# TTX

Logo & Brand Identity Guidelines

Contents

Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)
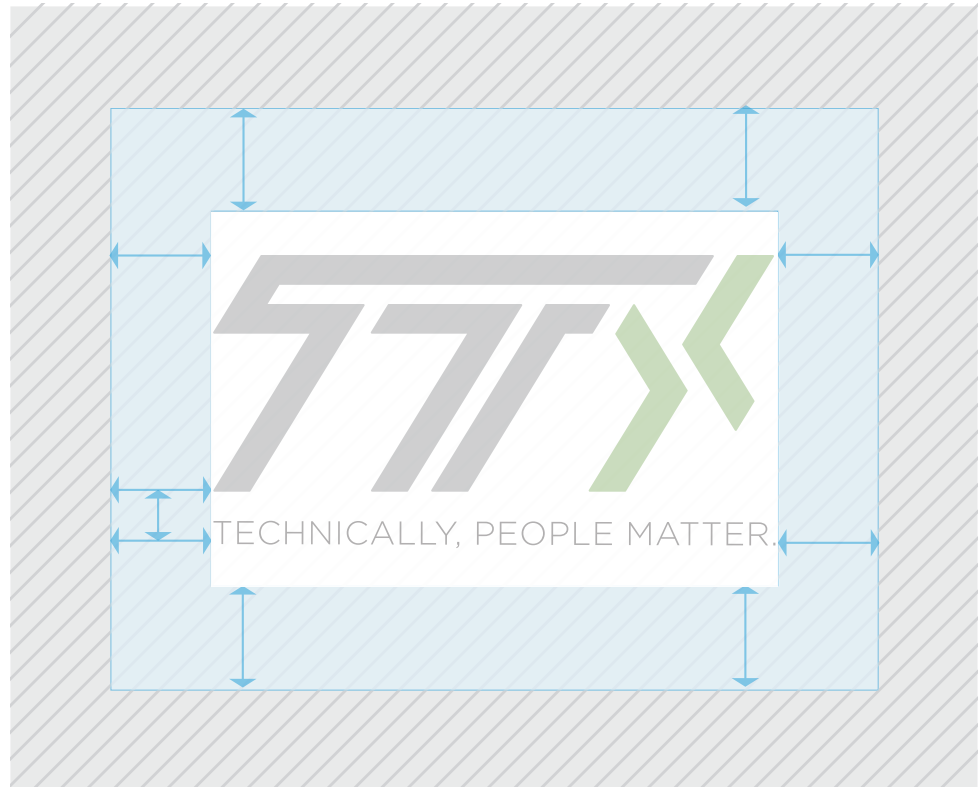
The Typeface Family

Only font styles are used for the logo, and they are both from the same typeface family: Gotham.

The huge variety of font weights and widths will ensure immenense flexibility, and consistency for the future growth of the TTX.

When to Use:

Gotham Light is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondance.

Gotham (Light)
ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Pantone Cool Grey 9U

PROCESS   C28 M16 Y12 K35
SCREEN   R137 G139 B142
WEB   HTML #898B8E

TECHNICALLY, PEOPLE MATTER.

Pantone 369U

PROCESS   C55 M0 Y92 K3
SCREEN   R98 G160 B68
WEB   HTML #62A044

TECHNICALLY, PEOPLE MATTER.

Pantone Black

PROCESS   C0 M0 Y0 K100
SCREEN   R0 G0 B0
WEB   HTML #000000

TECHNICALLY, PEOPLE MATTER.

Primary Full Flat Color

This is the flat color version, and can be used in environments that might require a cleaner aesthetic.

Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.

Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.

The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cylan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo missuse are shown below.

TECHNICALLY, PEOPLE MATTER.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Gothom.

Do Not: SIzing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines