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.
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