

# OUR LOGO

Our logo is the core of our identity system. It should always be present on all touch-points to increase brand recognition.

## LOGO LOCKUP



[Download Logo Lockup Pack](#)  
(png, jpg, eps)

To keep our primary lockup looking its best at all sizes, when we scale below 165px in height (.55” at 300 dpi), we use the regular variant.

The minimum size for our primary lockup is 20 pixels in height (.067” at 300 dpi).

## LOGO WORDMARK

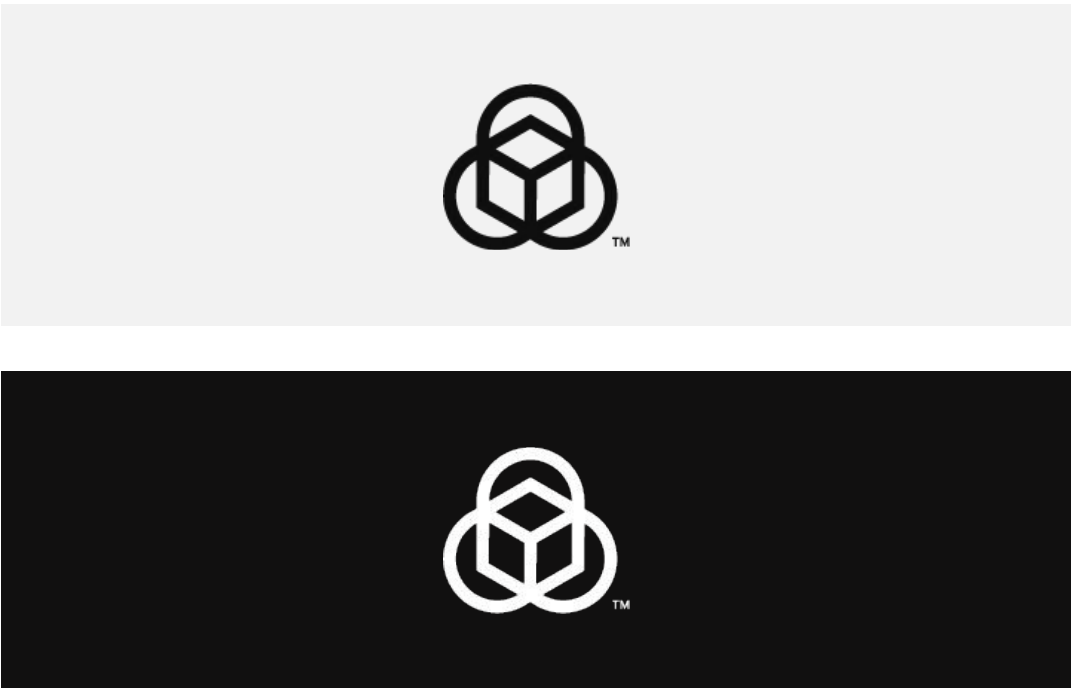


[Download Wordmark Pack](#)  
(png, jpg, eps)

The wordmark may be used alone in the instances where the full logo Lockup is too large.

The minimum size for our wordmark is 20 pixels in height (.067” at 300 dpi).

## LOGOMARK



[Download Logomark Pack](#)  
(png, jpg, eps)

The logomark may be used alone in the instances where the full logo Lockup and Wordmark is too large.

The minimum size for our logomark is 20 pixels in height (.067” at 300 dpi).

Only show the logo in Tronic approved colors, Always use TM along with the logo, Don’t alter, rotate, or modify the logo, Don’t surround the logo with other elements, Don’t accessorize the logo with extra elements, Don’t anthropomorphize the logo, Don’t overemphasize the logo, Don’t use previous versions of the logo, Follow the clear space guidance in this document.

## Exclusive Zone

The exclusion zone means that using any graphics within .5” of the logo is prohibited. Using anything inside this 5” mark will break the brand guidelines.

### Logo exclusive zone



### Logo minimum height



## Size

The logo should not be used anywhere (print or web) below 70 x 15 pixels for legibility. If the logo is used below 70 x 15 pixels, the logo will lose its clarity.

