# Telesystem®

*Logo Usage Manual*

# Approved Logos

Primary 2-Color Logo - *For use on light colored backgrounds*

Primary 2-Color T symbol

1-Color Logo - *For use on light colored backgrounds*

1-Color Logo - *For use on dark backgrounds*

# Telesystem Color Palette

A consistent use and reproduction of color is critical to the maintenance of the Telesystem brand. Therefore, it is important to use the two-color palette; blue and green. The chart to the right should help in the reproduction of the logo.

In the case of print replication, make sure to select the proper logo file for your specific print job. The CMYK (four-color) version of the logo is different than the spot color (one-color) version.

In the cases where color is not possible, or the background does not provide enough contrast, the solid black, or reversed versions of the logo should be used.

## Telesystem®

### Logo Colors

| | CMYK | RGB | HEX |
|---|---|---|---|
| PMS 2945 | 100, 73, 20, 5 | 0, 76, 151 | #004a97 |
| PMS 376 | 50, 0, 100, 0 | 130, 188, 0 | #82bc00 |

# Logo Usage

For the Telesystem logo to communicate effectively, a minimum amount of space around the logo must be protected. This means that no other logos, symbols, type, or graphic elements should break the boundaries of this space.

This zone is described in the graphic to the right. Since the logo will be reproduced in a variety of sizes, the size of the protection zone will also change proportionately. The variable "x" is equal to the height of the "m" in the logo. The size of the protection zone should be a minimum of x around the entire border of the logo.

## Safe Zone



## Incorrect Logo Usage



Do not use the logo at an angle



Do not stretch or distort the logo



Do not put the logo in a box on a dark color. The reversed logo must be used.



Do not use colors other than the approved colors for a specific logo.
*Note: Although they are approved colors, do not use a 1-color lime green or orange version of the logo.*



Make sure the logo doesn't get cropped or placed behind an object.

# Backgrounds

How the logo relates to a background can greatly affect the appearance of the brand. It is important to evaluate the background and choose the appropriate logo to be placed on that background. If the logo is being placed over an image, texture, or pattern, it is critical to make sure that the logo is still legible. View these examples for acceptable and unacceptable logo usage.

## Unacceptable Logo/Background Relationship

## Acceptable

# Telesystem Marketing

If you have questions about these guidelines, wish to use artwork in a way not specified, or need additional artwork not provided in this document, please contact:

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