

transcepta: use of logo

The transcepta logo is composed of two distinct elements: the dual “connection” icon and the word “transcepta”.



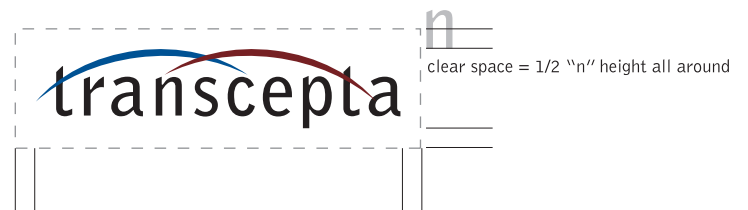
The Transcepta logo must be reproduced from digital artwork provided by Transcepta or an approved vendor. You may not attempt to recreate, distort, reconfigure or alter the Transcepta logo in any way.



configuration, sizing & clear space

The Transcepta logo must be legible at all times. When the logo is enlarged or reduced, it must always maintain its proportions. You may not alter the horizontal or vertical scale of the logo individually.

A minimum “clear space” around the entire logo is suggested, so that no type or competing graphic elements can interfere with the logo and its legibility.



A suggested clear space ratio is:
1/2 the letter “n” height all around
(minimum).

color

The logo must always appear in the colors indicated here. When used on a light background, the word "transcepta" is printed in black. When used on a dark background, the word "transcepta" prints in white. No other colors should be allocated or used.

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THREE-COLOR LOGO (SPOT/PMS)

PMS 653	PMS 505	BLACK	WHITE
BLUE	BURGUNDY	BLACK	WHITE

FOUR-COLOR PROCESS LOGO (CMYK)
(WHEN SPOT/PMS COLORS ARE UNAVAILABLE)

C 100 M 62 Y 0 K 20	C 50 M 100 Y 100 K 25	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0
BLUE	BURGUNDY	BLACK	WHITE

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ONE-COLOR LOGO (B&W SCREEN ART)

50% BLACK	70% BLACK	100% BLACK	WHITE
BLUE	BURGUNDY	BLACK	WHITE

ONE-COLOR LOGO (B&W LINE ART)

100% BLACK	100% BLACK	100% BLACK	WHITE
BLUE	BURGUNDY	BLACK	WHITE