

# VISUAL IDENTITY

The TowerJazz **wordmark** and **wordmark + tagline** are the two signature configurations for TowerJazz.

## 1. TOWERJAZZ WORDMARK

color



black and white



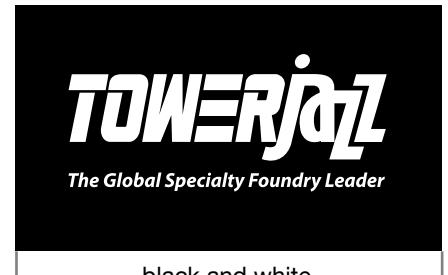
## 2. TOWERJAZZ WORDMARK + TAGLINE

*The Global Specialty Foundry Leader*



color

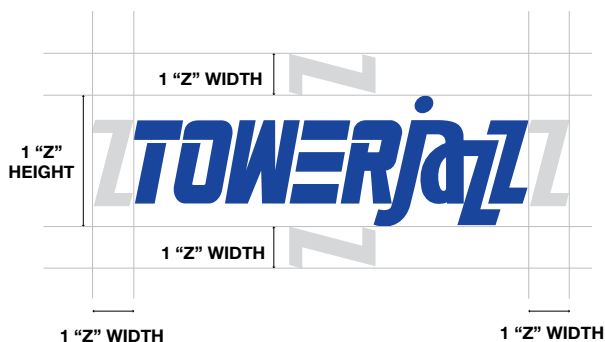
*The Global Specialty Foundry Leader*



black and white

## CLEAR-ZONE

On both configurations, always maintain a clear-zone around the signature to maximize recognition. The clear-zone should be the width of the letter “z” on all sides.



## SIZE

The TowerJazz **wordmark logo** should never be smaller than **24.24 mm (width) x 8 mm (height) at 72 ppi** and **15.15 mm (width) x 5 mm (height) at 300 dpi**. The wordmark should be scaled proportionally.

The TowerJazz **tagline**, in the wordmark and tagline logo, should never be smaller than **30mm wide**.



As the wordmark increases in size, increase the size of the tagline proportionally when the width is greater than 30 mm.



## RESTRICTIONS *(unacceptable usage)*

**Artwork should never be adjusted or altered.** The logo may not be skewed, rotated or manipulated in any way that causes its proportions to be distorted. It should not be placed over busy backgrounds. Some examples of incorrect useage are shown above. To maintain the integrity of our signature, use only the approved electronic artwork available through TowerJazz.



Do not stretch or change the proportion.



Do not skew or rotate.



Do not use colors other than those specified.



Do not outline



Do not use on a background that does not establish enough contrast.



Do not enclose it in shapes.