Turbosmart Corporate Identity Usage Guide

Turbosmart Logo is a corporate trademark and its use by any external organisation is subject to the approval of the Turbosmart Marketing Manager, and in accordance with the Corporate Identity Usage Guide

Basic Logo - Monochrome Version

Colours:
Black, White (reversed)

Suitable for:
Embroidery, Engraving, Decals and Signage, Screen Printing

Master Logo - Monochrome Version

Colours:
Black, White (reversed)

Suitable for:
Offset and Digital Print, Decals and Signage, Labels and Packaging, Screen Printing

Master Logo - Full Colour Version

Colours:
Red (032) Blue (300), Black

Suitable for:
Offset and Digital Print, Banners, Flags, Displays, Labels and Packaging, Screen Printing, All web-based applications

Incorrect Logo Usage

DON'T:
1. Change the logo colours
2. Scale the logo unproportionately
3. Use a low resolution logo downloaded from the internet
4. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects, etc.
5. Use old, obsolete logos, eg: "Turbosmart Perfomance Products" logo.