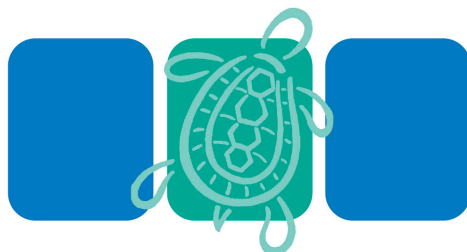


Turtle[®] Mat



— EST. 1994 —

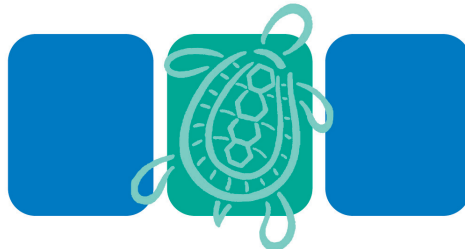
Turtle Mat Brand Guidelines

2019

www.turtlemat.co.uk

The Turtle Mat Company Ltd., Turtle House, Kemble Airfield, Cirencester, GL7 6BA
T: +44 (0)1235 772650 F: +44 (0)1235 772655 E: info@turtlemat.co.uk

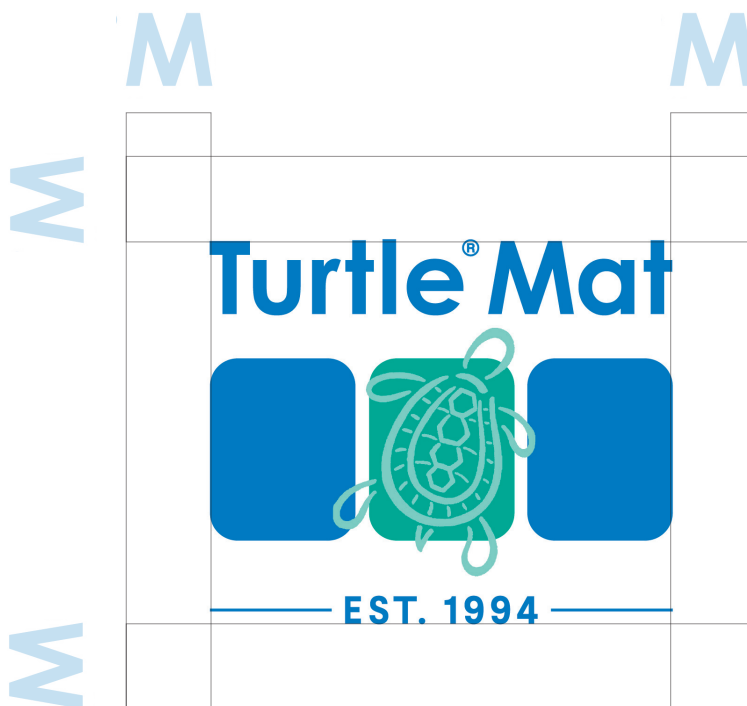
Turtle[®] Mat



— EST. 1994 —

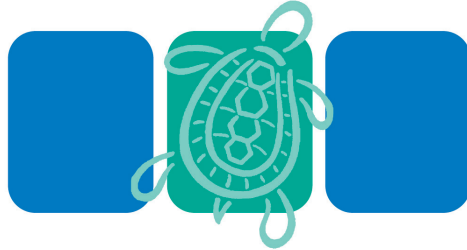
The Turtle Mat logo must be used in full as shown including the EST.1994 element. The only exception (with approval) would be for title boards at events where the 'Turtle Mat' text from the logo may be used without the tile and turtle and EST. 1994 elements.

SPACING



The ideal minimum exclusion zone around the logo is the same width as the 'M' from the logo. All photography, body, copy or other graphic elements should be placed outside of this area. Always aim to maximise the space around the logo to ensure clarity of the logo and the visual dominance of the brand on all applications.

Turtle[®] Mat



— EST. 1994 —



PANTONE
300C

CMYK 100 43 0 0
RGB 0 114 187
HEX/HTML 0071bb



PANTONE
3285C

CMYK 100 0 56 0
RGB 0 153 137
HEX/HTML 009988

Turtle Mat®



EST. 1994

Turtle Mat logo on white background or in white container



Turtle Mat®



EST. 1994

Turtle Mat logo on 20% opacity or less plain colour background



Turtle Mat®



EST. 1994

Turtle Mat logo on 0% opacity colour background



Turtle Mat®



EST. 1994

Turtle Mat logo on 0% opacity colour background

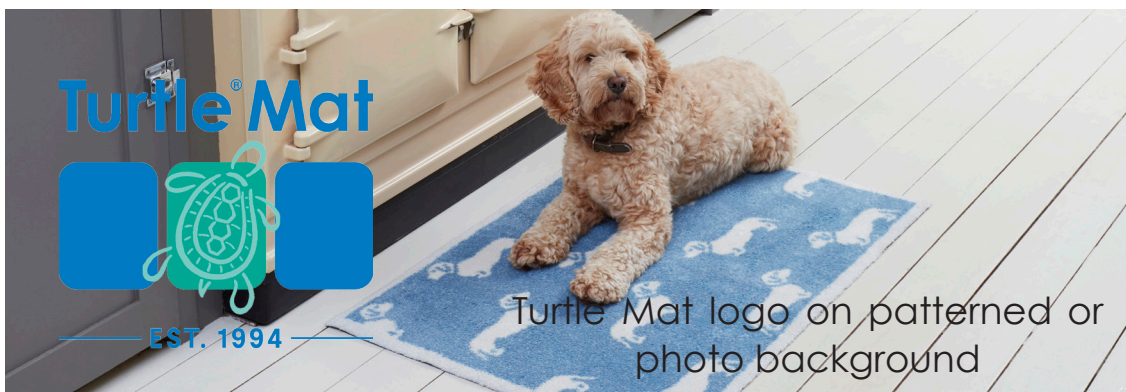


Turtle Mat®



EST. 1994

Turtle Mat logo on patterned or photo background





DO NOT
rearrange the position of logo elements



DO NOT
modify logo elements



DO NOT
change the aspect ratio of the logo



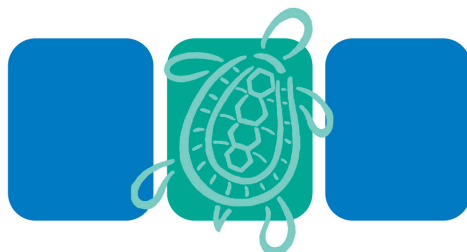
DO NOT
distort the logo



DO NOT
recolour the logo



Turtle[®] Mat



— EST. 1994 —

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

CURRENT WEB FONTS

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Black Jack

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Turtle[®] Mat



— EST. 1994 —

2019

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