



**Logo Standards and Guidelines**  
Version 1.0



## Logo Sizes

The TriMas logo can be reproduced in a wide range of sizes.

Approval is required if the logo needs to be reduced smaller than 3/8" high.



## White Space

White space must be maintained around all sides of the logo to ensure it can be read clearly.

Maintain a minimum of white space around the logo that is equal to the height of the upper case "T". You should always measure from the outer most areas.



## Logo Colors

Four color reproduction is the preferred method for all corporate identity materials. If it is necessary to reference a PMS color for a proper color match, please use PMS 2925. (For example, when embroidering the logo, it will be necessary to reference PMS 2925 when matching the thread color).

If one color reproduction is necessary, the preferred method would be grayscale. The grayscale logo should always appear on a white background.



## Logo Typeface

The typeface for the TriMas Logo is Times New Roman and Futura Condensed, shown below:

### Times New Roman

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890

### Futura Condensed

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890



## Logo Guidelines

Never

- recreate or modify the logo or logo type
- change proportions when resizing larger or smaller
- stretch, skew, rotate, outline or otherwise alter the logo art
- crop the logo
- enclose the logo or place on top of a colored shape
- place other logos, text or images on top of the logo or within the safe zone of the surrounding white space

## Unacceptable Logo Treatments

