

# TMAF Brand

**TRUCKING**  
Moves America Forward



# Full Color Logo

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## **FULL COLOR**

To be used on white backgrounds, light colored pictures.



## **SMALLEST ACCEPTABLE SIZE**

# Partnership Logo

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STORY  PARTNERS

**TRUCKING**  
Moves America Forward 

## FULL COLOR WITH PARTNER LOGO

- ▶ To be used on white backgrounds, light colored pictures.
- ▶ 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.

STORY  PARTNERS | **TRUCKING**  
Moves America Forward 

## SMALLEST ACCEPTABLE SIZE

# Color Palette

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Pantone 186 C  
CMYK 12 100 92 3  
RGB 207 10 44  
HEX CF0A2C

Pantone 3035 C  
CMYK 100 66 48 38  
RGB 0 62 82  
HEX 003E52



CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF

Pantone Cool Gray 9 C  
CMYK 55 47 44 10  
RGB 119 119 122  
HEX 77777A



# Photographic Styling

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## 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