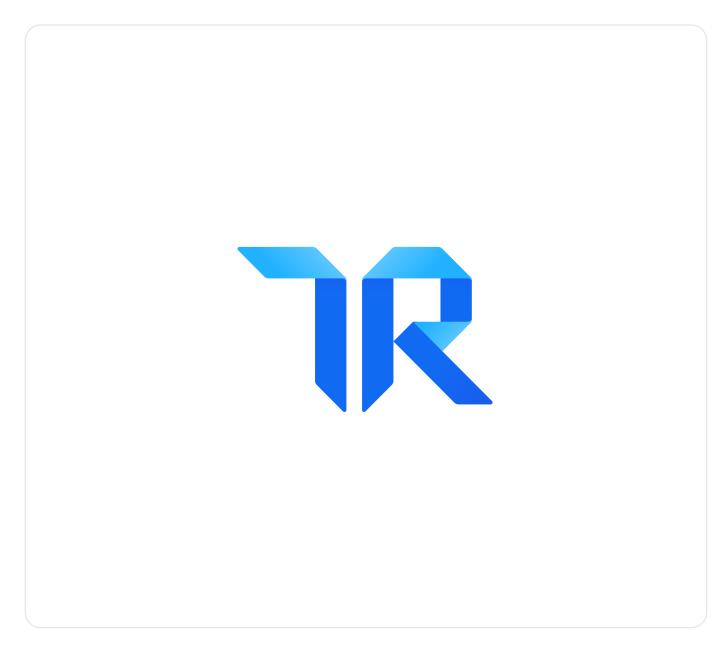


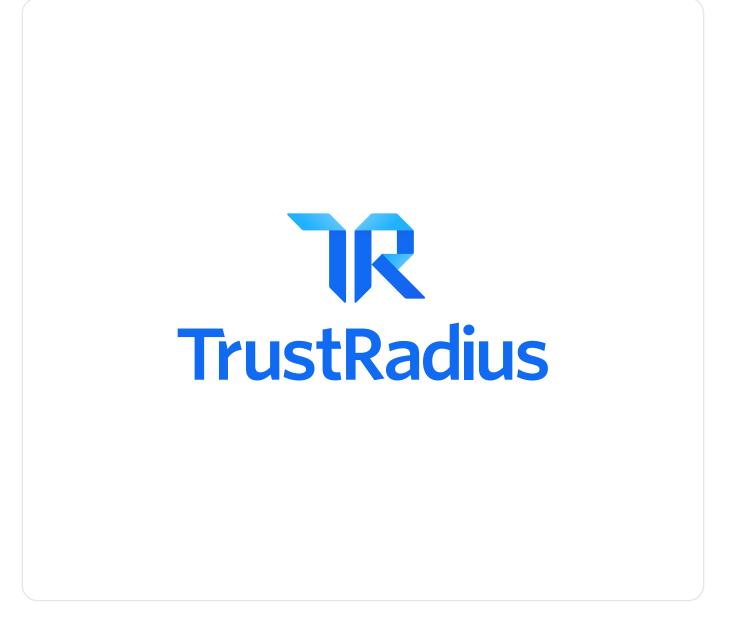
Brand Style Guide



Brand identifiers







Logo

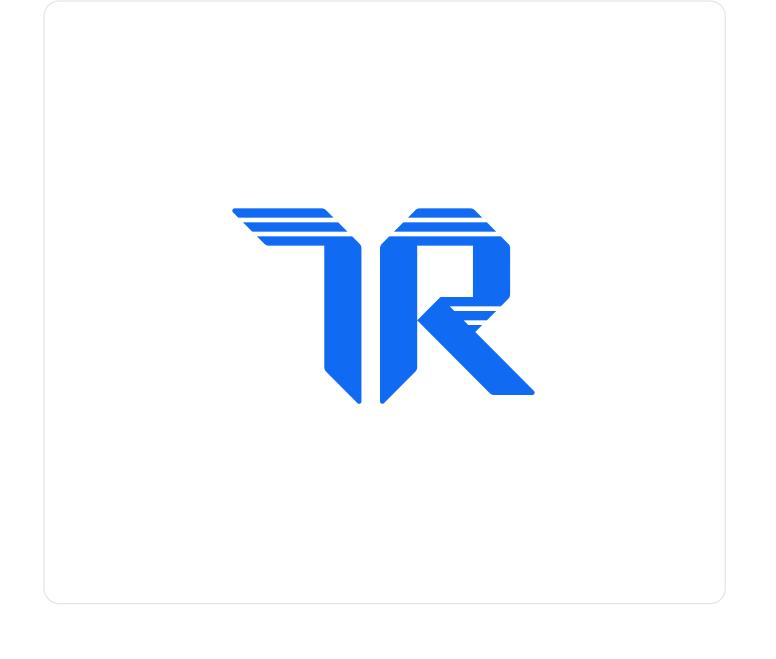
Logo + Wordmark (Horizontal)

Logo + Wordmark (Stacked)

Logo







Gradient Version

Use the gradient version of the TR symbol where possible. The exceptions to this rule include situations where production methods make it infeasible to accurately reproduce the gradient color.

Two-Color Version

Use the Two-Color Version where the Gradient Version cannot be accurately reproduced. The Two-Color Version should only be rendered with TR Blue and Extra Light TR Blue.

