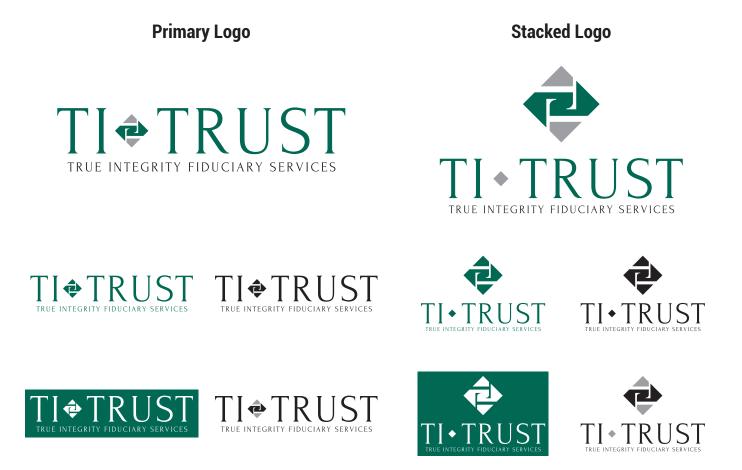


Brand Style Guide

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.



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.

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

Complementary Colors



 Deep Emerald
 Steel Blue

 PMS 3308
 PMS 5404

 CMYK 92, 47, 73, 49
 CMYK 75, 47, 32, 7

 RGB 3, 70, 56
 RGB 79, 117, 139

 Hex 034638
 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	AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"
Roboto Condensed Bold	AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"

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 Times New Roman Italic **Times New Roman Bold** Times New Roman Bold Italic AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();" AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();" AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();" AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!\$%&?();"

