TB ELIMINATION ALLIANCE

How to protect our brand.

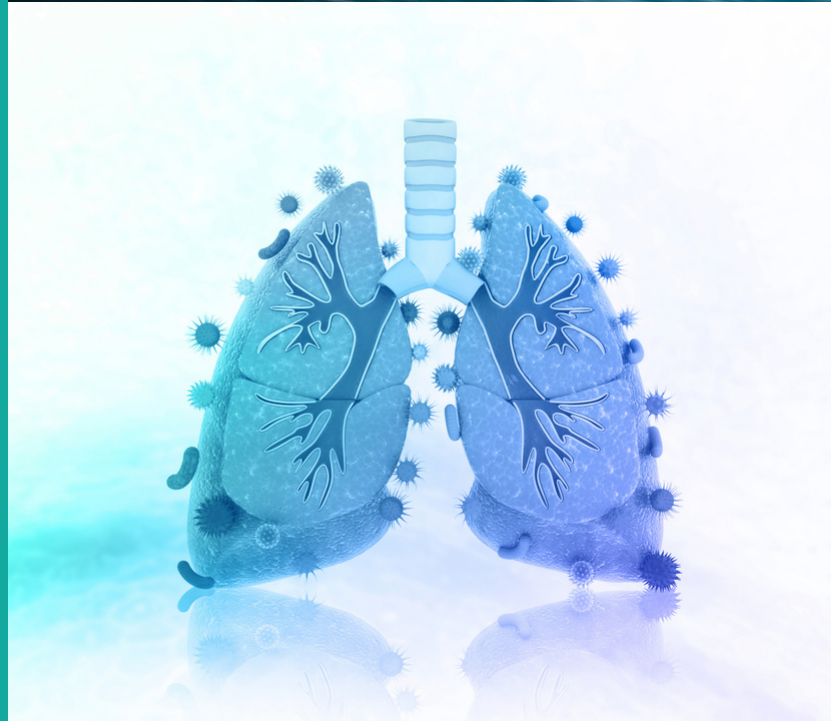# Table of Contents

Topics Covered

About the Logo

The TEA Logo Today

The TB Elimination Network logo represents movement, freedom, and partnership. The iconography of the lungs exemplify movement with the waves but also the intricate blending of colors is inviting and cool. The typography stands strong with an emphasis on **TB** and **ELIMINATION** in bold and a variation in color to emphasize the **ALLIANCE**. This effect offers a fluid and connected meaning. To bring the logo together, the colors were adapted to bring in variations of cooler tones that represent the Pacific and nature. The gradient in the iconography was added to enhance inaccuracies.

Symbols and Meanings

Colors

The colors in the brand remain cool and calming. It was important to use colors that felt clean and calm as the brand is related to improving health.