One-Color Version

Use the One-Color Version for stylistic mediums such as screenprinting or embroidery, as well as where the Gradient or Two-Color Versions would be too complex. This Version may be rendered in TR Blue, Black, or White.

Combined Wordmark



Preferred Orientation

Use the horizontal orientation of the combined wordmark wherever possible.

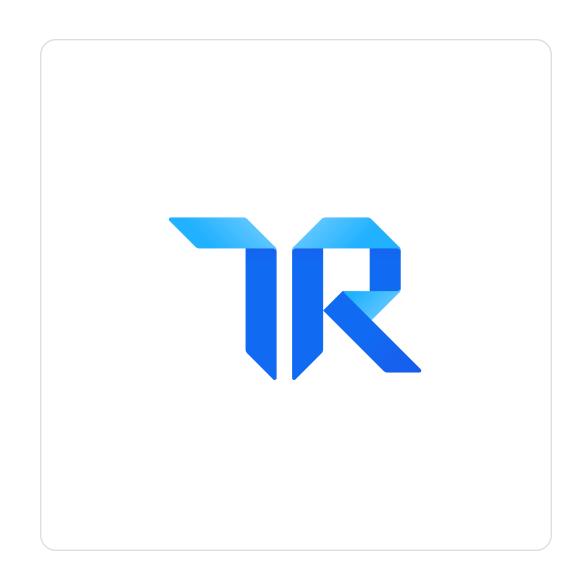


Secondary Orientation

Use the vertical orientation when the horizontal orientation will not fit.

