



20TH ANNIVERSARY - LOGO USAGE

VERSION 1.0 | SEPTEMBER 2019

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02

These guidelines outline the usage of the Trusted Computing Group 20th Anniversary logo. The intent of these guidelines is to ensure that the Trusted Computing Group is promoted with a common look and feel across the industry. The impact of the logo will be maximized if all participants use the logo in a consistent and easily recognizable manner.

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20th ANNIVERSARY LOGO

03



MINIMUM LOGO SIZE

04

To make sure our logo is always readable, we have recommended minimum size that will maintain logo integrity.

There is no exact formula to use when choosing what size the logo should be on your piece, just strive for a visual balance between the logo and the overall piece.

Web / Video logo



Print logo



EXCLUSION ZONE

05

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to the height of the letter 'T'.



CORRECT LOGO USAGE

06

Every application of the Trusted Computing Group brand identity should strengthen and reinforce the organisation's positive image. The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document.

Full color logo
representation



Dark Blue color
logo representation



Aqua Blue color
logo representation



CORRECT LOGO USAGE

07

Every application of the Trusted Computing Group brand identity should strengthen and reinforce the organisation's positive image. The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document.

Full color logo on
Dark Blue background



White out on
Aqua Blue background



White out on
Light Green background



MONOCHROME AND WHITE OUT

08

Monochrome

When monochrome is used, then all elements are to be 100% black. This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.

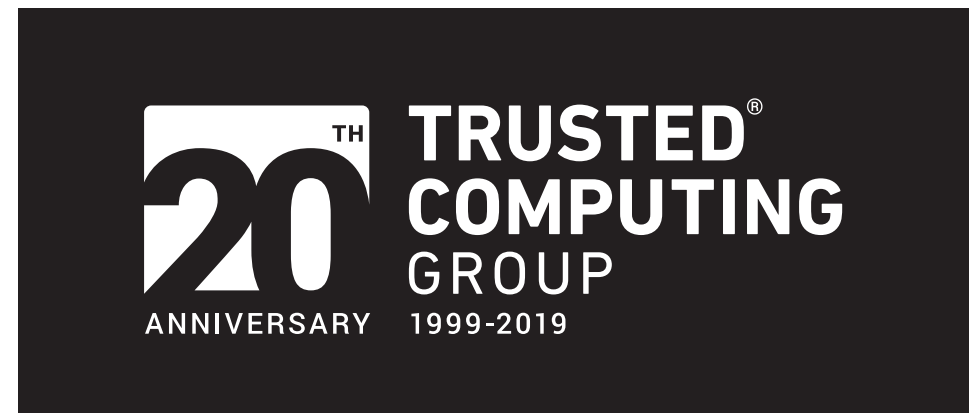
Monochrome



White out

When white out is used, all elements are inverted to white as shown.

White out



INCORRECT USAGE

09

The examples here represent the incorrect usage of the Trusted Computing Group 20th Anniversary logo. The logo may not be combined with or used in conjunction with any other brand's logo.

The typeface may not be changed. The logotype may only be reproduced graphically as described in this document.



The logo must be reproduced from the authorized reproductions and cannot be redrawn or modified in any way.



The logo may not be screened back or used as a watermark.



INCORRECT USAGE

10

The examples here represent the incorrect usage of the Trusted Computing Group 20th Anniversary logo. The logo may not be combined with or used in conjunction with any other brand's logo.

The logo shall not be tilted, rotated or animated if used in a video, website, software application, or any other electronic mechanism.



Do not add drop shadows or any other "effects" to the logo



Do not use on a background that renders it unreadable



PRIMARY COLOR PALETTE

Color is an important part of our identity. Using our Trusted Computing Group color palette throughout web and printed materials will retain our visual consistency which is essential to a strong brand identity.

Dark Blue



C	M	Y	K	R	G	B
100	93	21	10	40	53	119

HEX: #283577

Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas. For web color consistency, use the RGB or HEX formulas.

Aqua Blue



C	M	Y	K	R	G	B
82	48	0	0	42	121	189

HEX: #2a79bd

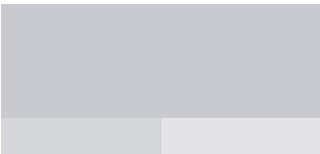
Light Green



C	M	Y	K	R	G	B
40	0	100	0	165	205	57

HEX: #a5cd39

Light Gray



C	M	Y	K	R	G	B
20	16	12	0	201	202	208

HEX: #c9cad0

TYPOGRAPHY

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Trusted Computing Group typographic identity consists of one main typeface for print materials and use on the web.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Roboto

Aa 01

Regular

A B C D E F G H I J K L M N O P Q R S T U W V X Y Z
a b c d e f g h i j k l m n o p q r s t u w v x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N O P Q R S T U W V X Y Z
a b c d e f g h i j k l m n o p q r s t u w v x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U W V X Y Z
a b c d e f g h i j k l m n o p q r s t u w v x y z
\$ % & / () = ? * + - ! € \ @ : ; [] ÷ < > { } Č Ć Š Ž Đ
0 1 2 3 4 5 6 7 8 9 0

Need a hand?

We're here to help

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