

# Thoroughbred Aftercare Alliance

## Accredited Badge Logo

### How to use:

Light Background



Dark Background



### Colors\*



Blue PMS 540  
C=100, M=57, Y=12, K=61  
R=0, B=51, G=89  
HTML 003359

White

### Logo Restrictions

The minimum size for use of the logo

*Print: 1.25" wide*

*Digital: 72 pixels wide\*\**

*Measurement should be from the top left edge of the banner, to the top right edge of the banner.*



### Clear Space

To ensure maximum impact, all applications of the logo must include clear space around the logo equal to the height from the top of the "T" in "Thoroughbred" to the baseline of the "A" in "Aftercare" of the logo at the size it's being used, as illustrated below.



### Proportions

Size the logo proportionally to fit your materials. Never stretch or compress the logo in any way, as this distorts the logo and is no longer a true representation of our organization.



### Preferred Font

**ITC Avant Garde Gothic Demi for titles/subtitles**

ITC Avant Gard Gothic Book for body copy

\* Spot colors and their formulas are based on Pantone Coated colors.

\*\* Standard computer screen resolution is 72 pixels per inch so a 72 pixel logo would be one inch in width.