



Fonts

Recommended for Headlines

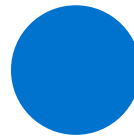
Mr Eaves XL San OT Bold

Recommended for Body Copy

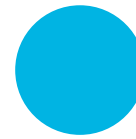
Mr Eaves XL San OT Book

Color Palette

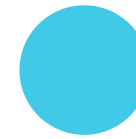
Primary Color Palette



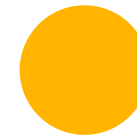
PMS 285*
RGB 0 114 206
CMYK 90 48 0 0
HEX 0072CE



PMS 306*
RGB 0 181 226
CMYK 75 0 5 0
HEX 00B5E2



PMS 305*
RGB 89 203 232
CMYK 54 0 6 0
HEX 59CBE8



PMS 7549*
RGB 255 181 0
CMYK 0 22 100 2
HEX FFB500



PMS Black*
RGB 0 0 0
CMYK 0 0 0 100
HEX 000000

*Used in logo.

Logo

The TPAF logo consist of the following:



Logo Visual Do's and Don'ts

Logo Sizing Examples



Correct



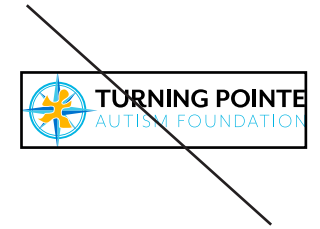
Some Backgrounds & Contrast



Correct

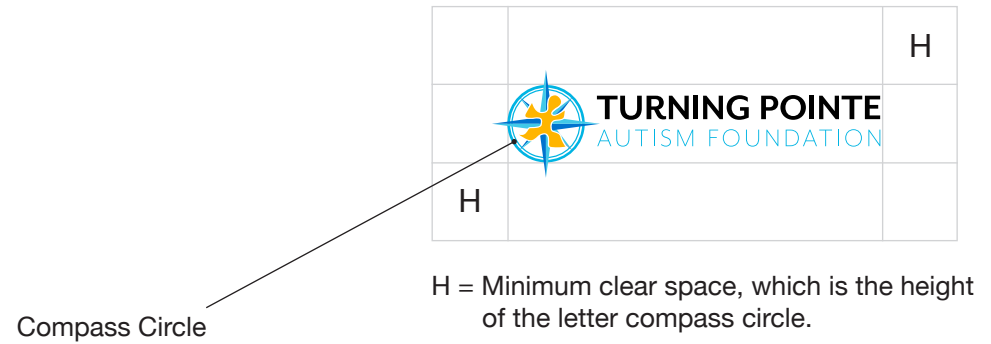


Some Incorrect Usage Examples



Logo Clear Space and Size

To maintain the logo's visual integrity, the area around the entire logo should be clear of other graphic elements such as typography, icons, etc.



The TPAF logo should never be smaller than 2" in width.