

TAX POLICY CENTER LOGO GUIDELINES

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This style sheet will assist in the general application of the TPC logo to ensure consistency of the brand.

PRIMARY COLOR LOGO:



REVERSE COLOR LOGO:



PRIMARY GRAYSCALE LOGO:

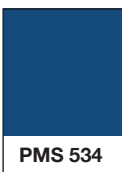
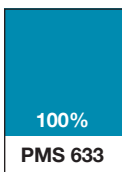
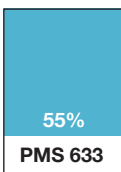



REVERSE GRAYSCALE LOGO:

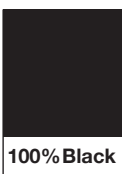


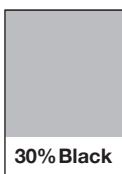


BRAND COLORS & USAGE:

The color NNIP logo should always be the appropriate equivalent of:

 PMS 534	CMYK: C-100 M-80 Y-30 K-5 RGB: R-23 G-74 B-124 HEX: 174A7C	 PMS 633	CMYK: C-100 M-0 Y-10 K-25 RGB: R-0 G-139 B-176 HEX: 008BB0	 PMS 633	CMYK: C-55 M-0 Y-5 K-14 RGB: R-86 G-179 B-206 HEX: 56B3CE	 60% Black	CMYK: C-0 M-0 Y-0 K-60 RGB: R-128 G-130 B-133 HEX: 808285
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The grayscale NNIP logo should always be the appropriate equivalent of:

 100% Black	CMYK: C-0 M-0 Y-0 K-100 RGB: R-0 G-0 B-0 HEX: 000000	 80% Black	CMYK: C-0 M-0 Y-0 K-80 RGB: R-51 G-51 B-51 HEX: 333333	 63% Black	CMYK: C-0 M-0 Y-0 K-63 RGB: R-94 G-94 B-94 HEX: 5E5E5E	 30% Black	CMYK: C-0 M-0 Y-0 K-30 RGB: R-179 G-179 B-179 HEX: B3B3B3
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TYPEFACES:

The typeface “Gotham” was used to create the logo.

Gotham - Bold**ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890!@#\$%^&*()?.,--—‘’“”****Gotham - Medium****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890!@#\$%^&*()?.,--—‘’“”****POSITIONAL & SPACIAL CONSIDERATION:**

The minimum required clear space is defined by the height of the uppercase “T” in the logo.

The gray area must be kept free of all other graphical and visual elements.

UNIT OF SPACE = **T**