TMAF Brand



Full Color Logo



FULL COLOR

To be used on white backgrounds, light colored pictures.



Partnership Logo





FULL COLOR WITH PARTNER LOGO

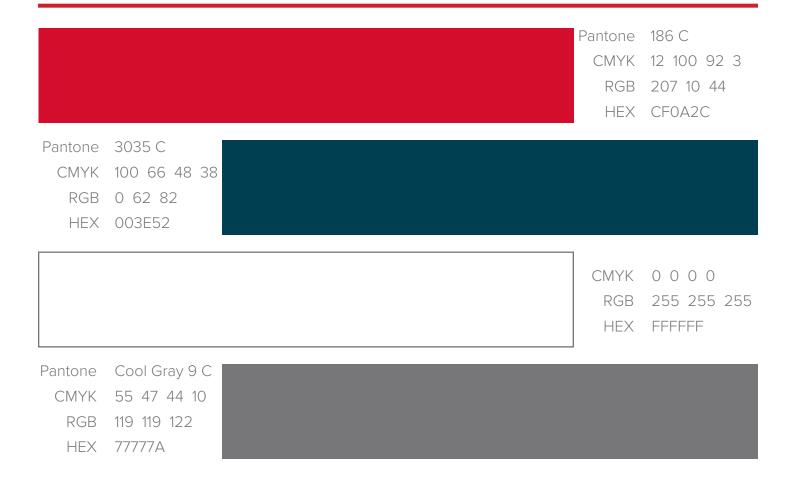
- To be used on white backgrounds, light colored
- Partner never to exceed height of TMAF logo.
- Both logos should have the same weight in size.
- A gap of exactly .15 inches must always be between the right edge of the partner logo and left edge of the TMAF logo.





ACCEPTABLE SIZE

Color Palette



Photographic Styling



PHOTOGRAPHIC STYLE

The photo to the left is an example of an acceptable TMAF movement photograph.

TRUCKS

- Cannot show any branding. This includes but is not limited to: brand specific grills and logos of any kind.
- No smokestacks whatsoever.
- Must be modern.

PEOPLE

 Show diversity amongst truckers/people.
This includes but is not limited to: age, race, gender and industry.

OVERALL MOOD

- Vivid, bright
- ► Happy, cheerful
- Empowering