

Logo Usage

Correct Options for Therma-Tru® Logo

4-Color logo



4-Color Logo
reversed on black



1-Color Logo
on solid background



1-Color logo



Logos are a key visual component to a brand's identity. They are unique and designed to complement a company's name and its products. The Therma-Tru logo has two basic elements — the custom typeface and the red door symbol between *Therma* and *Tru*. The gray typefaced logo with red door is our primary identity and should be used, especially on core Therma-Tru communications. The reverse typeface logo in white should be used only when applied on a dark-colored background.

Size Guidelines

The Therma-Tru logo should appear large enough to be clearly identified.

Print: Minimum size is 3/4" wide.

Online: Minimum size is 125 pixels wide.

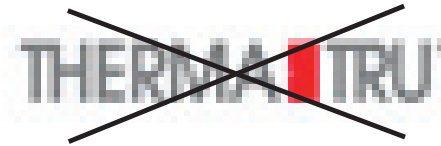
Logo Usage (continued)

Incorrect Usages for Therma-Tru® Logo

DO NOT
Stretch the logo horizontally to fit in a particular space.



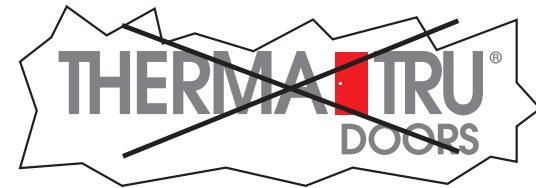
DO NOT
Increase the scale of a low-resolution logo that will result in pixelation.



DO NOT
Stretch the logo vertically to fit in a particular space.



DO NOT
Enclose the logo within a holding shape.



DO NOT
Change the color of the logo.



DO NOT
Change the font within the logo.



DO NOT
Use the positive version of the logo against dark backgrounds.



DO NOT
Use the logo without all of its components.



DO NOT
Rearrange the components within the logo.



DO NOT
Use the reverse 4-color version of the logo against backgrounds where elements will blend.



Tagline Usage

Correct Options for Therma-Tru® Tagline

Therma-Tru's approved tagline is:

The Most Preferred Brand in the Business™ = 33 Thin Extended Oblique, 15 pt

This font face should only be use on point sizes greater than 12pt

The Most Preferred Brand in the Business™ = 63 Medium Extended Oblique, 15 pt

This font face must be used on point sizes less than 12pt, but can be also be used as an alternate font face for point sizes larger than 12pt

The tagline is to be used in advertising, web and literature when deemed appropriate. The tagline is not part of the Therma-Tru logo and must be placed away from the Therma-Tru logo. Refer to page 10 for examples of placement Recommended font faces are as listed in above examples. Recommended color is 80% black.



The tagline can NOT be placed below the logo