



# Through Technology

## Branding Policy

Version 0.2, Peter Hanney, 16<sup>th</sup> November 2017

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## 1 Use of Through Technology Branding

Through Technology Staff and Associates may work on some engagements where use of Through Technology brand is inappropriate or not permitted. For example, where we are working within another supplier's team as their representatives. Staff and associates should always check in their assignment details/schedule and ensure they use either Through Technology or client branding as appropriate.






Through Technology will typically supply templates which are pre-prepared with correct use of the Through Technology brand. Please check with Peter or John before creating anything afresh/new.






The remainder of this document discusses the use of the Through Technology brand.

## 2 Logos

The following shows the standard variations of Through Technology's Logo including Black, White, Colour and transparency options.

These are stored as files on Through Technology's Sharepoint and available on request.

Description & Filenames	Image
Black on White Linear (TT_BK_LINEAR-01.jpg) (TT_BK_LINEAR-01.tif)	
Black on transparent linear (TT_BK_LINEAR-01.png)	
Black on White Stacked (TT_BK_STACKED-01.jpg) (TT_BK_STACKED-01.tif)	
Black on Transparent Stacked (TT_BK_STACKED-01.png)	
Colour on White Linear (TT_COL_LINEAR-01.jpg) (TT_COL_LINEAR-01.tif)	

Description & Filenames	Image
Colour on Transparent Linear (TT_COL_LINEAR-01.png)	
Colour on White Stacked (TT_COL_STACKED-01.jpg) (TT_COL_STACKED-01.tif)	
Colour on Transparent Stacked (TT_COL_STACKED-01.png)	
White on Transparent Linear (TT_WHITE_LINEAR-01.png)	
White on Transparent Stacked (TT_WHITE_STACKED-01.png)	

### 3 Logo Positioning

As a rule of thumb, the Through Technology Logo (both linear and stacked versions) should be positioned with sufficient space around it to accommodate the letter “T” from the logo itself:



### 4 Logo Dominance

Through Technology’s Logo should be positioned to be roughly equal in size and position to any client logos or other supplier logos shown on the same document/website/etc.

## 5 Colours

The colours in the Through Technology logo are as follows and should be used where sensible in documents and other products to provide a cohesive look and feel to our products. Content creators should use discretion to ensure that products look professional and not garish (overly colourful or bright).

Name	R	G	B
TTL-Red	206	55	43
TTL-Orange	242	99	34
TTL-Yellow	225	212	54
TTL-Purple	108	39	111
TTL-Blue	18	107	172
TTL-Green	29	133	65

## 6 Abbreviation

Standard abbreviations for Through Technology Limited are:

- In writing: “TTL” or “Through Technology”
- Spoken only: “Through Tech”