Lungs & Waves

Blue lungs represent clean and healthy lungs. The waves in the lungs represent the lobes but can also be related to the Pacific.
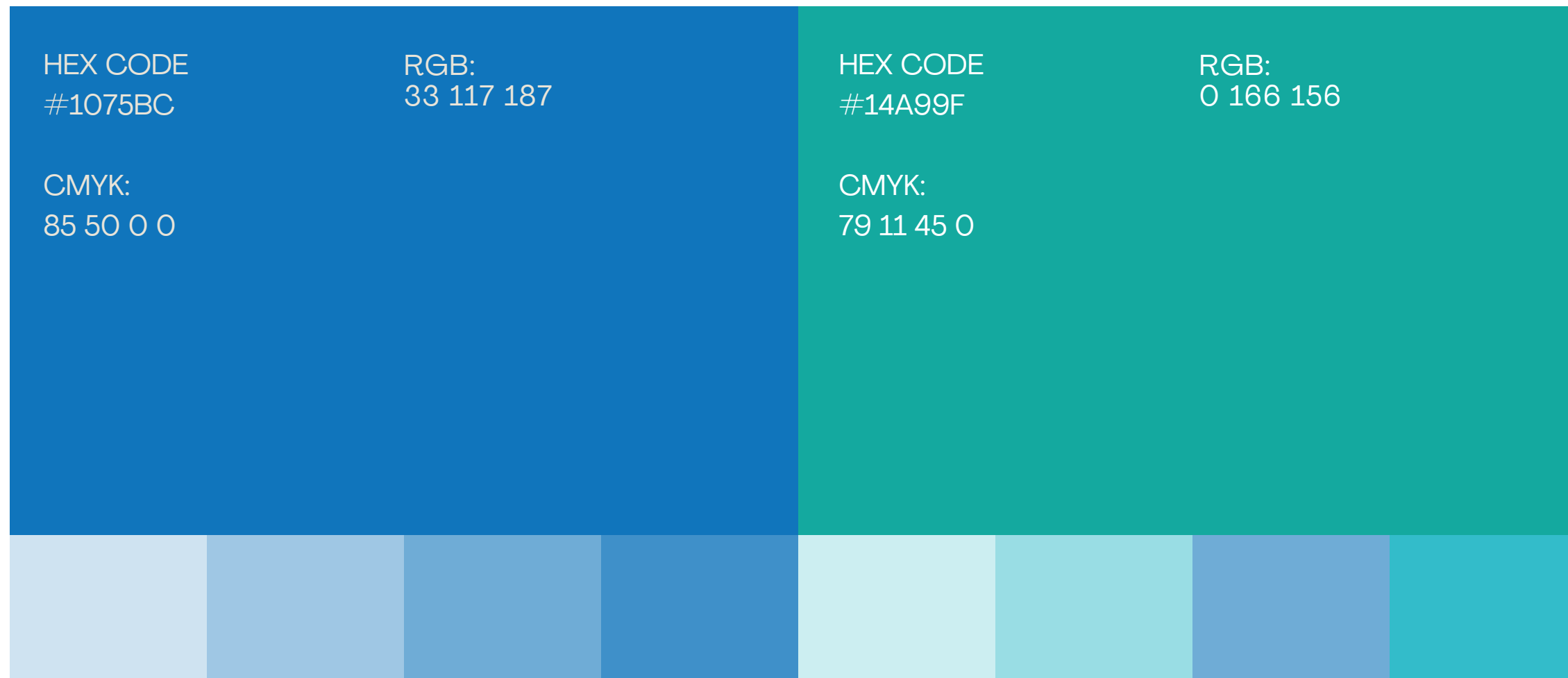
Typography

The typography used in the logo is distinct, memorable, and grounding. It was important to use typography that was accessible and easy to see.

Primary Color Palette

Hex and Pantone Values

HEX CODE
#1075BC

RGB:
33 117 187

CMYK:
85 50 0 0

HEX CODE
#14A99F

RGB:
0 166 156

CMYK:
79 11 45 0

About the colors.

Color plays an important role in the TB Elimination Alliance brand. The blue and greenish-blue colors are recommendations for various media. A palette of primary colors has been developed, which comprise the color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the TB Elimination Alliance brand identity across all relevant media. Check with your designer or printer when using the organizational colors that they will be always be consistent. Use the primary colors as your dominant color palette for all internal and external visual presentations of the organization. Use the secondary colors for accents in your designs.

Secondary Color Palette

Hex and Pantone Values

HEX CODE
#2B398F

RGB:
43 56 143

CMYK:
100 93 7 1

HEX CODE
#666665

RGB:
102 102 101

CMYK:
60 51 20

HEX CODE
#D3D3D3

RGB:
211 211 211

CMYK:
16 12 13 0

Typography Applications

Bodega Sans

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( )

Click here to download.

OPEN SANS

A B C D E F G H I J K L M N
O P Q R S T U V W X YZ

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( )

Click here to download.

Titles, Subtitles, Body Copy

The TB Elimination Alliance brand comes with two type families, Bodega Sans and Open Sans. The Montserrat family will support your title, subtitles and any headline copy. If possible make your titles in bold or black weight. All your body text will appear as Open Sans. You may very the style of Open Sans with italicies, light, bold or black weight. Your font sizes will vary depending on your publication or design.

