



LOGO STANDARDS GUIDE 2019



1. PRIMARY LOGO

FULL-COLOR LOGO

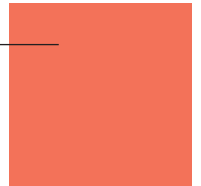
“TNT-logo-color-CMYK.ai”
The TNT primary logo should be used whenever possible. It consists of the full color logo on a white background.



3. PRIMARY COLORS

ORANGE

R 225 G 114 B 98
Hex #E17262
C 0 M 69 Y 65 K 0
PMS 7416



GREEN

R 141 G 191 B 46
Hex #8DBF2E
C 48 M 0 Y 100 K 1
PMS 376



2. SECONDARY LOGOS

BLACK LOGO

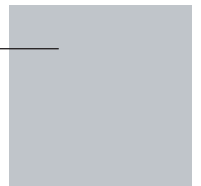
“TNT-logo-black-CMYK.ai”
1-color black printing primarily



4. COMPLIMENTARY COLOR

GRAY

R 187 G 189 B 183
Hex #BBBDB7
C 24 M 17 Y 15 K 0
PMS Cool Gray 4



REVERSED LOGO

“TNT-logo-white-CMYK.ai”
Reversed logo for dark backgrounds





5. MINIMUM SIZE REQUIREMENTS

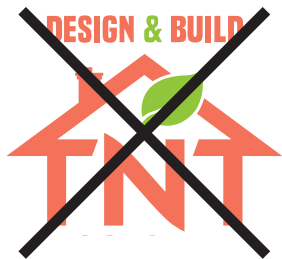
Follow these specifications for minimum size when scaling all versions of the logo. Do not reduce the logo any smaller than indicated by this chart.



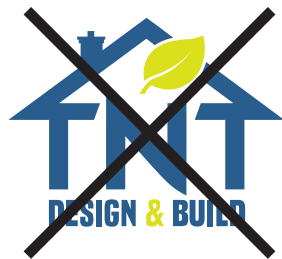
Print: .75" minimum height
For web: 72px height

6. INCORRECT USAGE

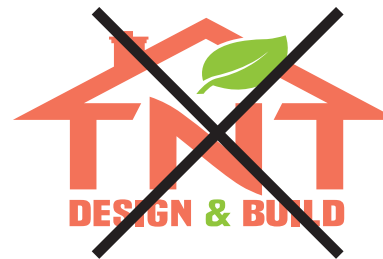
The TNT logo has been carefully created to work across a broad range of applications. This logo should never be modified in any way. This page illustrates some, but not all possible misuses.



Do not move any elements within the logo



Do not CHANGE the colors



Do not stretch the logo



Do not add embelishments like shadows, embossing, etc.



FILES DOWNLOAD

To download the logo files, click on the link below or go to:

<https://bit.ly/2MLrJ5U>

DOWNLOAD 