






DOWNLOAD T-FUND LOGO

T-FUND LOGO GUIDELINES

T-Fund Logo Guidelines below are intended for use by eligible companies that partner with T-Fund and wish to use logo(s) that T-Fund makes available in connection with specific programs undertaken in the partnership. Only companies that are explicitly authorized in writing by T-Fund to use the T-Fund Logo may do so. Unless you have received an email or other written communication from T-Fund authorizing you to do so, you may not use the T-Fund Logo. If you are unsure of how these requirements apply to your specific business case, contact your T-Fund representative for assistance.

FORMATTING REQUIREMENTS:

- **No Modification** - You may not remove, distort or modify any element of the Logo; provided however, you may transform the file format itself, for ease of use.
- **Color** - The Logo may be represented in either of the following formats: (i) grey type with green gradient logo element. No alternate color representation or combination will be acceptable.

 Green CMYK : 81, 2, 96, 0 RGB : 99, 100, 102 HEX : #02AD50	 Light Green CMYK : 33, 2, 98, 0 RGB : 184, 209, 54 HEX : #B8D136	 Grey CMYK : 52, 43, 41, 7 RGB : 128, 129, 132 HEX : #808184
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- **Spacing** - The Logo must appear by itself, with reasonable spacing between each side of the T-Fund logo and other graphic or textual elements.
- **Size** - The Logo, as shown below, indicates the minimum size at which you may display it to ensure that the type and trademark notations are legible. The minimum size for the logo shall be: **Inches: .8" x .8"**

The requirements apply to each individual element of your product offering, advertising creatives, or promotional material (e.g. website, sales material, banner ads, email newsletters, printed materials, or other advertising, etc.)— anywhere you mention your partnership with T-Fund or participation in T-Fund's programs. Partner companies will have a nonexclusive, worldwide, royalty-free, revocable license to display the most recent version of the T-Fund logo on their website or in their own offline materials (e.g., in any printed material, mailing, or other document) solely to identify their partnership or participation in specific programs.

GENERAL GUIDELINES FOR USAGE OF THE T-FUND LOGO:

When using the T-Fund Logo all partner companies must comply by the following general guidelines

- **Keep the focus on your company.** The T-Fund Logo should not be more prominent than your logo. On any email or mail campaigns, it needs to be clear that the correspondence is not from T-Fund, but from your company.
- **Prohibited brand usage** - You may not use the T-Fund brand, including the Logo, to disparage T-Fund, its products, programs or services, or partners in a manner which, in T-Fund's sole discretion, may diminish or otherwise damage or tarnish T-Fund's goodwill.
- **T-Fund is not a sponsor of your promotions.** Your use of the T-Fund brand, including the Logo, should not imply a formal business partnership or sponsorship of your promotions.
- **T-Fund is the brand name.** The letters T and F will always be in uppercase/capitals.
- **Hyperlinking** - You shall link each use of the logo directly to the following URL, wherever technically feasible: <http://t-fund.co/> (or) to T-Fund microsites created for specific programs (contact your T-Fund representative for more information)
- **No Misleading Use** - You may not display the T-Fund logo or name in any manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable as determined by us in our sole discretion.

T-Fund reserves the right, at its sole discretion, to modify these Guidelines at any time and to take appropriate action against any use without permission or any use that does not conform to these requirements