TBP_Logo_Cyan_PMS 2945.eps

TBP_Logo_Cyan.eps

TBP_Logo_White_PMS 2945.eps

TBP_Logo_Black.eps

TBP_Logo_Black_Gray.eps

TBP_Logo_White.eps

Color Palette

PANTONE®
Process Cyan

PMS Process Cyan
CMYK – 100c 0m 0y 0k
RGB – 0r 174g 239b
Web – #00AEEF

PANTONE®
2945

PMS 2945
CMYK – 100c 45m 0y 14k
RGB – 0r 105g 170b
Web – #0069AA

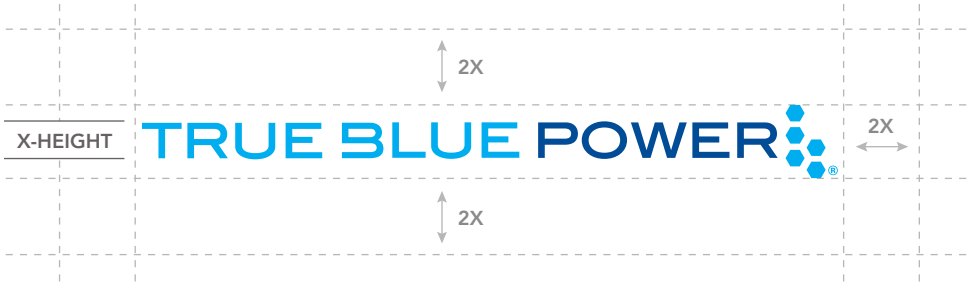
Digital Formats

Vector
Encapsulated Postscript files –
eps CMYK and PMS spot colors

Raster
png – rgb, 72 dpi at 100%, for web and PowerPoint
jpg – rgb, 72 dpi at 100%, for web and PowerPoint
jpg – 4c process, 300 dpi, high res for print
tiff – 4c process, 300 dpi, high res for print

Bufferzone

The illustration indicates the minimum space around the logo that should be kept clear of other elements. The buffer zone is measured based on the height of "T" 2x the height of the"T" in the True Blue Power logo.



TBP_Stacked Logo_Cyan_PMS 2945.eps

TBP_Stacked Logo_Cyan.eps

TBP_Logo_White_PMS 2945.eps

TBP_Stacked Logo_Black.eps

TBP_Stacked Logo_Black_Gray.eps

TBP_Logo_White.eps

Color Palette

PANTONE®
Process Cyan

PANTONE®
2945

PMS Process Cyan
CMYK – 100c 0m 0y 0k
RGB – 0r 174g 239b
Web – #00AEEF

PMS 2945
CMYK – 100c 45m 0y 14k
RGB – 0r 105g 170b
Web – #0069AA

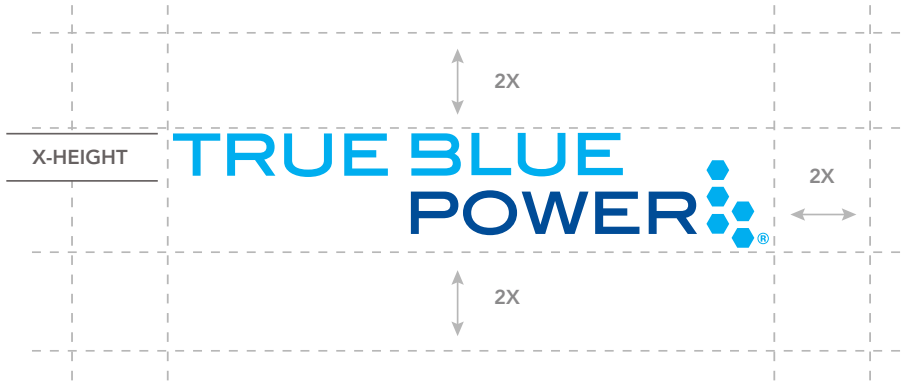
Digital Formats

Vector
Encapsulated Postscript files –
eps CMYK and PMS spot colors

Raster
png – rgb, 72 dpi at 100%, for web and PowerPoint
jpg – rgb, 72 dpi at 100%, for web and PowerPoint
jpg – 4c process, 300 dpi, high res for print
tiff – 4c process, 300 dpi, high res for print

Bufferzone

The illustration indicates the minimum space around the logo that should be kept clear of other elements. The buffer zone is measured based on the height of "T" 2x the height of the"T" in the True Blue Power logo.



Company name references in written format are very important to uphold brand recognition, whether it be for internal or external communication.

Important REMINDERS:

Abbreviations of our name should not be used *externally*, including True Blue and TBP.

A registration symbol (®) is used with the company logo mark but should NOT be used when the company name is referenced in written format.

EXTERNAL REFERENCES

Accepted	Not Accepted
True Blue Power, a division of Mid-Continent Instrument Co., Inc., specializes in the custom design and manufacture of power solutions for the aviation industry, including USB charging ports, inverters, converters, emergency power supplies and advanced lithium-ion aircraft batteries.	TrueBluePower, a division of Mid-Continent Instrument Co., Inc., specializes in the custom design and manufacture of power solutions for the aviation industry, including USB charging ports, inverters, converters, emergency power supplies, and advanced lithium-ion aircraft batteries.
	True Blue, a division of Mid-Continent Instrument Co., Inc., specializes in the custom design and manufacture of power solutions for the aviation industry, including USB charging ports, inverters, converters, emergency power supplies, and advanced lithium-ion aircraft batteries.