

# TCT Japan

## Logo types



Full colour



Black

# Full colour

The full colour logo is the preferred version on all materials and communications and a key component and the one of the most visible part of our identity. The logo must be used as provided and can not be altered in any way. Please visit **Guidelines** section to review correct and incorrect usage of the TCT Japan logo.

# Black

The black version of the logo should only be used when there is no possibility to print color. It can be used for documents such as fax forms, b&w laser copies, newsprint ads, etc. The logo must be used as provided and can not be altered in any way. Please visit **Guidelines** section to review correct and incorrect usage of the TCT Japan logo.

# White

The white version of the logo should only be used when the background colour is too close to that of logo, or so dark that the logo doesn't stand out.

# On backgrounds

When placing the logo on an image, colour or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

The examples below demonstrate the preferred and acceptable use of the logo on various backgrounds. The preferred option is to show the logo against the grey background shown below.



CMYK 81/64/49/36  
RGB 57/70/83  
# 394653



# Minimum size

A minimum size has been carefully established to ensure our logo is reproduced correctly at small size. At minimum size, the logo still has clear legibility and provides strong identification. When using printing techniques with lower quality (i.e. screenprinting), it is recommended to use the logo in larger size.

The logo must never be used smaller than the size identified on the image below. For printed applications (i.e. offset printing), the height of the logotype should not be reduced less than 15 mm. For screen applications (i.e. website or banner), the width of the logotype should not be reduced any smaller than 43 pixels.



# Clear space

The clear space has been established to ensure visibility and impact of the logo. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo, the clear space is proportional and is based on the width of the logo. The construction of clear space is identified below.



# Misuse of the logo

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. The logo must never be re-drawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown.



Do not place the logo in a frame



Do not outline the logo



Do not place the logo in a box



Do not distort the proportions of the logo