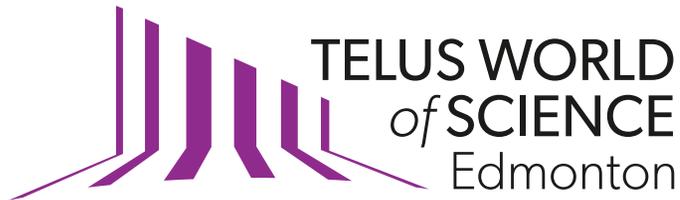


TWOSE Usage & Requirements for Logos and Marks

version 10-23-2015

Graphic Identity System

TWOSE must convey a consistent image as an organization committed to life-long learning and a positive science culture. A graphic identity system helps ensure that all parts of the organization are working together to communicate this image visually. These graphic standards outline the requirements and details of the TWOSE graphic identity system, including use of logo, name and graphic elements.



TWOSE Logo

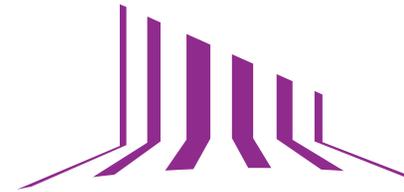
The TWOSE logo is the standardized graphic representation of the name alongside an icon depicting the original building. It is a custom-designed mark using a special typeface and adding emphasis to the first portion of the name to provide rapid identity recognition and to enhance readability.

Use

The TWOSE logo is the primary graphic element that identifies the organization. As such, it is required to appear on all external publications, websites, and other visual communications developed by any unit of the organization.

The logo must appear by itself; it may not be combined with any other graphic or textual elements and may not be used as a design element of any other logo or trademark.

- » Use approved, unaltered versions of the TWOSE logo only.
- » Do not recreate the mark.
- » Do not use the logo within text.
- » Do not combine with any other marks, graphic elements, or words except as specified.
- » Do not alter the logo except to enlarge or reduce proportionally.
- » Do not alter with use of drop shadows or bevelled edges.
- » Do not crop the logo. The name portion of the logo must always appear with the icon portion.



TWOSE Icon

The TWOSE icon is a custom graphic treatment of the building and is used as part of the wordmark. It is more square or vertical than the wordmark, and contains subtle graphic styling, making it unique.

Use

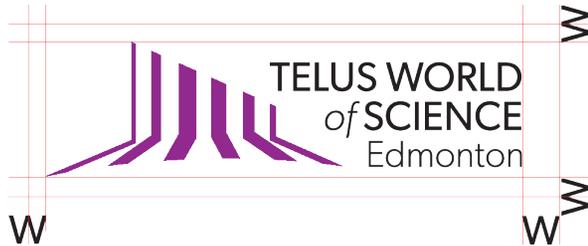
The TWOSE icon should be used in instances where the TWOSE brand is already clearly established. The TWOSE icon can be used by itself without the full name, however, this is a secondary usage. This is for publications or items where the TWOSE name and brand is already clearly established.

- » Use approved, unaltered versions of the TWOSE icon only.
- » Do not recreate the mark.
- » Do not use with other versions of the TWOSE name in proximity.
- » Do not combine with any other marks, graphic elements, or words except as specified.
- » Do not stretch, crop or alter the wordmark except to enlarge or reduce proportionally.
- » Do not alter with use of drop shadows or bevelled edges.

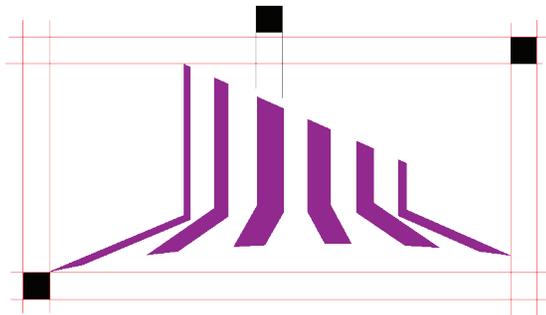
Clear Space

The illustration below describes the clear space that must always surround the logo and icon.

