

STYLE GUIDE

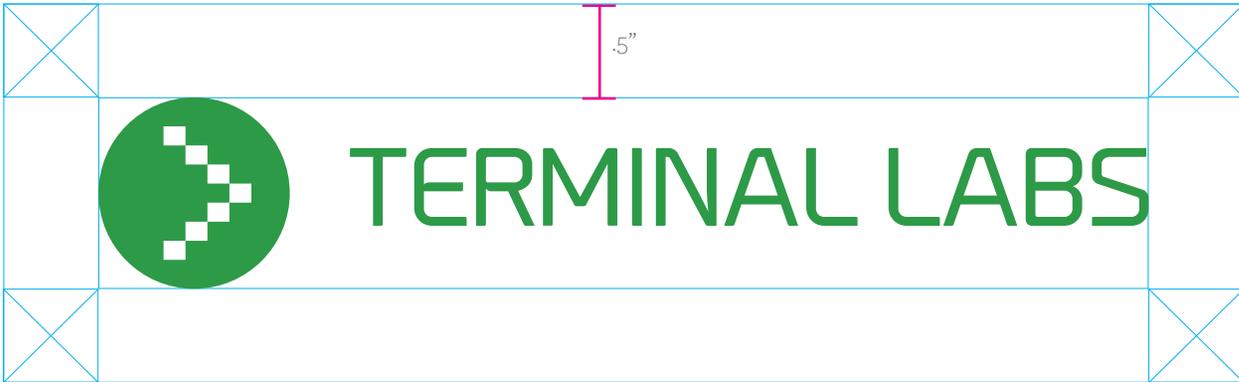


TERMINAL LABS



LOGO SPACING

To facilitate effective communication, the Terminal Labs logo must be separated from other graphic elements or identities by a minimum of the defined white or clear space. Clear space is the area surrounding the logo that must be kept free of all other graphic elements. At no time should text or any other visual element overlay the logo. The minimum required clear space is defined by the measurement of .5" when the logo has a width of 5.5". The clear space is proportionate to the logo.



LOGO COLOR OPTIONS

GREYSCALE (58% GREY)



ONE COLOR



BLACK



WHITE (REVERSED)



LOGO

INNCORECT USAGE

At the very least, incorrect use of the Terminal Labs logo makes our communication materials inconsistent and unprofessional. At worst, it can cause the logo to be unrecognizable. The guidelines illustrated below are intended to be a general guide on what not to do.

- Do not replace the colors in the logo with a multi-colored fill or gradient or any unapproved color
- Do not replace text or add text that looks like a tagline or like part of the logo
- Never use any specific effect such as drop shadow or emboss
- Never embellish logo with additional graphic elements
- Never use in black or white on a photographic background with too much contrast or texture. There should be sufficient contrast between the logo and the background.
- Never use on any background with similar colors as logo. It is probably best to use the flat version over an image in most cases.
- Never use the logo within text.
- Never scale the logo disproportionately and alter its relational size



At  TERMINAL LABS , we...



LOGO

COLOR PALETTE

The Terminal Labs logo consists of the ` pantone color listed below. For use on a 4 color press the CMYK versions are listed below as well as the RGB values for web use.



TERMINAL LABS



PMS 7739 C

CMYK - 81, 15, 100, 2

RGB - 45, 154, 71

HEX - 2F9A41

LOGO

TYPOGRAPHY

Consistent use of a typeface is crucial to the look of the Terminal Labs identity. We have chosen type styles to be used for all marketing materials and communications produced for Terminal Labs. The typeface Prime is used within the logo itself.

Prime Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
0123456789 !#\$%&*(){}.,:;'"

Prime Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
0123456789#\$\$%&*(){}.,:;'"