Exclusion Zones

clear space

clear space

clear space

clear space

The safe distance to put your logo in.

It is important to keep TEA marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the TEA mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

To work out the clearspace take the height of the uppercase "O" from the logo text and measure from the main base of the text.

Logo Variations I

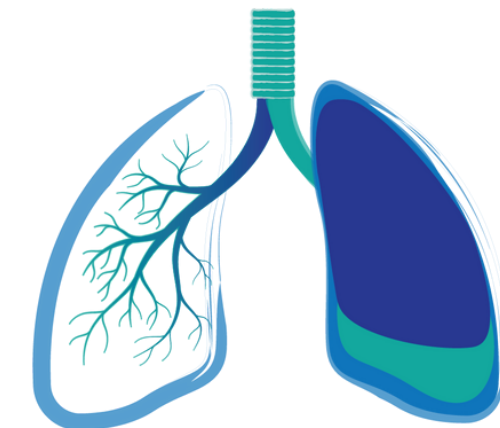| Vertical	Horizontal	Icon

The vertical logo is your secondary logo. The icon is stacked above "ELIMINATION ALLIANCE."

The horizontal logo is your main logo. The icon will appear in the center with "TB" and "ELIMINATION ALLIANCE" on opposite ends. Use this variation on official media such as press, print, letterhead, and publications.

The icon logo is your accent design. The icon sits alone with no name or acronym. Use this logo variation as an accent to your design. Think of the icon as your marker.

Logo Variations II

Full Color

White

With Background

Your main brand will appear in full color on most media. The logo is best shown on white and lighter backgrounds that compliment it's warm tone colors.

If your logo is to appear on a darker solid color background, opt to use the white logo. *Please note that the gradient will not appear on the icon in this logo variation.
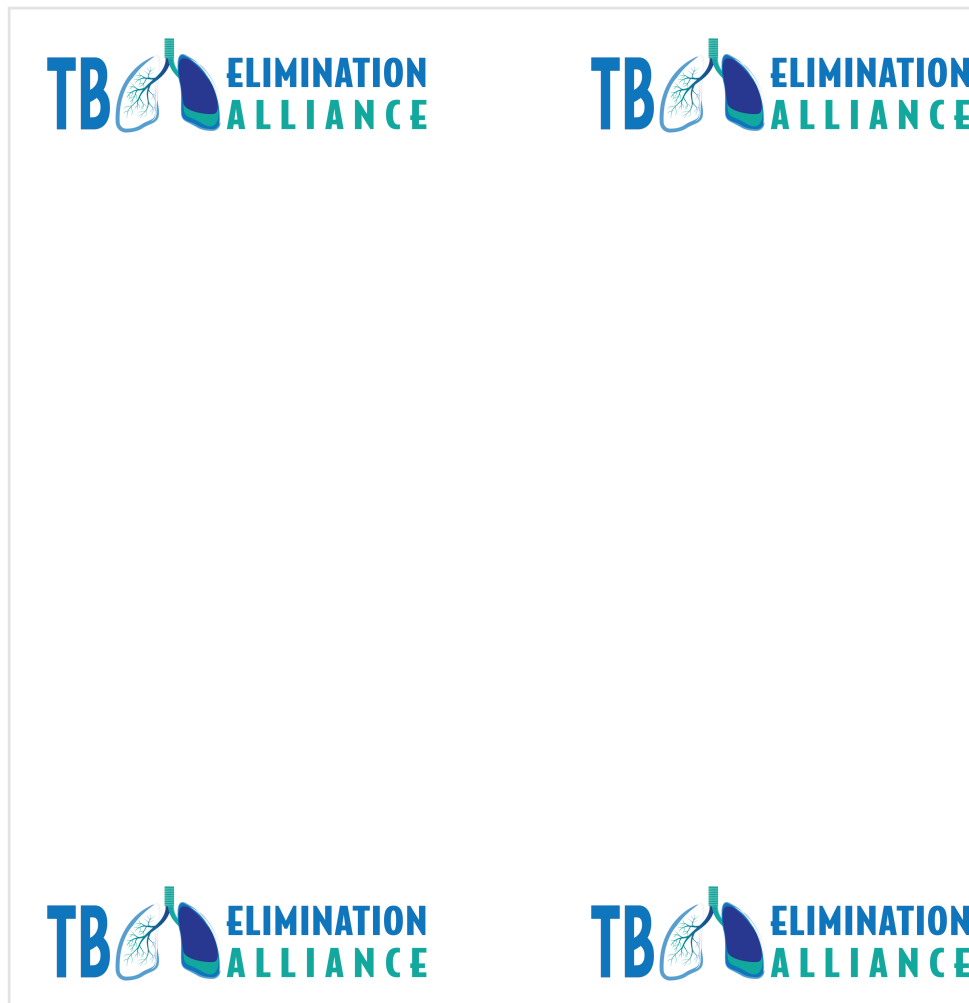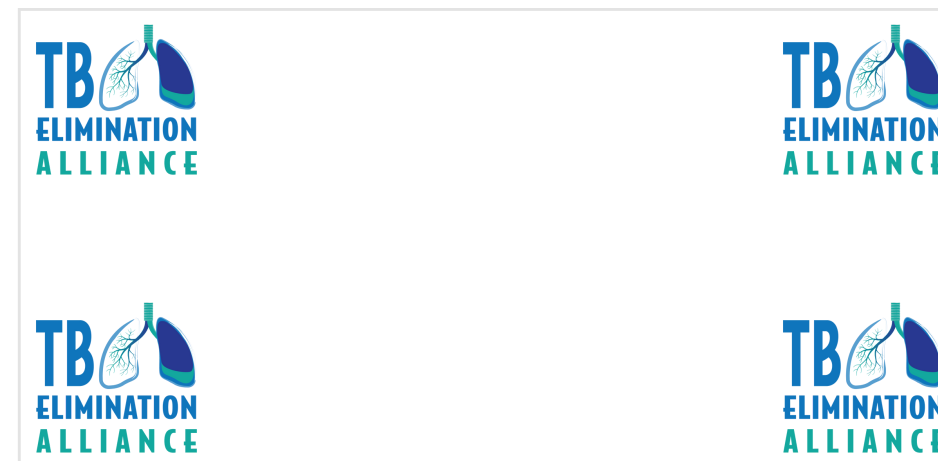
If your logo is to appear above busy, patterned, or a gradient background, opt to use the white logo. *Please note that the gradient will not appear on the icon in this logo variation.

