BRANDING GUIDELINES

TAFCE Blue

ALL Black

ALL White

Logo minus words
(TAFCE Blue, Black, White)

COLOR

Color reproduction can vary from screen to screen.

RGB = screens
CMYK = printing
Hex = RGB Shortcode
Pantone = Universal Color Code

TAFCE Blue

R   2
G   85
B   159

C   98
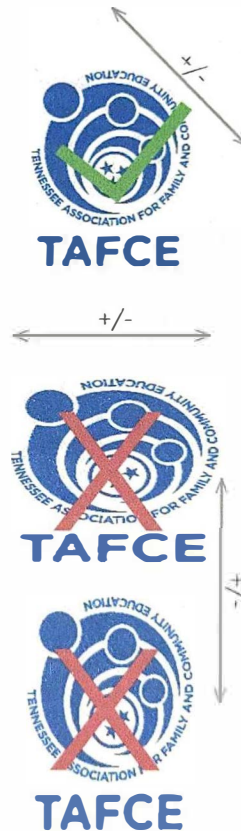M   74
Y   5
K   0

Hex: #02559f

Panton: 286 C

SPACE ALLOWANCE

Space allowance for each side of the logo. No other information or graphics should be within this space.

PROPORTIONS

Ensure the logo is scaled proportionatly and not skewed up/down, left/right.

DISECTING THE LOGO

To ensure brand standards, the colors in this Branding Guidelines are the only colors the logo can be reporduced in (TAFCE Blue, Black or White). Changing the color or manipulating parts of the logo are not allowed.

April, 2022