Appropriate use

Gradient Symbol



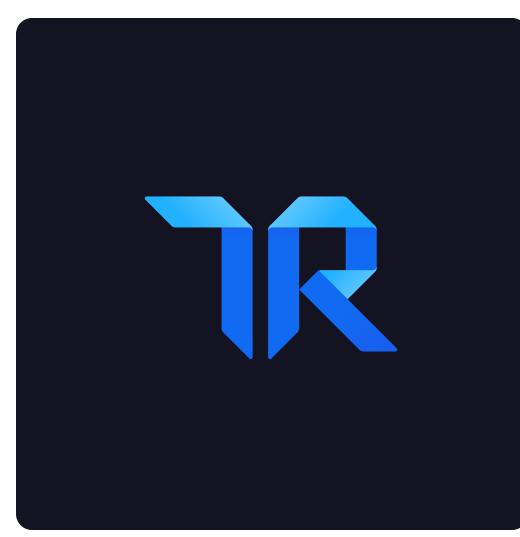
Primary Logo on White Background



Primary Logo on Blue Fade Background



Primary Logo on Dark Blue Background



Primary Logo on Black Background

Brand Style Guide

Gradient wordmark







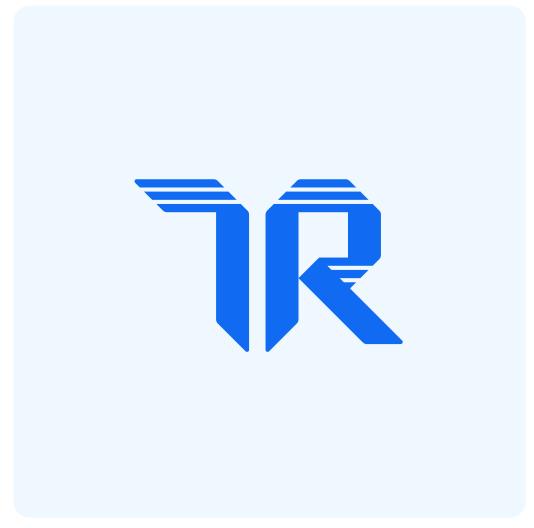


Appropriate use

One color symbol



Black One-Color Logo on White



TR Blue One-Color Logo on Blue Fade



White One-Color Logo on Medium Blue



White One-Color Logo on Black

Brand Style Guide

Appropriate use

One color wordmark

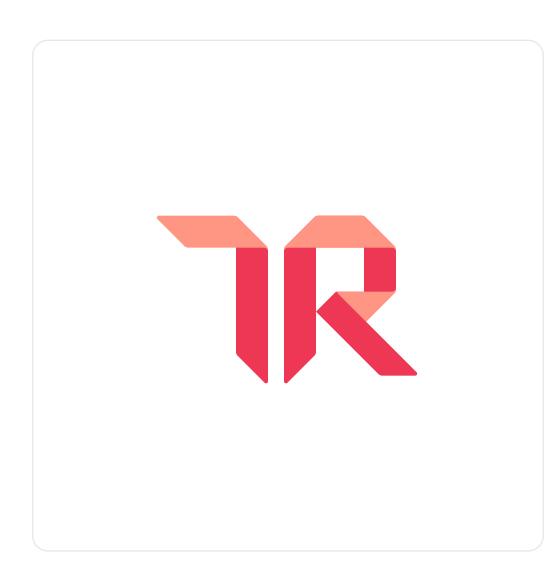








Incorrect Use



Non-Approved Colors

DO NOT change the color of the logo.



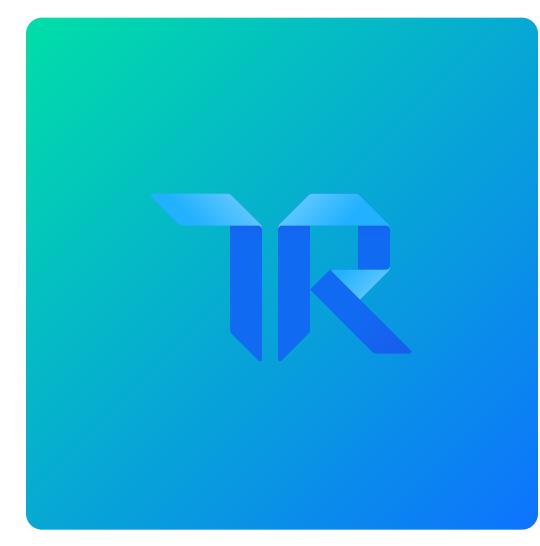
Low-Contrast Backgrounds

DO NOT use the logo on a low contrast background.



Colored Backgrounds

DO NOT use the logo on a color background except for the approved Blue Fade and Blue Chrome backgrounds.



Gradient Backgrounds

DO NOT use the logo on a gradient background.



Incorrect Use



Rotated Logo

DO NOT rotate the logo.



Framing

DO NOT place a frame or circle around the logo.



Text Overlay

DO NOT place text on top the logo.



Background Shapes

DO NOT place a background shape behind the logo.

