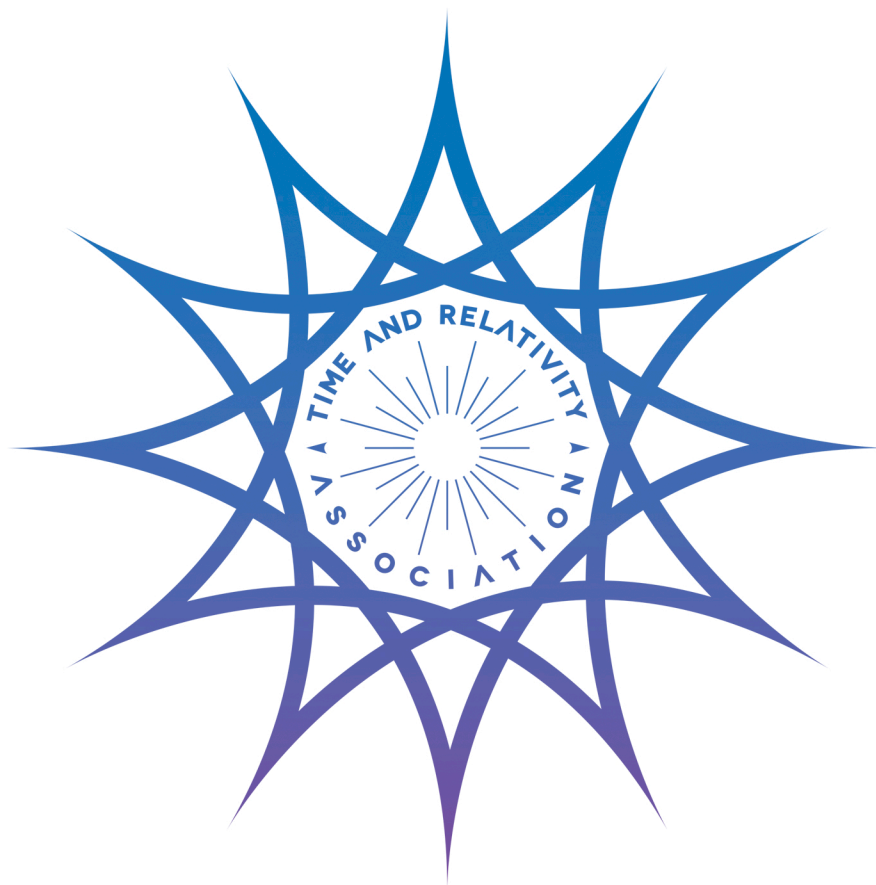

TIME AND RELATIVITY ASSOCIATION
GRAPHICS STANDARDS MANUAL



TARA

LOGO

The full-color version of the TARA logo is the preferred usage; however, the single-color variation may be used if necessary.



LOGO VARIATIONS
(COLOR)

