T-T-M™
TEST-TRACK-MONITOR

Brand Guidelines | JUNE 2020

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This is TTM

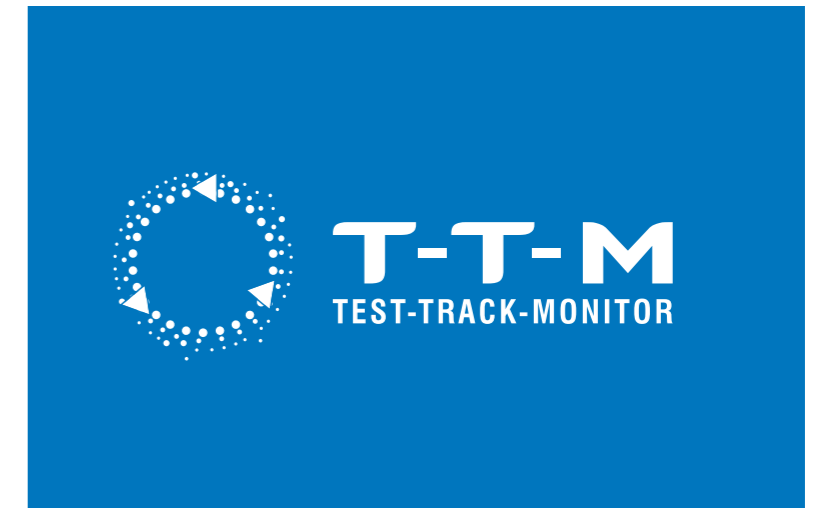# 1.0 The logo

The full set of primary logos includes full colour and mono versions, with reversed out alternatives, to be used where appropriate, pending background colours.
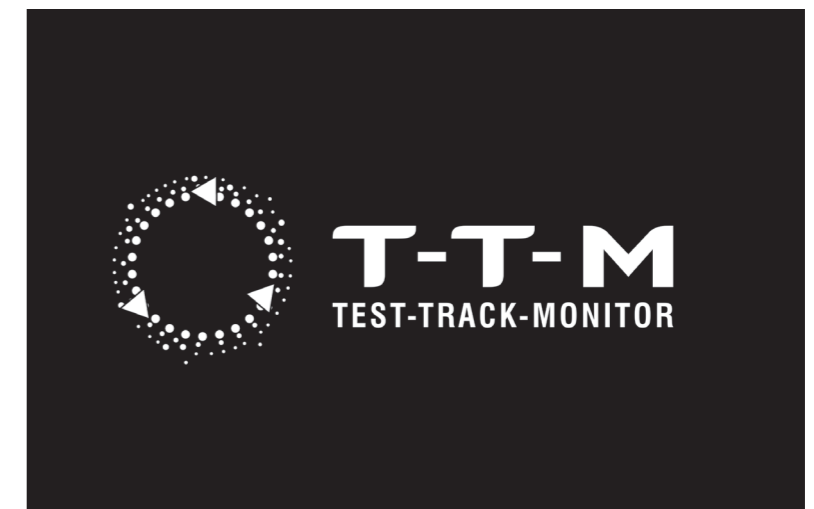

