



## CORPORATE NAME

The name of the company is **Textel** or **Textel LLC**, for appropriate legal contexts. Do not put the name in all-caps or camel-case" (e.g. "TEXTTEL" or "TexTel"). Small-caps are permitted in header-type text to match other similar elements.

## LOGO & WORDMARK USAGE

### Logo

The logo must include the trademark symbol above the T. The bubble is always filled in with White, regardless of background.



### Wordmark

The wordmark does not include a trademark symbol.



### Bubble

May be used as a standalone icon in contexts where the logo or wordmark would not be useable or readable.







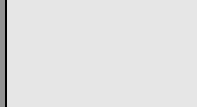


**Backgrounds:** The preferred background colors for light and dark backgrounds are White and Dark Gray, as defined below.

**Usage:** Wherever possible, the logo should be used over the wordmark. However, the wordmark should be used in place of the logo in contexts where the logo is vertically or horizontally constrained in such a way that the impact of the logo text is compromised, for example, in a set-height website header with other textual elements. In general, in digital contexts, the lettering of the logo or wordmark must be the largest font-size on the page.

## TYPOGRAPHY

Textel's primary font-family is "Lato", available for free at [www.latofonts.com](http://www.latofonts.com) and Google Fonts. This font should be used in all digital and print media for both headings and copy. Alternative font weights may be used depending on the context. For digital stylesheets, fallback fonts may be specified in the following order: Helvetica Neue, Helvetica, Arial, sans-serif. HTML Email should use Helvetica for compatibility reasons. For applications needing a monospaced font, "Inconsolata", available for free from Google Fonts, should be used.

## TEXTTEL COLOR PALLET

Blue	Green	Dark Gray	Medium Gray	Light Gray	White	Black
						
Hex: #005EB8 RGB: 0/94/184 CMYK: 99/50/0/0 Pantone: 300 C	Hex: #84BD00 RGB: 132/189/0 CMYK: 54/0/100/0 Pantone: 376 C	Hex: #333333 RGB: 51/51/51 CMYK: 0/0/0/80	Hex: #999999 RGB: 153/153/153 CMYK: 0/0/0/40	Hex: #E6E6E6 RGB: 230/230/230 CMYK: 0/0/0/10	Hex: #FFFFFF RGB: 255/255/255 CMYK: 0/0/0/0	Hex: #000000 RGB: 0/0/0 CMYK: 75/68/67/90