

## LOGO SPECS

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### Use in Text

In body copy (text), the brand name should appear with an initial capital letter, as in the following example:

For nearly 30 years, Trufast has provided trusted fastening solutions for the commercial roofing industry.

For headlines and subheads, it is appropriate to use the name in all capital letters:

TRUFAST IS A BRAND OF  
ALTENLOH, BRINCK, & CO., U.S.

The logo may be reproduced as CMYK Process, 2-color or 1-color. For proper usage, follow the examples below.

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# TRUFAST

### 4-COLOR PROCESS



C = 100  
M = 78  
Y = 0  
K = 44



C = 100  
M = 0  
Y = 94  
K = 0

# TRUFAST

### 2-COLOR



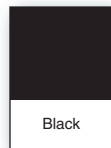
C = 100  
M = 78  
Y = 0  
K = 44



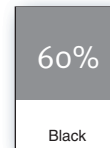
C = 100  
M = 0  
Y = 94  
K = 0

# TRUFAST

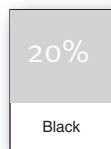
### 1-COLOR BLACK



C = 0  
M = 0  
Y = 0  
K = 100



C = 0  
M = 0  
Y = 0  
K = 60



C = 0  
M = 0  
Y = 0  
K = 20

# TRUFAST

## LOGO MISUSAGE

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These are samples of how not to use the logo.

DO NOT CONDENSE OR STRETCH THE LOGO



DO NOT CHANGE SIZE RELATIONS / PROPORTIONS OR POSITION OF THE LOGO TYPE

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DO NOT SWITCH OR USE COLORS OTHER THAN WHAT HAS BEEN PRESCRIBED

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