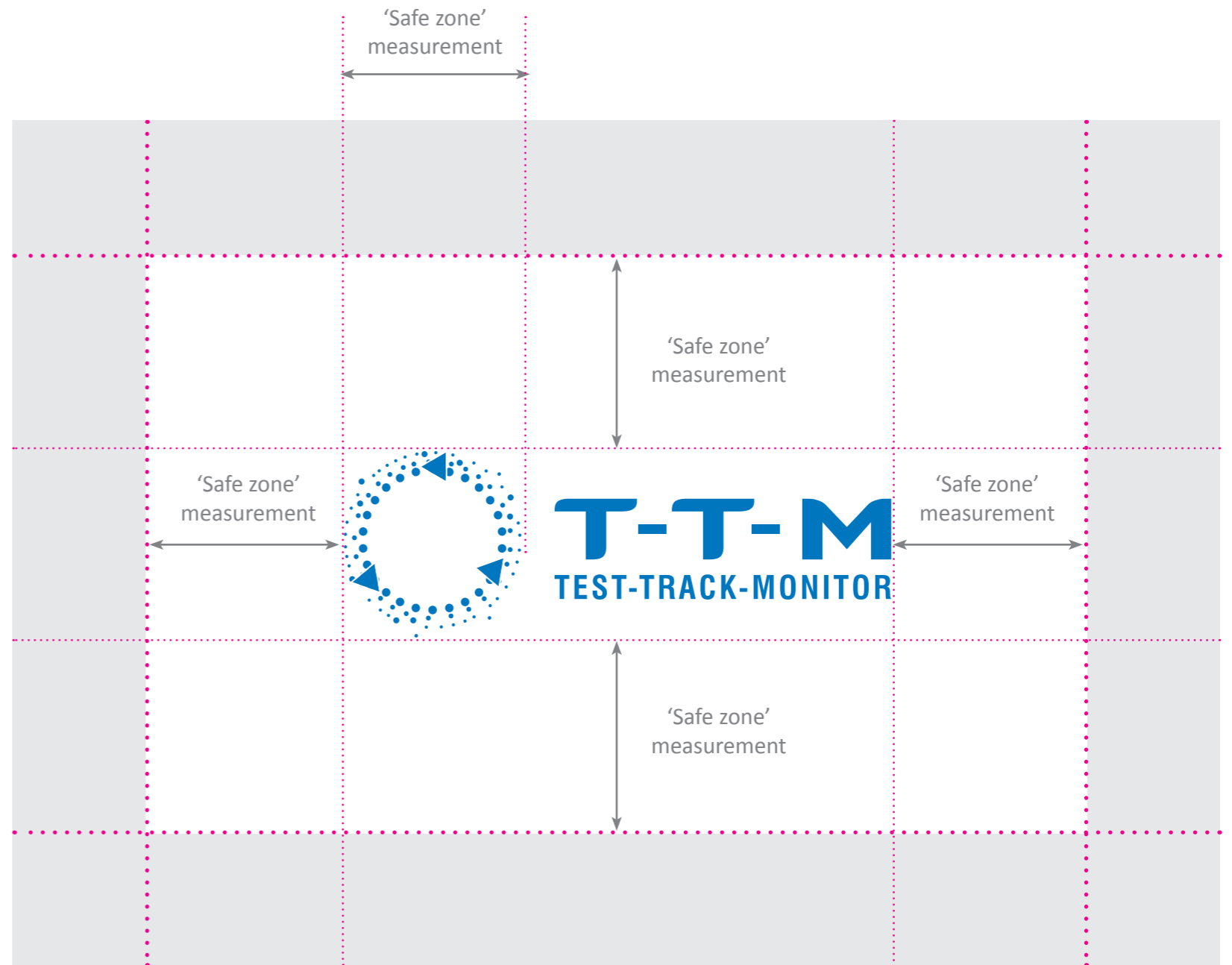Full colour version

Reversed version

Black version

White version

It is important to ensure a 'safe zone' around the logo so that nothing encroaches on its overall impact. The space to measure this can be taken from the diameter of the round logo, as shown on the diagram.

The minimum size for the logo is 44mm in width. This should never be reproduced any smaller as the lettering will fall below 8pt and become illegible.

'Safe zone' measurement

'Safe zone' measurement

'Safe zone' measurement

'Safe zone' measurement

'Safe zone' measurement

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Nothing should encroach into the 'safe zone'

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44mm wide
Minimum size of the logo

The examples shown here are a basic demonstration of what not to do with the logo. Altering the appearance of the logo in any way will compromise and dilute the brand.