Logo: Keep clear 1/2 the width of the “W” on the top, left and bottom, and the full width of the “W” on the right.



Icon only: Keep all sides clear the width of the third shaft.



Colour

The primary usage colour should be purple for the icon and black for the lettering. Purple colour is:

RGB: R146 G39 B143

CYMK: C50 M99 Y2 K0

Web: #92278f

Pantone: 254 C

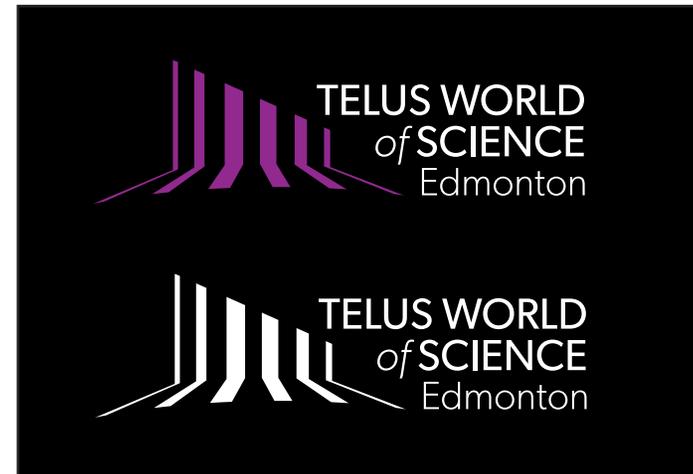
One-colour applications:

The preferred usage is all black.

Reversed applications:

For dark backgrounds, use of the reversed wordmark is acceptable. If possible, include the icon portion of the wordmark in purple and lettering in white.

Otherwise, all white is preferred.



Icon colour

While purple is the preferred colour for the icon-only usage, changing the colour of the icon is permissible for special occasions involving partnerships with organizations where the logo can change colour to correspond with the partners colours. Other select colour usage is allowable in unique circumstances when approved by TWOSE.

Examples of Improper Usage

DO NOT bevel or emboss



DO NOT box



DO NOT crop



DO NOT add drop shadow



DO NOT change text



DO NOT realign text



DO NOT shift text location



DO NOT stretch



DO NOT stretch



DO NOT make text purple



Additional Items for Reference

TWOSE Brand Elements

There are several additional elements for use with TWOSE documents. First, we would like to stress that these elements are not a logo of any sort for the TWOSE. They are graphic elements to be used to provide a greater sense of hierarchy and composition to TWOSE branding materials. These elements can be used in many ways, and can be cropped, rotated and used in the design fabric if applicable.

Coloured Bar



Coloured Circle



Secondary Colours

While the purple stated above is the primary colour, TWOSE is a vast organization that must speak to a wide variety of audiences each and every day. While the brand's overall message must remain consistent, its mood and tone may vary somewhat according to the intended audience. With this in mind, a small group of secondary colours is designed in order to capture a specific mood or tone. These are the colours represented in the bar and circle elements above.

	Teal	C100 M0 Y33 K35	R0 G123 B133	#007b85
	Lt. Blue	C52 M0 Y32 K1	R117 G199 B185	#75c7b9
	Gold	C0 M42 Y100 K0	R250 G162 B27	#faa21b
	Yellow	C0 M24 Y94 K0	R255 G196 B37	#ffc425
	Lime	C23 M0 Y100 K17	R176 G188 B34	#b0bc22
	Red	C0 M100 Y81 K4	R227 G24 B55	#e31837
	Lt. Red	C0 M89 Y76 K0	R239 G68 B67	#ef4443
	Lt. Purple	C50 M99 Y2 K0	R146 G39 B143	#92278f

Letterhead

The top margin is 1.25" and side and bottom margins are 1".