Logo Positioning
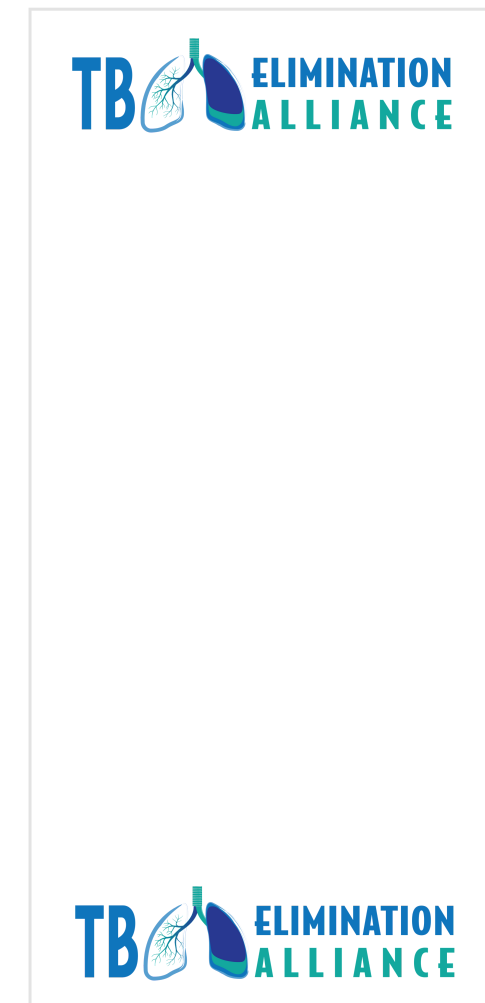
The safe distance to put your logo in

Square

Landscape

Portrait

Reminders

What logo format should you use?