Don't add drop shadows ⊗

Don't angle the logo ⊗

Don't alter the size of the logo elements ⊗

Don't rearrange elements ⊗

Don't add additional space between logo mark and text ⊗

Don't change colours ⊗

Use the main (positive) version on light backgrounds. Use the negative version on dark backgrounds which do not contrast with the blue of the logo. If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image. Use a solid corporate colour label behind the logo if there is no other option.
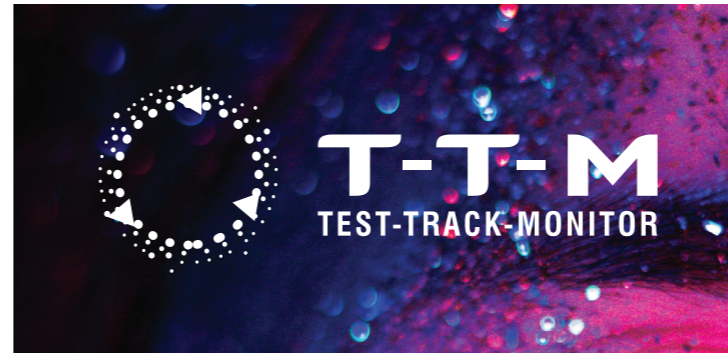
Dark background ✓

✕

Light background ✓

✕
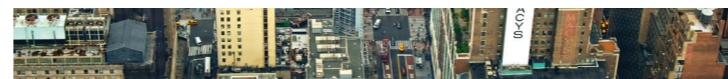
Complex background ✓

✕

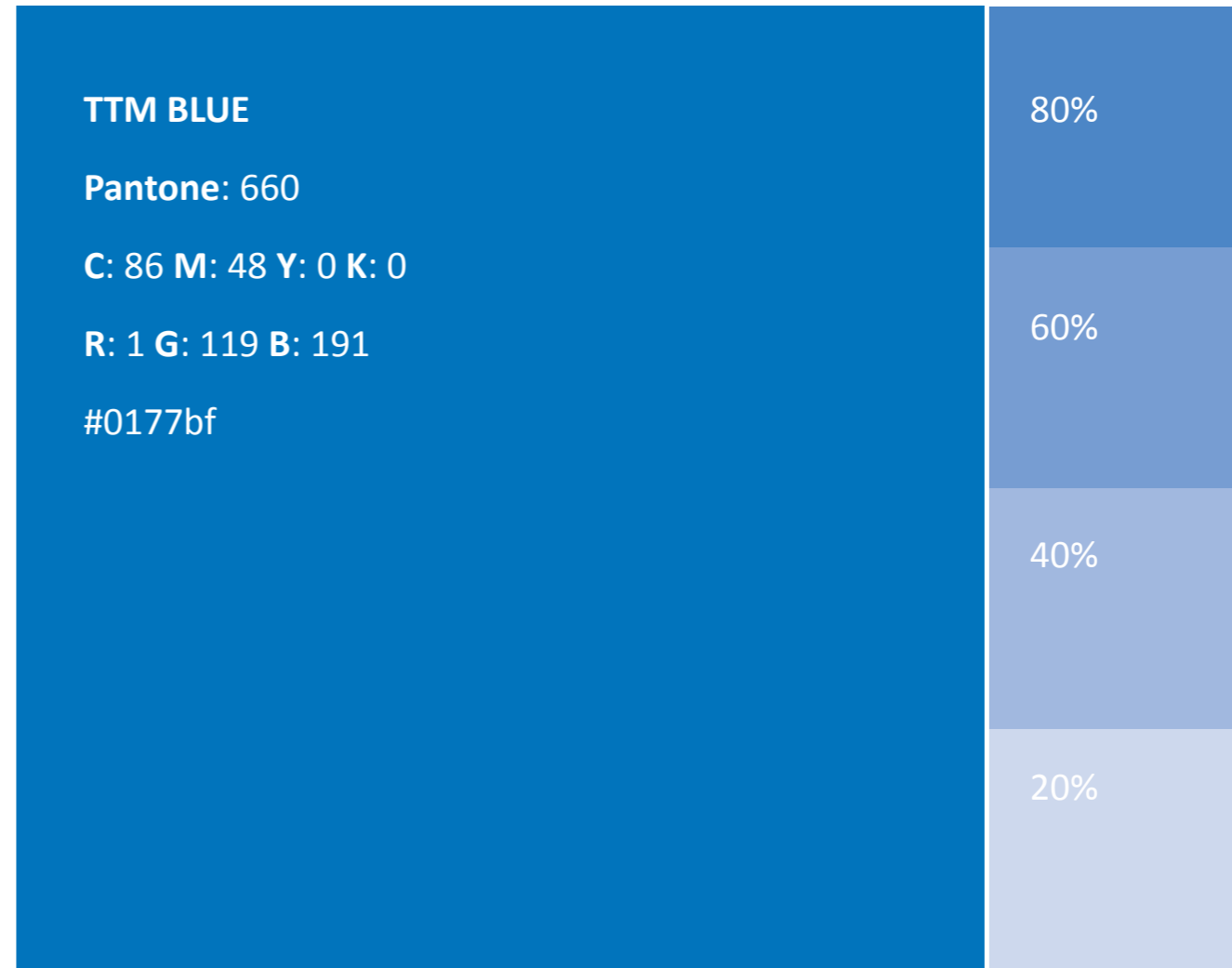# 2.0 The colour

The colour used to make up the logo has been created using references that take into account whether it is being used for full colour print as well as on screen. Tints of 80%, 60%, 40% and 20% can also be used where appropriate.

TTM BLUE

Pantone: 660

C: 86 **M**: 48 **Y**: 0 **K**: 0

R: 1 **G**: 119 **B**: 191

#0177bf

80%

60%

40%

20%

3.0 The typefaces

The logo is made up of one typeface - 'Calibri', which is used in both the regular weight version and the bold weight version. For any informative literature generated the bold weight can be used for headers or any emphasised text.

Calibri - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

As 'Calibri' is not supported by all web browsers the typeface 'Verdana' can be used as a substitute for online materials and where Calibri is not available.

Verdana - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Verdana - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

4.0 Design examples

4.1 EXTERNAL PRINT PRODUCTS

Please Note: The TTM Logo is to be positioned in the top right hand corner of each and every document

