



T S G

L O G O
T Y P O
C O L O R

G U I D E L I N E

COPYRIGHT NOTICE



The TSG logo is NOT copyright free. It is important to maintain the integrity of the logo. We therefore ask that anyone considering use of the logo keeps the following guidelines in mind. The logo should use only the “official” logo colors listed in this manual. Any scaling must retain the original proportions of the logo. Other than the variations listed in this manual, the logo may not be modified in any way. Additional text may not be added in such a way that it appears to be part of the logo itself.

Our name and marks are our most valuable assets, we need to protect them. Together we can ensure that the TSG logo is used the way it was intended, every time. The goal is that any time our logo is used, it will be communicated in a clear and compelling way.

AVOID COMMON MISUSES OF THE LOGO

Do not scan it.

Do not recreate it yourself.

Do not combine it with another symbol, artwork or logo.






Do not integrate it into a sentence.

Do not attach it to any product or business name.

Limit its use to one logo per page or viewing surface.

THE TSG LOGO FAMILY

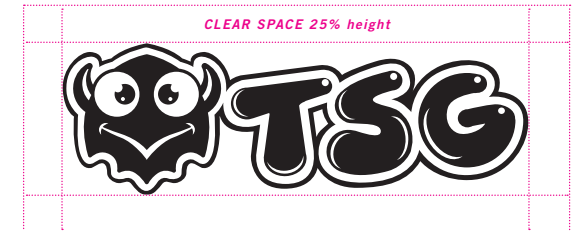
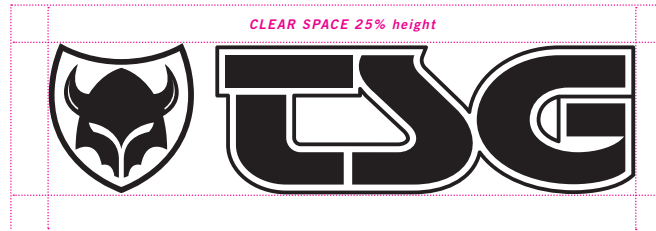


					
LOGO NAME	TSG Basic Logo	TSG Corporate Logo	TSG Square Logo	TSG Wmn Logo	TSG Kids Logo
PURPOSE	<p>The Basic Logo has a clearer visibility and should be the logo of choice for most projects.</p> <ul style="list-style-type: none"> -Merchandising (i.e. banners, flags, decals, signage) -Flyers -Event posters -Online 	<p>Brand Identity</p> <ul style="list-style-type: none"> -Products -Packaging -Manuals 	<p>Own brand related artworks</p> <ul style="list-style-type: none"> -Catalogs -Print Adverts -Athlete signing cards 	<p>Women's Brand Identity</p> <ul style="list-style-type: none"> -Women's marketing and merchandising material -Women's products 	<p>Kid's Brand Identity</p> <ul style="list-style-type: none"> -Kid's marketing and merchandising material -Kid's products -Kids events (Nipper Race)
COLORS	<p>Black</p> <p>White</p>	<p>Black</p> <p>White</p>	<p>Black</p> <p>White</p>	<p>Black</p> <p>White</p>	<p>Black & white</p> <p>White & black</p> <p>Lime-green (PANTONE 375c) & white</p> <p>Purple (PANTONE 2597c) & white</p>

CLEAR SPACE REQUIREMENTS



Clear space is the minimum amount of “breathing room” that needs to be maintained around the logo. This area should be kept free of graphics, text and other marks. It also defines the minimum distance from the logo to the edge of the printed piece. Use one-quarter the height of the TSG logo as a unit of measure. The clear space must be equal to one unit on the top, bottom, left and right sides.



LOGO SIZE REQUIREMENTS



The size of the brandmark and the approved variations can vary depending on the use. The logo should be sized for clear legibility with the minimum amount of white space around it. This will often be more visually appealing than a logo that is sized too large for the space available, making it cluttered and harder to read.

FOR PROFESSIONAL OFFSET PRINT



15mm – minimum size



20mm – minimum size



20mm – minimum size



20mm – minimum size



20mm – minimum size

FOR OFFICE PRINTER



20mm – minimum size



25mm – minimum size



25mm – minimum size



25mm – minimum size



25mm – minimum size

FOR WEB



60px – minimum size



80px – minimum size



80px – minimum size



80px – minimum size



80px – minimum size

LOGO COLORS



The TSG logo is to be used in a one-color version in the background provides adequate contrast.
(If you want to use other colours please contact nadja@ridetsg.com).

The black version



The white version



The lime-green / PANTONE 375c version (Kids logo only)



The purple / PANTONE 2597c version (Kids logo only)



NEGATIVE SAMPLES



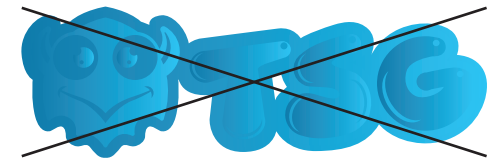
INAPPROPRIATE USAGE



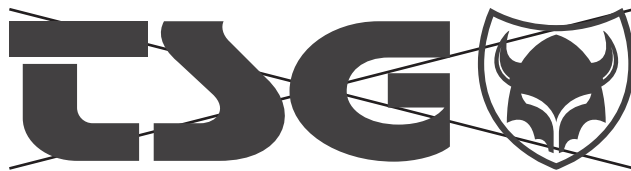
Do not distort the logo



Do not tint the logo



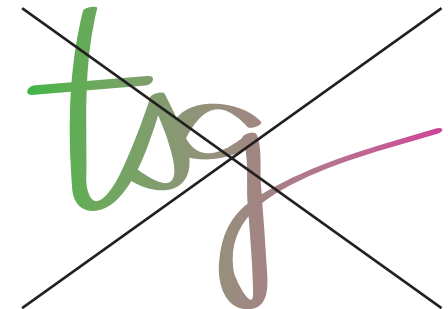
Do not add shadows



Do not re-configure or alter the logo



Do not tint the logo in any color gradient



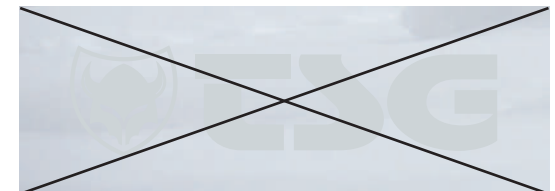
Do not tint the logo in any color gradient



Do not reproduce it on busy background



Do not add outlines



Do not make it transparent

TYPEFACES



The fonts listed below have been picked to keep a cohesive look across all of our communications.
Use these fonts for advertising and corporate communications.

HEADLINE FONTS: Trade Gothic LT Std – Bold No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

HEADLINE FONTS: Futura BT – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

TYPEFACE: Trade Gothic LT Std – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

We are a wild bunch of former pro snowboarders, freeskiers, skaters, BMXers, MTBers and all-round thrill seekers, who just happen to be science-minded perfectionists: were all about creating the best protection possible.

Ever wondered why we make protective gear?

Back in 1988, we simply couldn't find protective gear that measured up to our high expectations ? so we decided to make our own. With years of riding already behind us, we knew exactly what we wanted to make. And, with years of field-testing ahead of us we couldn't wait to get started!

Today, TSG remains privately owned and operated, and we are more dedicated than ever to making the best protective gear in the world. Gear that constantly raises the bar in terms of style, comfort, design, technology - and, above all, safety.