



Logo guidelines

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Logo versions

Full colour (master)



Variations



black/grey



blue



black



white/grey on black



white/grey on blue



white/grey on colour



white on black



white on blue



white on colour

Logo usage

Clear space guidelines

The minimum clear space around the logo is based on the letter 'u' in Trumon, as illustrated on the right.

Nothing should ever appear within the clear space.

The clear space increases or decreases in proportion to the logo size.



Single colour logo

The single colour logo is to be used when reproduction is limited to a single tone, such as:

- when the logo is reversed out of a solid colour
- when embossed, debossed or etched to a surface
- when it is restricted to a single colour job
- certain embroidery applications, or when applying the full colour logo is not practical.



Minimum size



Without tagline

In some situations it may be appropriate to use the logo without the tagline.



Logo don'ts



Don't squash, stretch or skew



Don't use colours other than those specified on page 5



Don't use alternate fonts



Don't split or rearrange logo components



Don't use full colour logo on dark backgrounds



Don't use white/grey on clashing backgrounds



Don't use black logo on dark backgrounds



Don't use full colour logo on images



Don't use black logo on images



Don't use white logo on busy images

Logo colours



Trumon



C100 M78 Y0 K0
R0 G71 B171
PMS 7687 C
PMS Reflex Blue U



C38 M25 Y25 K9
R162 G167 B171
PMS 429 C
PMS 7538 U

enterprise ltd



C46 M29 Y28 K28
R124 G133 B138
PMS 430 C
PMS 444 U

Excellence in building



C46 M29 Y28 K56
R90 G96 B100
PMS Cool Gray C
PMS 532 U

Logo fonts

Jura Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Jura Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Caveat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Logo files

PDF files—for printers/graphic designers/sign writers

- Trumon Enterprise logo CMYK black grey.pdf
- Trumon Enterprise logo CMYK black.pdf
- Trumon Enterprise logo CMYK blue.pdf
- Trumon Enterprise logo CMYK full colour.pdf
- Trumon Enterprise logo CMYK white grey.pdf
- Trumon Enterprise logo CMYK white.pdf

PNG files—for email signature

- Trumon Enterprise logo for email [large].png
- Trumon Enterprise logo for email [medium].png
- Trumon Enterprise logo for email [small].png

JPG files—for letterhead in Word files

- Trumon Enterprise logo RGB full colour [large].jpg
- Trumon Enterprise logo RGB full colour [medium].jpg
- Trumon Enterprise logo RGB full colour [small].jpg