



**LOGO STYLE GUIDE**  
for Tru-Motion™ Brand Products

## THE LOGO MARK

The Tru-Motion logo appears with the motion icon as part of the logo lockup, however, the motion icon can be used alone on certain occasions. An Accella Brand tag appears beneath the Tru-Motion name. The legal mark should be (TM).



## TRU-MOTION PANTONE COLORS



**PMS 654**  
C100 M84 Y31 K17  
R0 G57 B112  
HEX=003970



**PMS 544**  
C25 M8 Y4 K0  
R188 G211 B229  
HEX=bcd3e5

Please make sure the logo has enough contrast to stand out from the background. The preferred background color for the logo is white. On dark backgrounds, it's best to use the reversed version of the logo.

## PRIMARY COLOR USAGE

TRU-MOTION BLUE ON WHITE



MOTION ICON ON WHITE

NOTE: Whenever possible, show legal mark



## AUXILIARY COLOR USAGES

BLACK ON WHITE

NOTE: May be shown on background as dark as 30% black



GRAYSCALE (60% BLACK)



FLAT 2 COLOR



REVERSE ON BLACK OR COLORED BACKGROUND



NOTE: May be shown as background as light as 30% black

## CLEAR SPACE

When placing the logo in a layout, maintain clear space on all sides around the logo equal to the height of the “O”. No graphics or typography should impede this minimum clear space.



When using the motion icon, maintain clear space on all sides around the logo equal half the height of the icon. No graphics or typography should impede this minimum clear space.



## MINIMUM SIZE

The logo should be not be produced smaller than 1.75 inches in width. If “An Accella Brand” tag becomes illegible, increase to 5 pt. The “An Accella Brand” tag should not be smaller than 5 pt.



## INCORRECT USAGE

Do not distort the logo



Do not alter the colors of the logo



When using the standard color logo, always use on a white or light background



Do not put the logo on a patterned background



Do not add shading, dimensions, or highlighting



Do not remove elements from the logo. (Only the motion icon may be shown on its own)



Do not rearrange elements of the logo



Do not rotate the logo



## NEED LOGOS OR ASSETS? QUESTIONS?

To download any original Accella logo artwork and Accella graphics, go to [www.YellowDogllc.com/yellowdog-network/download](http://www.YellowDogllc.com/yellowdog-network/download)  
Enter username: **Accella** Password: **AccellaFTPYDP** (not case sensitive)  
For assistance on logo applications, or if you have any questions about the Accella brand, contact [DWachter@AccellaCorp.com](mailto:DWachter@AccellaCorp.com)