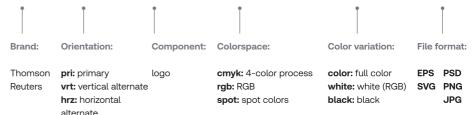# Thomson Reuters logo quick reference

For complete information on the Thomson Reuters brand, please visit the Thomson Reuters Brand Center at brand.thomsonreuters.com.

## File naming

The Thomson Reuters logo is available in various color variations and file formats. Our file naming convention helps us keep these variations organized. Let's break it down.

## tr_pri_logo_cmyk_color.eps

| Brand: | Orientation: | Component: | Colorspace: | Color variation: | File format: |
|--------|-------------|-----------|-------------|------------------|--------------|
| Thomson Reuters | **pri:** primary<br>**vrt:** vertical alternate<br>**hrz:** horizontal alternate | logo | **cmyk:** 4-color process<br>**rgb:** RGB<br>**spot:** spot colors | **color:** full color<br>**white:** white (RGB)<br>**black:** black | EPS PSD<br>SVG PNG<br>JPG |

## Logo configurations

The Thomson Reuters logo comes in three configurations.

The primary logo is preferred for all corporate communications. The horizontal and vertical alternate logos are used only when space prohibits the use of the primary configuration.

Primary logo

Horizontal alternate logo

Vertical alternate logo

## Clear space

Clear space is the minimum distance we put between our logo and other design elements.

By leaving ample space around our logo, we can be sure it stands out on all of our communications.
Clear space is measured by the height of the "T" in the Thomson Reuters logotype.

Whether you're working in digital or print, the minimum clear space around our logo is always equal to the height of the "T" on all sides of the logo.

The same clear space rules apply to all configurations and variations of the logo.

Primary logo

Horizontal alternate logo

Vertical alternate logo

The logo is carefully drawn artwork, so any alteration of the logo is considered misuse. Only use approved digital artwork.

## Minimum size

To make sure the logo is always clear and legible, we've tested and established a minimum reproduction size. There may be an exceptional case where a smaller size is necessary. In these cases, you must receive special approval from the Brand Team before use.

The primary logo should never measure less than 68 pixels wide on screen and 18 mm (0.75 in) wide in print.

The horizontal alternate logo should never measure less than 98 pixels wide on screen and 26 mm (1 in) wide in print.

The vertical alternate logo should never measure less than 42 pixels wide on screen and 12 mm (0.5 in) wide in print.



Screen: 68 pixels wide
Print: 18 mm wide
0.75 inches wide



Screen: 98 pixels wide
Print: 26 mm wide
1 inch wide



Screen: 42 pixels width
Print: 12 mm
0.5 inches

## Background Control

It's important that our logo is always legible. The examples here show how to use the logo on various backgrounds so it is clear and easy to recognize.
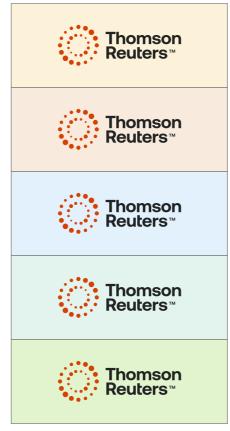
We use the full-color primary logo on white backgrounds or those using light colors from our secondary palette.

We use the white logo on backgrounds of TR Racing Green, TR Orange, and TR Graphite.

We use one-color black or white logos when full color is not available.



Full-color logo on white



Full-color logo on light secondary palette



White logo on TR Racing Green, TR Orange and TR Graphite



One-color white on black and black on white

The logo is carefully drawn artwork, so any alteration of the logo is considered misuse. Only use approved digital artwork.