

COLOR PALETTE



PANTONE® 7421 – MAROON
 CMYK: C - 38, M - 93, Y - 62, K - 45
 RGB: R - 105, G - 28, B - 50
 HEX: 691C32



PANTONE® 422 C – GRAY
 CMYK: C - 41, M - 31, Y - 32, K - 0
 RGB: R - 158, G - 161, B - 162
 HEX: 9EA1A2

LOGO USAGE MINIMUM SIZE REDUCTION




1.25" wide or 120 pixels

Logo must not be reproduced at a size smaller than 1.25" wide or 120 pixels.

LOGO CLEAR SPACE



The minimum exclusion zone margin is based on the square dimension of the width of the "T" in our logo. With all logos, a clear space of one  must be maintained on all sides.

The exclusion zone should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

LOGO RULES

The consistent and correct use of the TACTEXS logo is essential. It builds consistency and credibility when applied correctly across different materials.



When using the logo over dark backgrounds, always use the reverse logo.



In special instances, the icon may be used as a stand-alone support element as a screen of black. Shown in 15% black.

NEVER allow the logo to appear pixelated or distorted, appear on its side or at an angle, add elements inside the logo, alter the colors, substitute font type or redraw the logo.

TYPOGRAPHY PREFERRED STYLES

PREFERRED COPY

Open Sans Light & *Light Italic*
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Open Sans Regular & *Regular Italic*
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Open Sans Bold & Bold Italic
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO/ACCENT (MODIFIED)

TRANS-AMERICA
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789