The rule of thumb is to use PNG and RBG color codes for anything digital and JPG and CMYK for anything print.

DO NOT change the color.
Use colors in the palette.

DO NOT crop the logo.

DO NOT add
shadows or effects.

DO NOT rotate the logo.
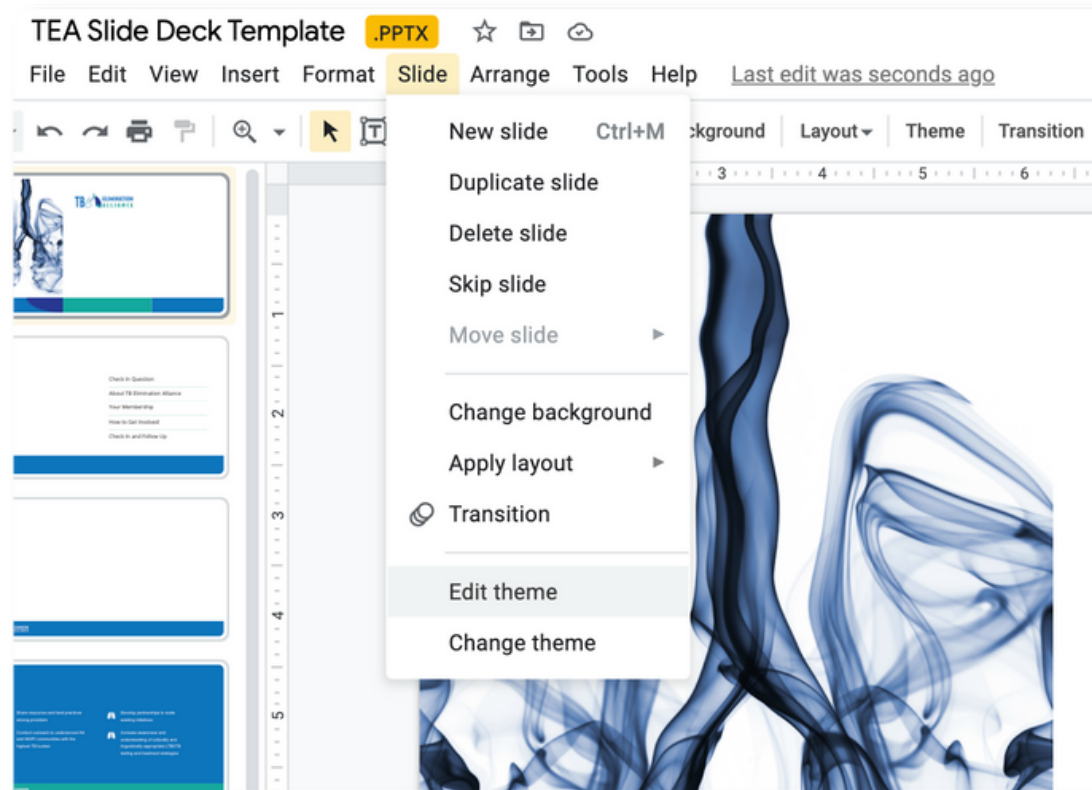
DO NOT put over
another illustration
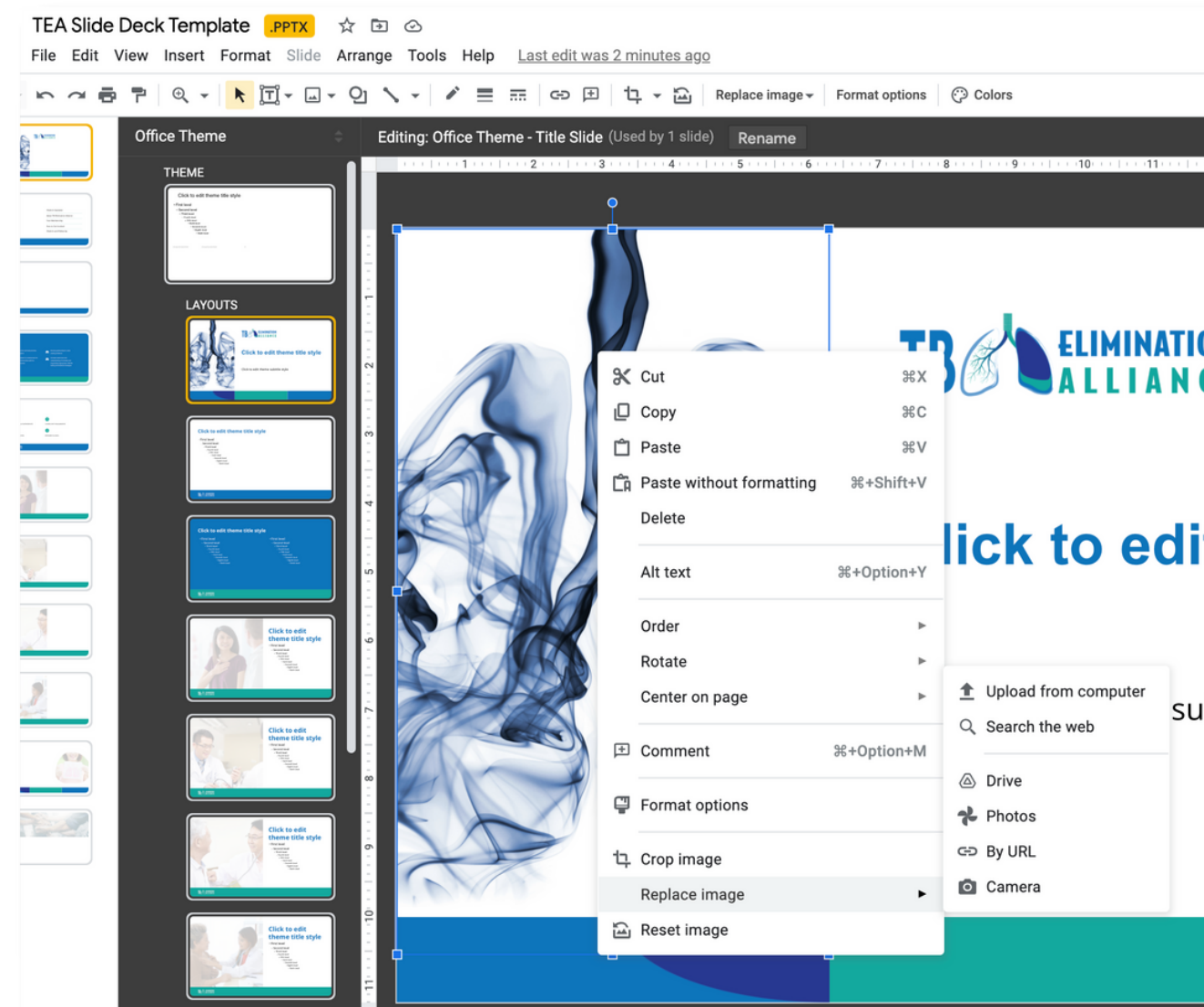
DO NOT use tint or opacity
with your main logo.

Update Images in Slide Templates

Want to change images in your slide deck template?
You can easily switch out images or photos in your templates. Remember, only use images that you have permissions to use. Please also be mindful when using photos of different communities.

1 If you haven't already, make a copy of the template slide deck. Once you open your copy of the deck, click on Slide Tab > Edit Theme

2 Go to slide with the image you want to change and right click the image to "Replace Image"

Stock Images + Icons

- Online design platform, more affordable than traditional design programs like InDesign and Illustrator
- Nonprofits with a 501c3 status maybe eligible for a free "Canva Pro" version.
- Access to illustrations, images, and gifs.

- Great source for vector illustrations
- Easy to download and there are a lot of free downloads.

- Unlimited collection of icons with unlimited styles.
- Not sure how to design something, just type keywords of what you're thinking a you'll get a wide selection!

Download the Logos & Font

bit.ly/TEABrandingFolder