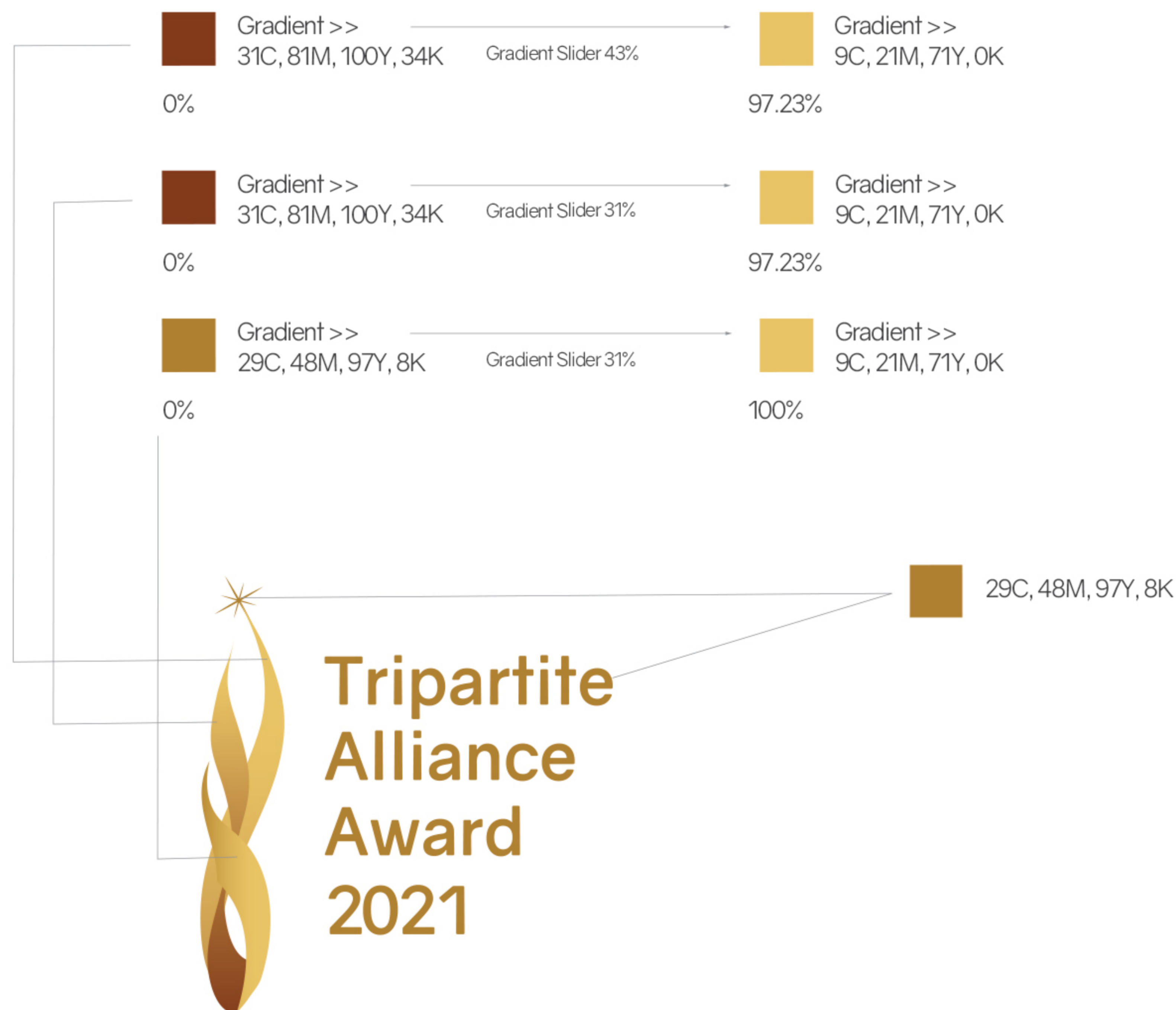


Tripartite Alliance Award 2021 Logo Usage Guidelines

- 1.1. Tripartite Alliance Award (TAA) 2021 logo, a direct representative of its identity, should be applied in accordance with the guidelines, at all times.
- 1.2. When using the logo, observe the proper placement and alignment in all materials. Ensure that the scale is in proportion to the entire logo. When restricted to a small area, the minimum logo size should be 13.75mm (W) x 15mm (H).
- 1.3. There should always be a clear space maintained all around the logo, irregardless of application or background colour. It is to ensure maximum visibility and legibility of the logo.
- 1.4. The full-colour version is the preferred version of the TAA logo. Whenever possible, position the full-colour version on a white or light-coloured background. Refer to the following Colour Guide for reference.

Tripartite Alliance Award 2021 – Colour Guide



Colour Codes for Tripartite Alliance Award 2021

| | |
|---|---------------------|
|  | 31C, 81M, 100Y, 34K |
|  | 29C, 48M, 97Y, 8K |
|  | 9C, 21M, 71Y, 0K |

Minimum Clearance and Size

Minimum Clearance



1.5. To ensure maximum visibility and legibility, the minimum clear space required surrounding the logo is defined by 'x' which corresponds to the height of the numeral '2021'.

Minimum Size



1.6. Refer to the following illustration of full-colour and black-colour logo, which should be adopted exactly for relevant usage without deviation of colour and typeface. The logo graphic and text title should be used together, as a full logo representation at all times.

1.1 Application On White Background

Full-Colour Logo



Black-Colour Logo



Application On A Dark Background

Full-Colour Logo



White-Colour Logo



1.7. The TAA logo can be used in the TAA winners' corporate publicity materials such as their website, advertisements, brochures and namecard.

Colour Palette

1.8. To retain the integrity of the logo identity, the visual representation should remain consistent. When working in different mediums, the colour specification will be different. Follow the specification supplied to maintain consistency.

Spot



Pantone: 478C



Pantone: 1245C



Pantone: 129C

RGB



112R, 63G, 42B



198R, 146G, 20B



243R, 208G, 62B

CMYK



19C, 79M, 84Y, 61K



6C, 35M, 99Y, 18K



0C, 11M, 78Y, 0K

Web Safe



#703F2A



#C69214



#F3D03E

Newsprint



31C, 81M, 100Y, 34K



29C, 48M, 97Y, 8K



9C, 21M, 71Y, 0K

If only 1 spot colour is used for newsprint, the following spot colour is to be used.



20M 100Y 20K

Typeface



**Tripartite
Alliance
Award** —————
2021

Gravity Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()