

EMU
TRUEMU USAGE GUIDELINES

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I AM
TRUEMU.TM

Logo Application

The logo is displayed in its standard color scheme: "TRUE" in a light green and "EMU" in a dark green, with a trademark symbol (TM) at the end.

TRUEMU logo applied on white.

The logo is shown in reverse: "TRUE" in white and "EMU" in light green, with a trademark symbol (TM) at the end, set against a solid black background.

TRUEMU logo reversed out.

Logo Application



I AM TRUEMU logo applied on white.



I AM TRUEMU logo reversed out.

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.