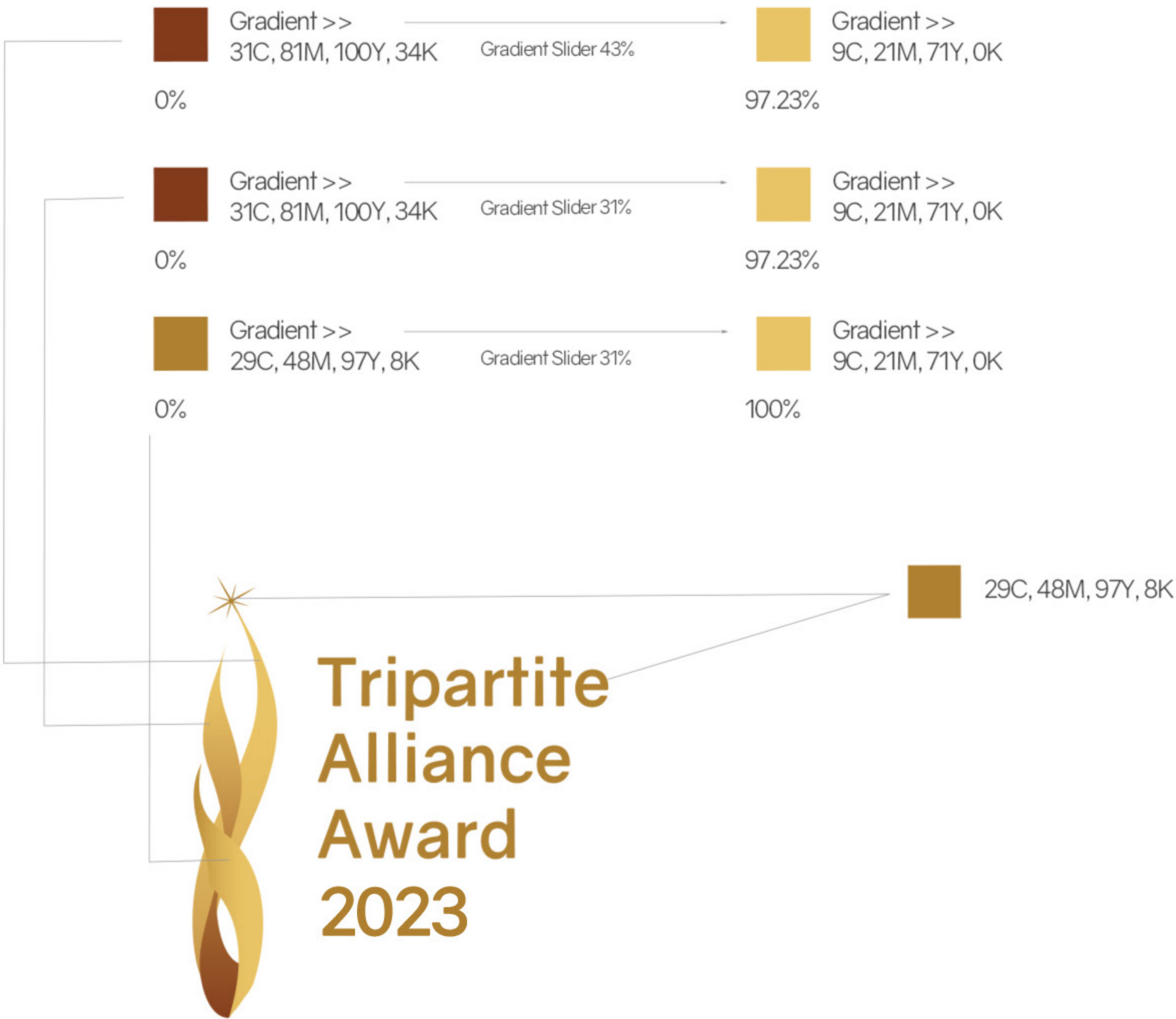


Tripartite Alliance Award 2023

Logo Usage Guidelines

- 1.1. Tripartite Alliance Award (TAA) 2023 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 2023 – Colour Guide



Colour Codes for Tripartite Alliance Award 2023

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

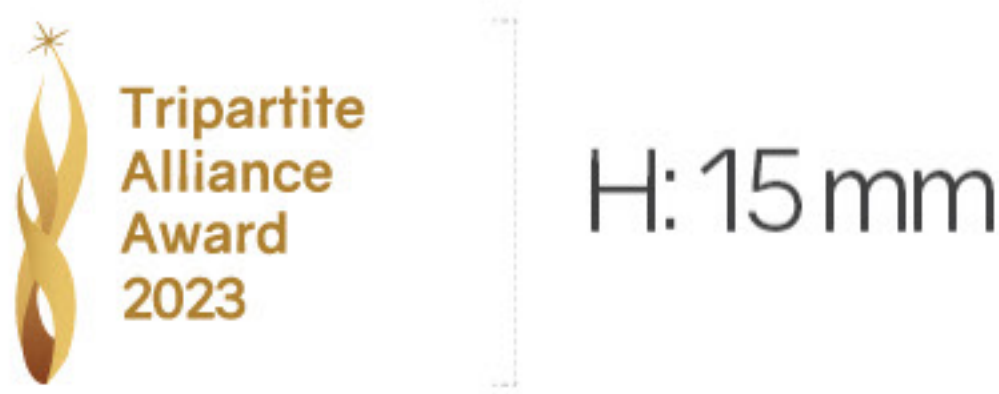
Minimum Clearance and Size

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 '2023'.

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
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RGB

	112R, 63G, 42B		198R, 146G, 20B		243R, 208G, 62B
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CMYK

	19C, 79M, 84Y 61K		6C, 35M, 99Y 18K		0C, 11M, 78Y 0K
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Web Safe

	#703F2A		#C69214		#F3D03E
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Newsprint

	31C, 81M, 100Y, 34K		29C, 48M, 97Y, 8K		9C, 21M, 71Y, 0K
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If only 1 spot colour is used for newsprint, the following spot colour is to be used.

	20M 100Y 20K
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Typeface



**Tripartite
Alliance
Award
2023**

Gravity Bold

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