

IDENTITY PROGRAM STANDARDS MANUAL



The TSA Systems Identity Logo is a positive symbol that highlights our mission, reflects our pride, and positions us as a unique, recognizable company. At TSA Systems, we have established a tradition of quality products and service with an effective approach to protecting and serving mankind.

This Identity Program Standards Manual is the fundamental reference document for usage of our logo in all aspects. Please follow these specifications and guidelines when designing any form of print or electronic medium. If our standards do not meet your requirements, kindly avoid any attempts to alter our logo. Instead, please contact our corporate office and provide any special request or questions.

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LOGO

Introduction



The TSA Systems logo is the primary element in our identity program. It provides a distinctive visual symbol that, when used properly, establishes a continuity of style when applied to various media.

The logo, consisting of the TSA Systems name as a graphic symbol, is a custom drawn element. All features of the logo have been established in relationship to each other as a complete unit and must not be altered in any manner. It should never be typeset or simulated in any way. All reproductions of the TSA Systems logo should be made from reproduction quality artwork or from electronic files.

The TSA Systems logo is legally protected. Parties not directly affiliated with TSA Systems must obtain permission to use the logo. TSA Systems retains the right to withdraw permission if the logo is not used correctly.

LOGO

Color Control - A



To reinforce the visual impact of the TSA Systems Identity Program, use specified logo colors.

The specified color for printing the TSA Systems logo is Pantone 286 (blue).

Spot Color:

Pantone 286 (blue)

For full color process printing, the formula is made up of Black, Cyan, Magenta, and Yellow.

Process Match Formulas:

Blue

K (black) = 2

C = 100

M = 66

Y = 0

White

K (black) = 0

C = 0

M = 0

Y = 0

For displaying the TSA Systems logo on the world wide web via computer monitors, the specified web-safe colors are 003399 (blue) and FFFFFFFF (white).

Web-safe Colors:

Blue = 003399

White = FFFFFFFF

LOGO

Color Control - B



Wherever practical and appropriate, TSA Systems specified blue logo color should be used, adhering to consistent color standards.

However, in situations where colors are not available, the TSA Systems logo may be reproduced in solid black or reversed out in white.



LOGO

Background Control



To maintain the effectiveness of the Identity Program, it is important that the TSA Systems logo not be placed on unacceptable backgrounds or textures that may reduce its integrity or visual clarity.

When used on backgrounds of varying color, the preferred version is for the TSA Systems logo to be reproduced in 2 colors, Pantone 286 (blue) and white.

For one-color usage, when the logo is to be used against a light background, acceptable versions are for the logo to be printed in Pantone 286 (blue) or in solid black.

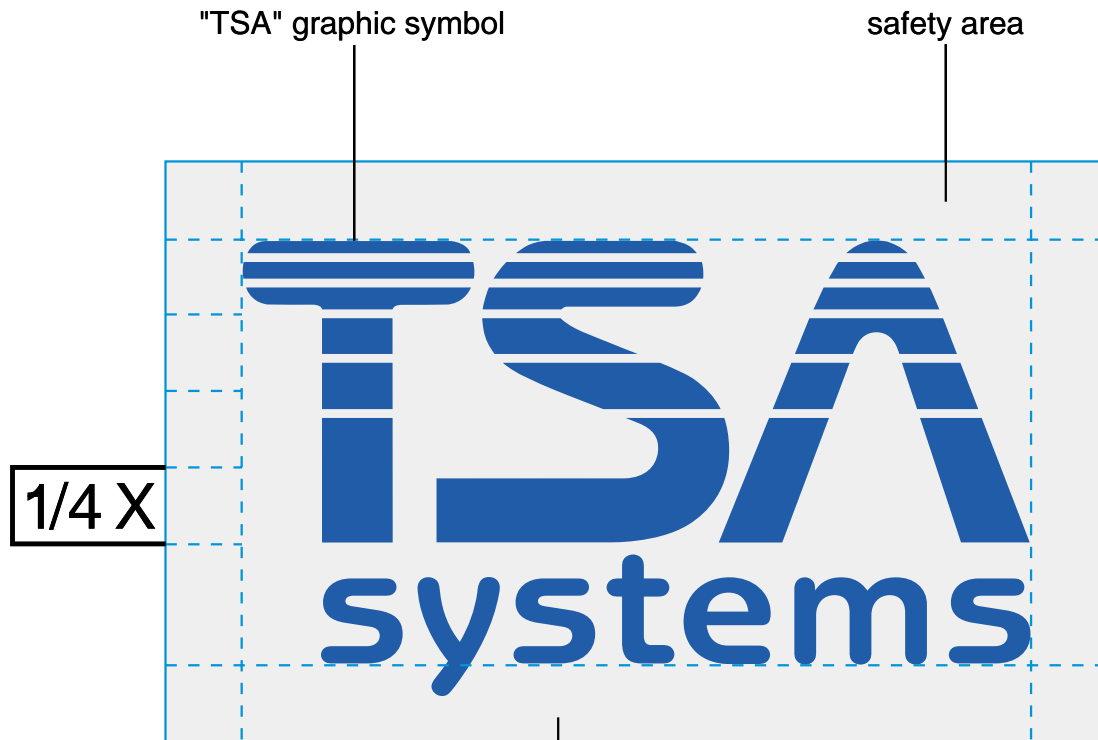
For one-color use against a dark background, an acceptable version is for the logo to be printed in solid white.



LOGO

Spacing Guidelines

Keeping the TSA Systems logo isolated from other items is key to preserving its uniqueness. The minimum distance between the logo and other graphic elements is indicated by the gray area shown below. The area is 1/4 the height of the "TSA" graphic symbol.



The safety area is equal to 1/4 the height of the "TSA" graphic symbol.

LOGO

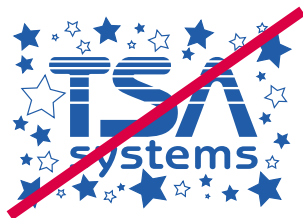
Configuration Control



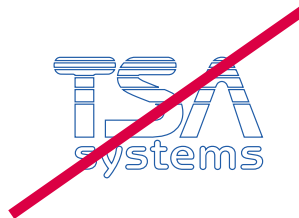
Do not use any fonts to substitute for logo elements.



Do not alter any color elements of the logo.



Do not add additional elements or violate the safety space.



Do not outline any elements of the logo.



Do not distort the shape or proportions of the logo.



Do not use low resolution logos for printed materials.



Do not place the logo on visually competitive backgrounds.



Do not separate any elements from the complete logo unit.

The TSA Systems logo should never be altered in configuration or proportion. The logo is a single, cohesive, designed element. Any variation from the authorized configuration will weaken its visual effectiveness. The examples illustrated on this page are unacceptable. These, as well as other variations or alterations are not permitted.