



TELECOM INFRA PROJECT

Logo usage guidelines

Q2 2020

Logo

The TIP logo

The TIP logo represents the Telecom Infra Project organization and its brand values. It needs to be used properly and consistently.

The logo is a combination of two components—the symbol composed of overlapping diamonds, and our name as a logotype. The two components must always be used together. Never use the symbol or the logotype name separately.

The TIP logo is to be used on all TIP communications and must be used as described here. Do not alter it in any manner (add, subtract, stretch, compress), and do not separate the symbol from the logotype.

Use the CMYK version for print, and the RGB version for on-screen use.



Logo

Clear space and size requirements

- Use proper whitespace around the logo—the cap height of the logotype on all sides of the logo.
- Use the logo no smaller than the minimum size of 2” (50.8 mm) for the horizontal logo, and no smaller than 1” (25.4 mm) for the vertical, stacked logo.



Minimum size
On-screen: 72 pixels
Print: 1” (25.4 mm)



Minimum size
On-screen: 144 pixels
Print: 2” (50.8 mm)

Logo

Logo use on backgrounds

- Use the full color logo on a white background.
- Use a one color logo—solid white, dark gray (R-65 G-65 B-65), or black—on colored backgrounds. Make sure the combination exceeds the 4.5:1 contrast ratio for accessibility.
- If used on a photograph, place the logo in a simple area, so it reads clearly.





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