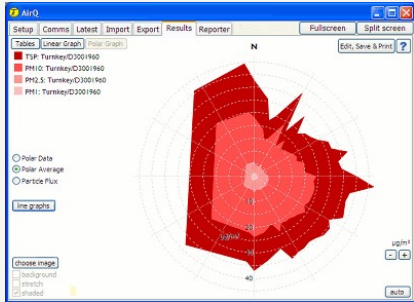
Web Server

01



AirQWeb

02



AirQ Software

03



AlarmBox

04



9 PRODUCTS

Test, record and report with confidence.



WinSim

01



Simret F2

02



Simret 4000

03



Agricultural
BrakeSafe

04



BrakeSafe Classic

05



BrakeSafe

06



g-meter+

07



g-meter

08



Simret 3000

09

2 PRODUCTS

Focused tools for focused decisions.



iTINT

Vehicle-window tint testing.



SkidMan

Brake and skid testing, accident investigation and vehicle-safety inspection.

PRODUCT STORY PATTERN

- 01 What it is
- 02 Where it works
- 03 What it connects to
- 04 The evidence that matters
- 05 **One clear next step**

The same sequence works across every product family.

LEAD WITH THE DECISION

A clearer route from condition to product.



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[Products](#) [Applications](#) [Service](#)

[TALK TO AN EXPERT](#)

AIR / PARTICULATE

See particulate conditions as they change.

Find the right instrument for personal, portable or installed monitoring.

[EXPLORE THE RANGE](#)



The system makes product choice feel approachable without reducing technical depth.

ONE SYSTEM, MANY FORMATS

Consistent wherever TurnKey is experienced.

DATA + SOFTWARE

Data available.

Blue identifies connection, selected states and reporting.

CONNECTED

DOCUMENTS + SALES

Make site conditions measurable.

One operational message, relevant evidence and clear navigation.

PRODUCT OVERVIEW

SOCIAL + CAMPAIGN

From reading to response.

One practical idea, one decisive crop and one signal colour.

MONITOR / ACT / PROVE

The shared hierarchy helps the brand feel established, considered and easy to trust.



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BRAND IDENTITY · 2026

Modern enough to move forward. Familiar enough to trust.

The refreshed system protects the recognition TurnKey already owns while creating greater clarity, consistency and confidence across every customer touchpoint.

INCLUDED

- 01 Complete brand hub
- 02 24-product catalogue
- 03 Logo + colour guidance
- 04 Typography + icon system
- 05 Photography + tone
- 06 PowerPoint + PDF