



TSLAC Logo Use Guidelines

TSLAC CMYK Color Logo (preferred color schema)

TSLAC Standard Greyscale Logo

TSLAC Standard Logo Using Spot Color

TSLAC Logo: Reversed

TSLAC Logo: Color Palette

TSLAC Logo: Logotype

TSLAC Logo: Clear Space

TSLAC Logo: Minimum Size

TSLAC CMYK Color Logo (preferred color schema)



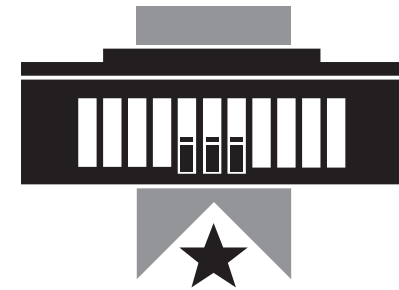
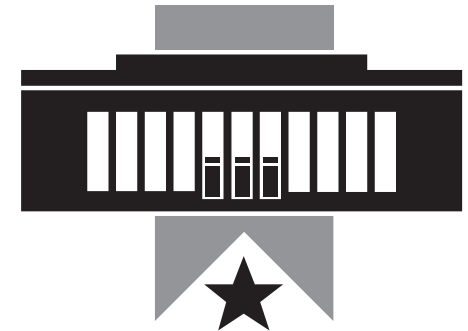
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TSLAC Standard Greyscale Logo



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TSLAC Logo Using Spot Color (Pantone solid uncoated)



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TSLAC Logo Reversed



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TSLAC Logo: Color Palette



CMYK: 23/100/85/16 (Pantone P 56-8)

RGB: 169/30/47

Spot: Pantone 1797 U

Hex Value #: aa1e30



CMYK: 99/75/11/1 (Pantone P 104-16)

RGB: 0/82/150

Spot: Pantone Reflex Blue U

Hex Value #: 045398



CMYK: 0/0/0/100

RGB: 30/30/30

Spot: Black

Greyscale: 100% of Black

Hex Value #: 000000



Pantone Process: 0/0/0/50

RGB: 147/149/151

Spot: 50% of Black

Greyscale: 50% of Black

Hex Value #: 939598

TSLAC Logo: Logotype

Font: Zona Pro Bold

Font: Zona Pro Thin

TSLAC Logo: Complementary Fonts

Open sans serif fonts work best with the TSLAC logo. Some examples include:

Avenir LT Std (55 Roman)

Avenir LT Std (55 Roman Oblique)

Avenir LT Std (85 Heavy)

Avenir LT Std (85 Heavy Oblique)

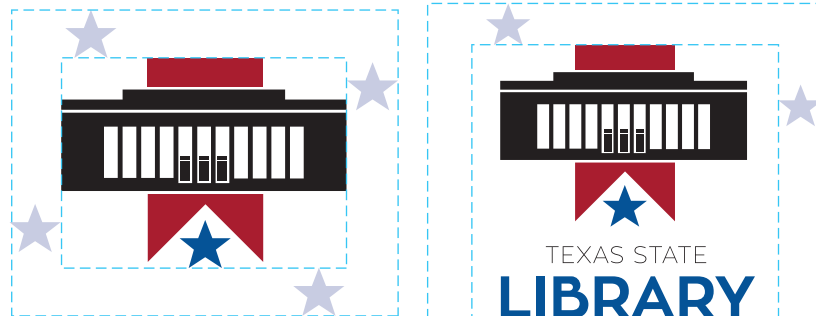
Calibri Regular

Calibri Italic

Calibri Bold

TSLAC Logo: Clear Space

Please allow clear space the size of the star to surround any iteration of the TSLAC logo.



TSLAC Logo: Minimum Size

Please do not display the logo any smaller than indicated below:



Print = 3/4" wide
Web = 125 pixels wide



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Print = 2" wide
Web = 100 pixels wide



Print = 1" wide
Web = 125 pixels wide



Print = 3/4" wide
Web = 75 pixels wide