



**TRAX** BRAND IDENTITY GUIDELINES

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## BRAND IDENTITY OVERVIEW

### LOGO RATIONALE

The logo is bold, interesting and fun. Through different treatments in the "A" of "TRAX," it maintains a consistent look while also adapting to a wide variety of current and future offerings, such as: podcasts, games, video, multi-media and the spoken word.



## BRAND IDENTITY OVERVIEW

### CORRECT LOGO USAGE

It is important that the TRAX identity be placed correctly, consistently and without distortion of any kind. Always print the identity in the approved TRAX colors. Always use the created logo files; never recreate the logo.



PMS COLOR

PMS 7687c #1E4488  
100c 86m 15y 3k 30r 68g 136b

PMS 1495c #F78E28  
0c 54m 95y 0k 247r 142g 40b



B&W

SOLID BLACK  
30% BLACK



SOLID BLACK



REVERSE WHITE

## BRAND IDENTITY CORRECT USAGE

### MINIMUM CLEAR ZONE

Whenever the identity is used, a minimum clear zone must surround it to ensure its visibility and impact. The size of the clear zone (Indicated as "x") is determined by the height of the TRAX logotype, as shown. No graphic elements of any kind should invade the clear zone.

x = width of center stroke of T

### MINIMUM SIZE

For the greatest impact and readability, a minimum identity size has been established. This is the smallest size at which the identity should ever be reproduced. Smaller versions are difficult to read. The minimum size of the identity is based on its width; it should never be less than 0.25".



## BRAND IDENTITY INCORRECT USAGE

It is important to maintain the integrity and consistency of the TRAX identity. The identity must always be presented in a clear and legible manner.

- The identity must always be reproduced from the approved files
- Alterations to the identity are strictly forbidden

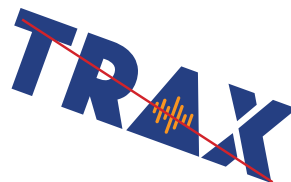
Additional factors to consider when using the identity include colors, backgrounds and the clear zone. Although not an exhaustive list, this page illustrates common incorrect uses of the identity.



Do not alter the proportions.



Do not use a border.



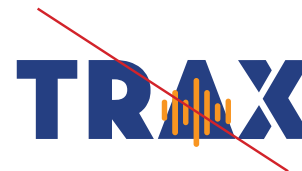
Do not rotate.



Do not crop.



Do not use different fonts.



Do not change the proportions of the elements.



Do not use the logotype alone.



Do not change the colors.



Do not place on a pattern.

## LOGO ICONS

Different icons are created for the different subdivision of TRAX. All icons are housed inside the "A" of the "TRAX" logo. The size relationship of the icon and logo are carefully designed and should not be changed (shown at right). Icons can be separated to use as a background graphic or image. Do not recreate or alter the icons.



RADIO



GAMES



VIDEO



SPOKEN



MULTI-MEDIA

LOGO ICONS

2-COLOR

SOLID BLACK

REVERSE WHITE

RADIO



GAMES



VIDEO



SPOKEN


















MULTI-MEDIA





## LOGO ICONS





	1-COLOR	SOLID BLACK	REVERSE WHITE
RADIO			
GAMES			
VIDEO			
SPOKEN			
MULTI-MEDIA			

## IMAGE SYSTEM COLOR PALETTE

The identity should be printed in the approved TRAX colors. TRAX colors were carefully chosen to complement the brand personality.

Please note that some of the colors may have different numbers for Pantone coated versus uncoated. See the chart for CMYK and RGB breakdowns of these colors. Use RGB values when creating electronic media such as web, digital presentations, video, mobile, etc.



PANTONE	COATED (PMS)	UNCOATED (PMS)	C	M	Y	K	R	G	B	HEX#
	7687c	7687u	100	86	15	3	30	68	136	1E4488
	1495c	1375u	0	54	95	0	247	142	40	F78E28
	248c	247u	38	100	2	0	166	34	140	A6228C
	367c	381u	41	0	82	0	162	207	95	A2CF5F

### PRINT FONTS

In order to clearly inform and educate audiences and add value to the brand, typefaces must be legible. All Round Gothic and ITC Avant Garde Gothic are the font families chosen for the TRAX image system. All collateral materials and web design in the image system should use these font families. This typeface was carefully chosen to match the TRAX brand personality. It enhances the brand and gives consistency and professionalism to the identity.

**All Round Gothic Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**All Round Gothic Bold Oblique**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**All Round Gothic Demi**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**ITC Avant Garde Gothic Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**ITC Avant Garde Gothic Medium**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**ITC Avant Garde Gothic Book**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

