



## Logo Usage & Guidelines

# Positioning and sizing the TAMKO® logo

## Staging Area

The staging area is a clear, uncluttered space that surrounds the TAMKO® logo. The minimum staging area is equal to the height of the TAMKO “T.” An “X” in the accompanying example indicates the X height of the “T.”

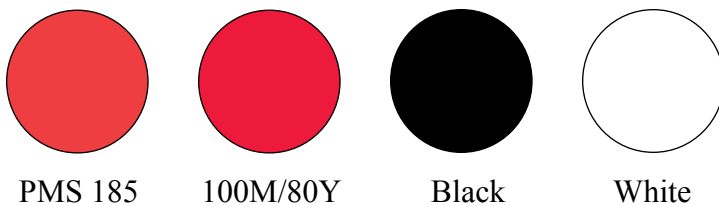


## Logo Sizing

The minimum size the TAMKO logo can appear is no less than 3/4 inch.



## Color for the TAMKO logo



## Typography for the TAMKO logo

TAMKO

**Aachen Bold**

BUILDING PRODUCTS

**Aachen Bold**



A ® must accompany the TAMKO logo in the position shown.

# Printing the TAMKO® logo



## 4-Color Logo

TAMKO: Solid black type on white with 100M/80Y outline

BUILDING PRODUCTS: Solid black type

## PMS Logo

TAMKO: PMS Black type on white with PMS 185 outline

BUILDING PRODUCTS: PMS Black type



## 4-Color Reverse Logo

TAMKO: White type on black with 100M/80Y outline

BUILDING PRODUCTS: White type

## PMS Logo

TAMKO: White type on black with PMS 185 outline

BUILDING PRODUCTS: White type



## Black and White Logo

TAMKO: Solid black type on white with solid black outline

BUILDING PRODUCTS: Solid black type

## PMS Logo

TAMKO: PMS Black type on white

BUILDING PRODUCTS: PMS Black type



## White and Black Logo

TAMKO: White type on black with white outline

BUILDING PRODUCTS: White type

## Special applications for the TAMKO® logo



### **.jpg Logo**

Recommended uses: Microsoft PowerPoint, Web, Flash

### **.bmp Logo**

Recommended uses: Any Microsoft Office Suite Program

### **.tif Logo**

Recommended uses: Programs that will not recognize .eps files when needed in printing

### **.eps Logo**

Recommended uses: Programs used in professional printing

