TRUEMU Usage Guidelines

Logo Application

TRUEMU logo applied on white.

TRUEMU logo reversed out.
TRUEMU Usage Guidelines

**Logo Application**

I AM TRUEMU logo reversed out.

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Color

Primary colors

For primary green use:
Pantone® 390
CMYK: 36, 0, 81, 8
RGB: 160, 195, 87

For secondary green use:
Pantone® 349
CMYK: 100, 0, 91, 42
RGB: 0, 91, 48

Use primary colors in logo application. When the logo is reversed out, ‘TRU’ is Pantone® 382 and ‘EMU’ is white. There should always be a color differentiation between ‘TRU’ and ‘EMU’. The logo should never appear in one color.