

TOPAS Logotype and Graphics Usage Guidelines

Introduction

This document provides basic rules for applying the TOPAS (Traffic Open Products and Specifications) logotype and graphics in advertising, data sheets, promotional material, stationary, product branding, labelling etc.

Usage

The TOPAS logo and graphics are registered copyright, and may only be used by authorised licensees, adhering to the usage guidelines outlined in this document. Any manufacturer of TOPAS registered products is permitted to use the logo and any graphics. Any other party seeking to use the logo and graphics must obtain permission from TOPAS by contacting enquiries@topasgroup.org.uk

Usage Guidelines

Enlargements and reductions should only be made from an official master vector of the logo. Copies of this can be obtained by contacting enquiries@topasgroup.org.uk.

The logo and graphics must not be proportionally altered in any way, and must not be used in an outline form.

A clear zone of at least 25% of the logo size should surround the logo or the TOPAS graphics and elements, containing no text, colour or graphics.

Do not pair or conjoin the TOPAS logo and graphics with any other logo or symbol.

The logo and tagline must never be translated into any language other than English.

Data Sheets

The logo should be placed near the bottom of the data sheet and balanced with other graphical elements only in respect of products registered with TOPAS and which appear on the TOPAS register.

Presentation and Press Material

Place the logo and graphics prominently, and keep it separate from the other copy and symbols.

In headlines or text, typeset the TOPAS name, don't use the logo artwork

Exhibits/Promotional Items

On text panels and banners, typeset the name in a style and size compatible with other copy.

On text panels and banners, the logo and graphics must be compatible with other copy.

Logo Structure

The TOPAS logo consists of three elements:

- The letters “TOPAS” in large, bold text with a blue camouflage colour scheme.
- A horizontal line underlining “TOPAS”
- The phrase “A supplier of TOPAS registered products” written beneath the horizontal line.

These elements and their relation to one another must not be altered.

When the logo is reproduced in larger sizes for use in displays and banners, special care must be taken to ensure that the designs resolution isn’t reduced.

Logo Examples

Below are the two versions of the TOPAS logo. One is full colour; the other is greyscale with a greyed background –

