

The Transflo Logo

Usage of the Transflo Logo

The Transflo logo can be used in three colors: Transflo blue, medium gray, and white. In cases where the white logo is used, the Transflo blue or medium gray should use as the primary background color when possible. Anytime the Transflo logo is used, you must seek permission and approval from the Transflo Marketing Department. For questions about our logo or about using it in a manner not within the guidelines please contact Sam Jones, Marketing Manager at 813.386.2346 or sjones@transflo.com.

TRANSFLO®

TRANSFLO®

TRANSFLO®

TRANSFLO®

Usage of the Transflo Product Logos

Transflo product logos can be used in two colors: Transflo blue and white. In cases where the white logo is used, the Transflo blue or medium gray should use as the primary background color when possible.

TRANSFLO® Telematics

TRANSFLO® Telematics

TRANSFLO® Telematics

Clear Space

Always position the logos for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.



■ = Minimum spacing is
Transflo "T" width



■ = Minimum spacing is
Transflo "T" width

Sizing

The minimum height of our logo is 24px on screen, or 0.25in in print. In such cases, legibility should always be your top priority – always ensure the ® symbol is clearly visible. Do not redesign, redraw, animate, modify, distort, or alter the proportions of the marks.

TRANSFLO® Minimum height – 24px on screen / 0.25 in print

TRANSFLO® Telematics Minimum height – 24px on screen / 0.25 in print

Corporate Color Palette

The Transflo corporate palette consists of three main colors: Transflo blue, medium gray, and white. Our blue is the core of our brand identity and should appear whenever possible.



**Transflo
Blue** HEX: 2374bb
 RGB: 35-116 -187
 CMYK: 84-51-0-0
 PMS: 300



**Medium
Gray** HEX: 666666
 RGB: 102-102-102
 CMYK: 60-51-51-20
 PMS: CG9



White HEX: FFFFFFFF
 RGB: 255-255-255
 CMYK: 0-0-0-0
 PMS: —

When Writing The Transflo Name

Correct: Transflo

Incorrect: TRANSFLO, transflo, TransFlo, and Trans Flo

Copyright

When reusing text/copy created by Transflo on websites and print materials include the following copyright line:

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When using Transflo logos on websites and print materials include the following statement:

Transflo and the Transflo logo are trademarks of Pegasus TransTech, LLC.