



Logo Usage Guidelines

How to Use the Logo Correctly
in Print, Web, and Screen



Anatomy



bg color: 100% black
fill: 66%
gradient wht>blk: 90°, 25% opacity
inner shadow: 120°, 75% opacity
inner glow & outer glow

bg color: 100% black
fill: 100%
gradient wht>blk : 90°, 25% opacity
inner shadow: 120°, 75% opacity
inner glow & outer glow

bg color: 100% white
fill: 66%
gradient wht>blk: 90°, 25% opacity
drop shadow: 120°, 100% opacity
inner glow

Colour Versions



partially translucent grey scale
version shown on background image



flat black and white version shown on
white (or light) background



use the flat versions if grey scale version can't be used
(e.g. if etched or engraved)



partially translucent grey scale
version shown on plain white paper



flat reversed black and white version
shown on black (or dark) background



Spacing



Maintain an open area surrounding the logo so it remains recognizable and does not become lost in other page elements. Clear space is defined relative to the size of the logo, not as a border of a set distance. Here the width of the ascender of the letter "d" defines the distance unit x. The minimal clear space that should surround the logo is twice this distance on each side.

Positioning and Sizing

Minimum size

The logo should not be displayed below the minimum size.

In print, the minimum size is 4mm x 25mm.

For online use, the minimum size is 50 x 300 pixels at 72 DPI.



Minimum size in relation to other logos

Whenever the logo is displayed next to other logos, the size and positioning of the logo should more or less match the size and positioning of the other logos. The position of the logo is flexible.



Incorrect Usage



Don't slant, tilt, lean, or rotate the logo.



Don't put the logo against a dark background.
Use the flat reversed b&w version in this case.



Don't substitute the triangle
with another symbol or shape.



Don't condense or expand
the shape of the logo.



Don't colour parts of the logo.



Don't alter the shape and
position of the triangle.



Don't use capital letters in the logo.
All letters must be lowercase.



Don't scale the triangle's
size up or down.

Files

For print (posters etc.)

- ▶ tds-exposure Logo (large).png
- ▶ Downscale *proportionally* to needed size!

For print (documents, newsletters, slides)

- ▶ tds-exposure Logo (medium).png
- ▶ Downscale *proportionally* to needed size!

For web (website)

- ▶ tds-exposure Logo (small).png
- ▶ Downscale *proportionally* using Photoshop et.al. and save with specific dimensions.

For engraving / monochrome / b&w print

- ▶ tds-exposure Logo (flat, black on white).ai
- ▶ tds-exposure Logo (flat, black on white).eps
- ▶ tds-exposure Logo (large, flat, black on white).png
- ▶ tds-exposure Logo (large, flat, white on black).png