



# Logo and Colors

The primary color palette for the Truth For Life Logo and its taglines consists of the TFL Blue and Green. These are the defining colors of the Truth For Life brand. The logo can also be presented in white, black, gray scale and in many cases, colors that work well within the context of the design with photography.

2 COLOR LOGO (PMS 375 AND 7469)

**TRUTH**FORLIFE®

1 COLOR BLACK (K) LOGO (“FOR” = 50% K)

**TRUTH**FORLIFE®

1 COLOR WHITE LOGO

**TRUTH**FORLIFE®

2 COLOR LOGO STACKED

**TRUTH**  
FORLIFE®



**HEX#** 005d87  
**PMS** 7469 C  
**C** 100 **M** 31 **Y** 8 **K** 38  
**R** 0 **G** 93 **B** 135



**HEX#** B3CB54  
**PMS** 2300 U  
**C** 36 **M** 0 **Y** 90 **K** 2  
**R** 170 **G** 205 **B** 72



# Logo Alignment and Spacing

## Alignment

When the logo is presented with a tagline, they can be aligned in only 1 of 3 ways, shown below. The chosen alignment can be subjectively determined in visual agreement within the aesthetics of the design.



## Taglines and Spacing

The logo can be presented alone or with one of the taglines below, according to the following specifications. With any of the taglines, the space separation from the logo is the width of the “F” sideways, as shown below.



# Logo Don'ts

We've seen some interesting logo edits over the years - do not alter the logo in any way!



Do not angle/tilt the logo



Do not add an outline to the logo



Do not crop the logo



Do not use the color logo on closely related hues and values, rather use a white logo.



Do not space the logo



Do not fade the logo



Do not squash or stretch the logo



Do not lowercase the “f” in “for”



Do not overlap the logo with any design element or text Keep all design elements (1) “H” width away from the logo.