

Logo Guidelines

The following TI-TRUST, Inc. logos are available for use. Use the **Primary Logo** on all marketing materials when space and color allows. If space is limited, or a square format is necessary, use the **Stacked Logo**. The tagline should appear below the logo in all instances, unless limited by size or production capabilities. Exceptions may apply and can be reviewed individually.

Whenever possible, the logo should be represented in full color (emerald, titanium, and black). When limited in printing or production capabilities, the one-color logos in emerald, black, or white (reversed) may be used. For black only printing, the grayscale or black-only logo may be used.

Primary Logo



Stacked Logo



Do **NOT** alter the Primary or Stacked Logo in any way, including: stretching, rotating, or distorting; using artistic filters on the logo; changing the colors of the logo; or using the logo on harsh patterns. Do **NOT** recreate the logo. Always use the provided logo files.

Color Palette

The TI-TRUST color palette is composed of 3 primary colors: **Emerald** (PMS 3278), **Titanium** (PMS Cool Gray 7), and **Black**. Additional complementary colors are available for use in conjunction with the primary logo colors.

Primary Colors



Emerald

PMS 3298
CMYK 100, 33, 75, 24
RGB 0, 106, 82
Hex 006A52



Titanium

PMS Cool Gray 7
CMYK 0, 0, 0, 45
RGB 160, 160, 160
Hex A0A0A0



Black

CMYK 0, 0, 0, 100
RGB 0, 0, 0
Hex 000000

Complementary Colors



Deep Emerald

PMS 3308
CMYK 92, 47, 73, 49
RGB 3, 70, 56
Hex 034638



Steel Blue

PMS 5404
CMYK 75, 47, 32, 7
RGB 79, 117, 139
Hex 4F758B



Stone

PMS 7527
CMYK 17, 13, 22, 0
RGB 214, 210, 196
Hex D6D2C4

Font Guidelines

Roboto Typeface Family

This is the primary typeface family that is used on all visual communications.

Roboto Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"

Roboto Condensed Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"

Forum Typeface

This is a secondary typeface that is used to highlight important type elements, such as the values statement and the website url. This typeface should be used sparingly, and should always appear in uppercase.

FORUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!\$%&?();"

Times New Roman Typeface Family

This is the typeface family that should be used for all internal communications coming from TI-TRUST.

Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"

Times New Roman Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"

Times New Roman Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"

Times New Roman Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"