

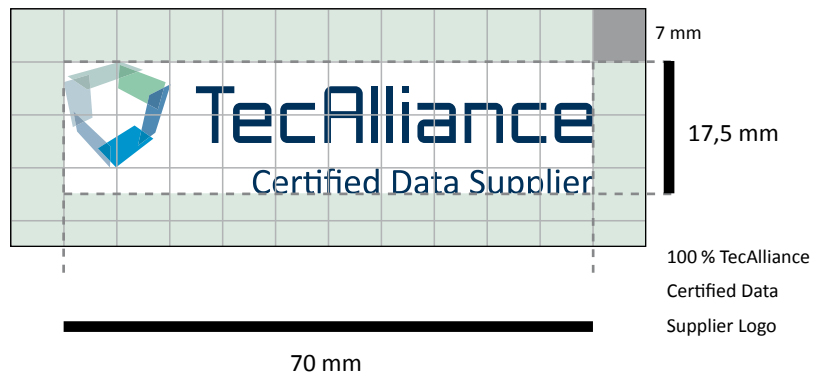


# Guideline for the use of the TecAlliance Certified Data Supplier Logos

This guideline is designed to make using the TecAlliance Certified Data Supplier logo easier. It is addressed to all who publish media in print and/or digital form within the scope of their cooperation with TecAlliance.

## The TecAlliance Certified Data Supplier Logo

shall preferably be used in the coloured version on a white background. A greyscale version and a pure black/white version are also available for special applications. The logo does not exist in a special colour. For use in 100-percent size the **logo dimensions** are **70 x 17,5 mm**, including protective borders 84 x 31,5 mm.



In order to clearly be silhouetted against **multi-coloured or busy backgrounds**, the logo has to be placed on a sufficiently large white area. When the logo is used, the white area is 7 mm wide on all sides. The files listed on the right already contain the correct white area.



**Print:**  
tca\_certified-data-supplier\_logo\_cmyk.eps  
tca\_certified-data-supplier\_logo\_cmyk\_300dpi.tif  
tca\_certified-data-supplier\_logo\_cmyk\_1200dpi.tif

**Print:**  
tca\_certified-data-supplier\_logo\_gray.eps  
tca\_certified-data-supplier\_logo\_gray\_300dpi.tif  
tca\_certified-data-supplier\_logo\_gray\_1200dpi.tif

**Web:**  
tca\_certified-data-supplier\_logo\_rgb\_300dpi.png  
tca\_certified-data-supplier\_logo\_rgb\_1200dpi.png

## Special Applications

TecAlliance Certified Data Supplier Logo white



**Print:**  
tca\_certified-data-supplier\_logo\_white\_cmyk.eps

Please only use the original files provided by TecAlliance!

### Applications Not Allowed

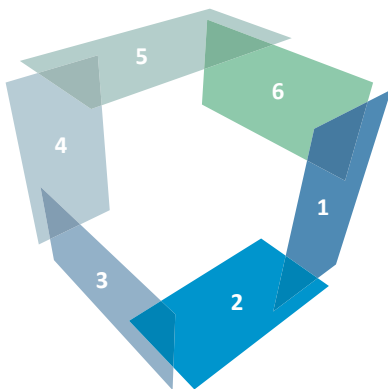
The word and graphic logo of TecAlliance stands at the centre of the brand presentation and is one of the most recognisable signs for the brand. In order to ensure the sovereignty of the logo the word and graphics of the logo may not be modified. The logo is inviolable and must be used with the greatest care - the following requirements must always be met. The logo may not be distorted in its perspective, de-compressed, coloured differently or tilted.



The TecAlliance logos are available for different applications in the following file formats:

Application	Colour mode	File formats	Properties
<b>4-colour offset printing</b>	CMYK	.eps (Adobe Illustrator) .tif (Adobe Photoshop)	Vector graphics, scaleable at will Pixel graphics, resolution 300/1,200 dpi in original size
<b>1-colour black-/white printing</b>	Greyscales	.eps (Adobe Illustrator) .tif (Adobe Photoshop)	Vector graphics, scaleable at will Pixel graphics, resolution 300/1,200 dpi in original size
<b>Internet</b>	RGB	.png (Adobe Photoshop)	Pixel graphics, resolution 300/1,200 dpi in original size
<b>Powerpoint</b>	RGB	.png (Adobe Photoshop)	Pixel graphics, resolution 300/1,200 dpi in original size
Please only use the original files provided by TecAlliance! <b>The logo does not exist in a special colour.</b>			

### TecAlliance colour values



#### Lettering

CMYK: 100/50/0/65  
RGB: 0/51/102

#### Areas

<b>1</b>	CMYK: 70/35/10/5 RGB: 92/137/182	+15 K	<b>4</b>	CMYK: 30/10/10/5 RGB: 194/208/216	+15 K
<b>2</b>	CMYK: 80/20/0/5 RGB: 63/158/209	+15 K	<b>5</b>	CMYK: 35/10/20/0 RGB: 176/202/204	+15 K
<b>3</b>	CMYK: 45/20/10/5 RGB: 144/174/201	+15 K	<b>6</b>	CMYK: 50/0/40/0 RGB: 135/200/173	+15 K