Here is an example of a flyer in A4 size, including the corporate top banner with contact information. The TTM Logo is to be positioned in the top right hand corner of each and every document.

Ximosand icimpelitis rerroreiunt. Rio es sin nos dolupta id quaes doluptataqui odicitiatem

Headline to be placed here

SUB-HEADLINE HERE

Ximosand icimpelitis rerroreiunt. Rio es sin nos dolupta id quaes doluptataqui odicitiatem quidentius accatem fugiae pos moluptas cullessi

dolestrum non corempe qui occatur, voles evelita vid quia nossi

Ximosand icimpelitis rerroreiunt. Rio es sin nos dolupta id quaes doluptataqui odicitiatem quidentius accatem fugiae pos moluptas cullessi

A4 Flyer

Here is an example of an on-screen presentation and web banner including the position of the logo and text.

Please Note: The TTM Logo is to be positioned in the top right hand corner of each and every document

Headline to be placed here

SUB-HEADLINE HERE

Ximosand icimpelitis rerroreiunt. Rio es sin nos dolupta id quaes doluptataqui odicitiatem quidentius accatem fugiae pos moluptas cullessi dolestrum non corempe qui occatur, voles evelita

Ximosand icimpelitis rerroreiunt. Rio es sin nos dolupta id quaes doluptataqui odicitiatem quidentius accatem fugiae pos moluptas cullessi sin nos dolupta id sin nos dolupta id

Pos moluptas cullessi sin nos dolupta id sin nos dolupta id

On-screen presentation

Headline to be placed here
SUB-HEADLINE HERE

Web banner

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In case of doubt or if there are any further questions about the application of TTM's Corporate Design, please get in touch with us directly.

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