



Brand Identity Quick Reference Guide





complete harmony



complete harmony



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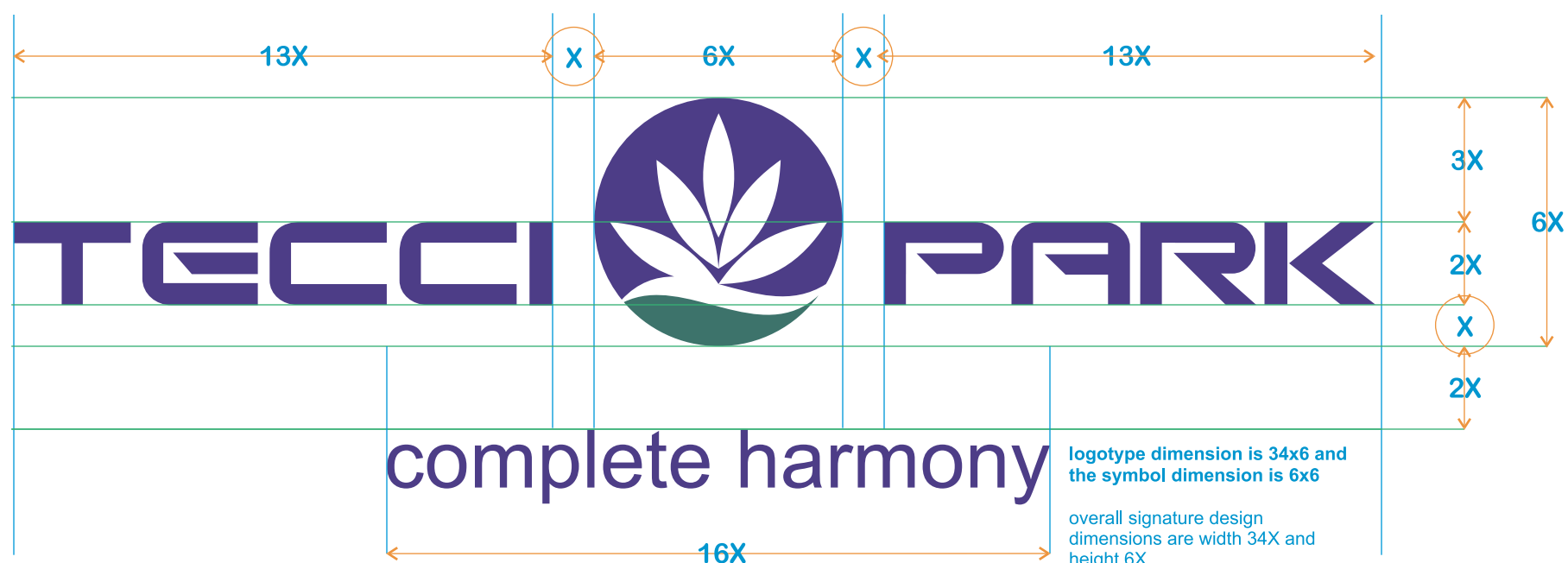
C80 M80 Y0 K0
PANTONE 202C



C0 M0 Y0 K60
PANTONE 425C

Brand Identity

Technical (Dimensions)



Minimum Clear Space

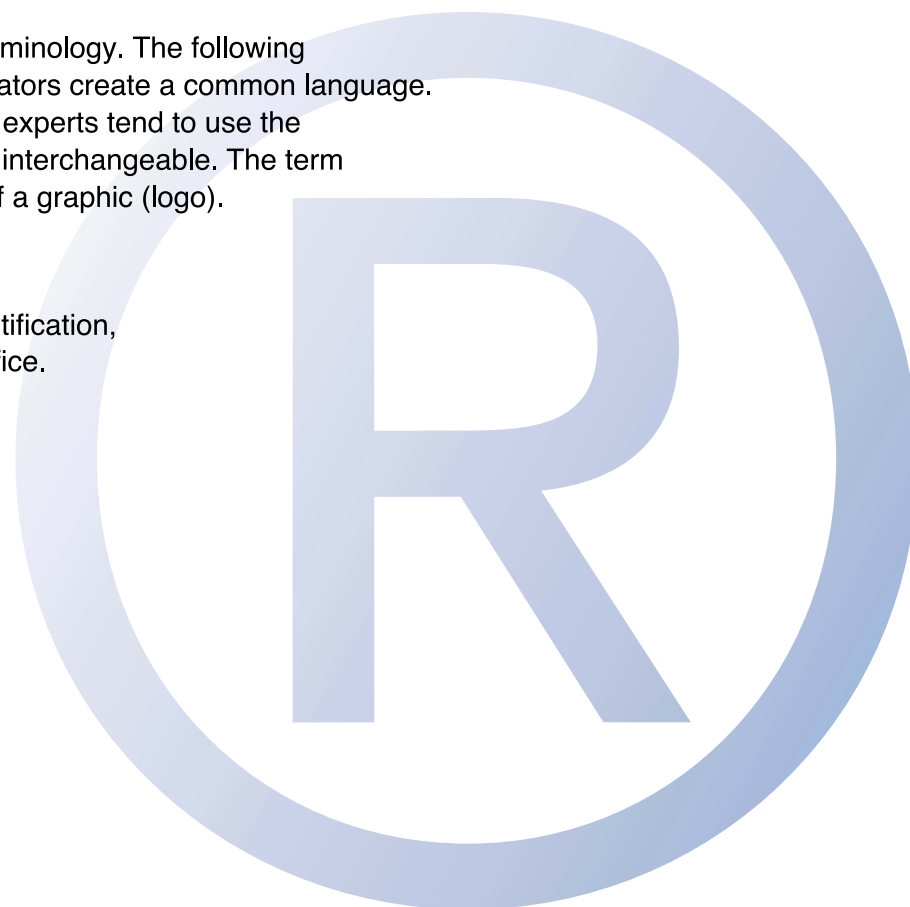


Brand Identity Proper Usage Guide

TECCI PARK's trademarks, which include logos, are intellectual property and are considered assets of the company. Their protectability is dependent upon consistent and proper usage. Everyone, whether **TECCI PARK** employees, consultants, outside vendors or third parties who are involved in developing communications, is responsible for using **TECCI PARK** and others' trademarks correctly. This would include internal and external documents, both in traditional and electronic forms.

In general, there is considerable confusion in the use of identifying terminology. The following working definitions should help **TECCI PARK** vendors and communicators create a common language. The legal experts tend to use the term "trademark" and the marketing experts tend to use the term "brand," but in most cases they have the same meaning and are interchangeable. The term "trademark" refers both to use of a mark in text (wordmark) and use of a graphic (logo).

Although the Corporate Logo is **TECCI PARK**'s central means of identification, Employees may view the most current list of approved logos at the office.



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The Signature Design shows the proportional relationship and spacing of the components. Size and spacing should never be altered or modified for any reason

No part of the Signature may be redrawn, respaced or altered in any aspect, without a written consent from the Management

All reproduction of the Signature should be from files provided by the company

No other icon or element may be used within the area shown in the grid diagram. The Signature must be assured enough space to allow it the visual importance it demands

Never use the Signature in conjunction with another graphic element or as a substitute for the name in a headline or copytext

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