One Color

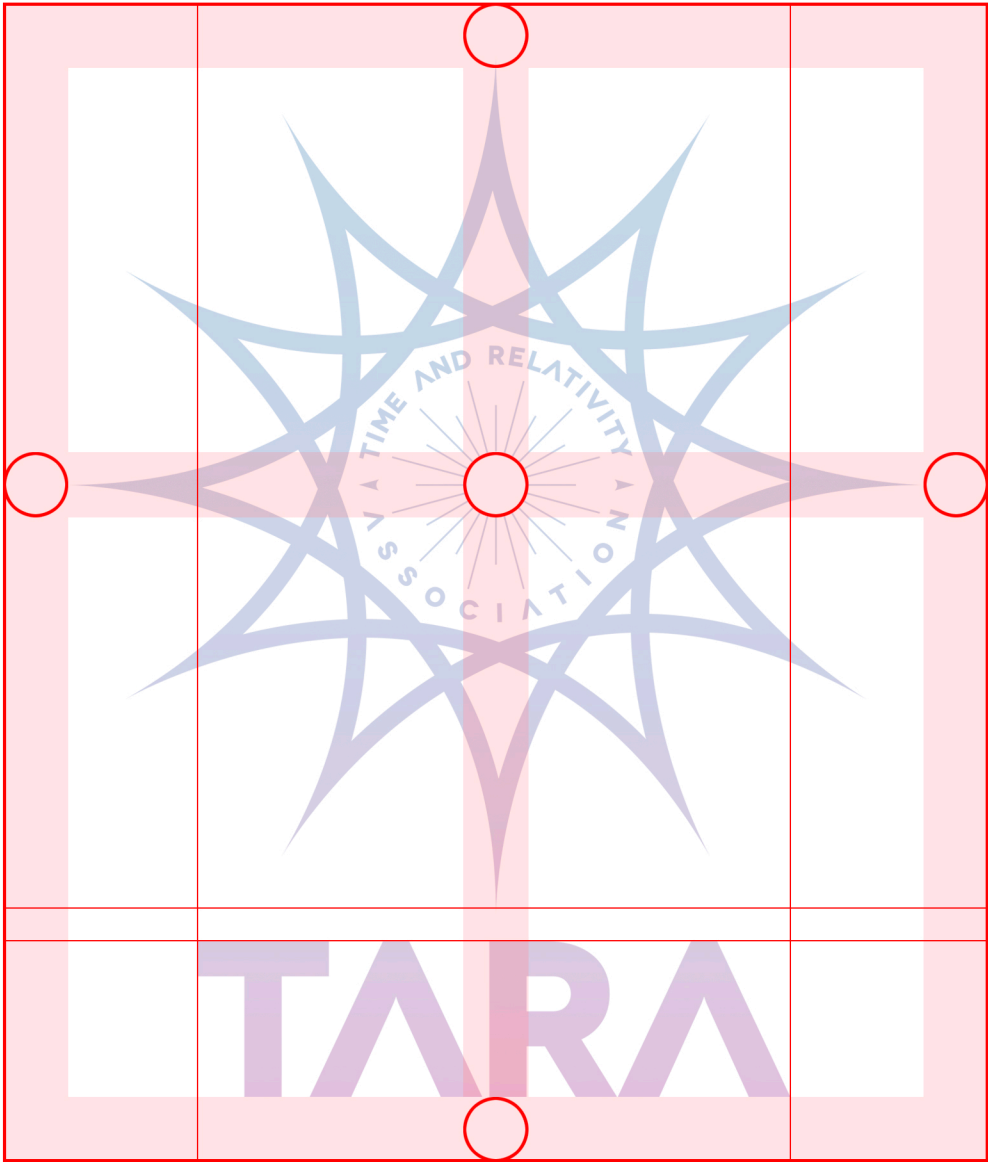


Black and White



LOGO USAGE
(CLEARANCE)

The area of clearance around the logo must be at least equal to the height/width of the circle in the middle of the logomark.



LOGO USAGE
(SPECIAL PROGRAMS)

The Special Programs logo should be used for all exclusive initiatives and themed travel itineraries.

The Black Lives Matter program includes trips to the March on Washington for Jobs and Freedom (28 August 1963), Jackie Robinson’s first game with the Brooklyn Dodgers (15 April 1947), and Malcolm X’s “Ballot or the Bullet” speech (29 March 1964).



x

TARA

x

Galderglynn Titling
- Light (1:1 ratio)

THE
BLACK LIVES MATTER
PROGRAM

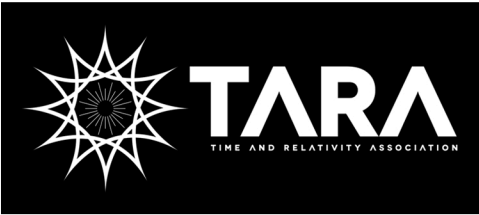
Novecento wide
- Bold (2:1 ratio)

LOGO VARIATIONS
(ORIENTATION)

Landscape orientation

The Landscape logo variation should be used only when it's the aesthetically superior choice, i.e. on materials that are significantly longer in width than in height.

In order to protect the integrity of TARA's brand, this logo should not be reproduced under 2.25" in width.



Stacked orientation - minimized

When space is severely limited and the logo must be under 2" in width, the minimized variation is preferred.



LOGOMARK &
WORDMARK

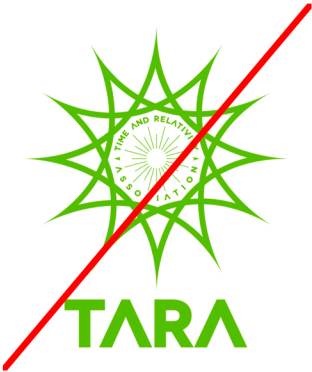


LOGO USAGE
(MISUSE)

Illustrated below are several examples of ways NOT to use the DFM logo. In an effort to maintain the brand integrity, do not alter the logo from what you see on page one of this brand style guide.



Do not alter the angle



Do not alter the colors



Do not stretch disproportionately



Do not alter the fonts



Do not place the logo on a background that renders it illegible



Do not rearrange the logo's components



Do not add effects (drop shadow, glow, etc.)



Do not alter the proportions of components



Do not add taglines or any extraneous text

PRIMARY COLOR

C86/M50/YO/KO
PANTONE 660C
#4474B8

SECONDARY
COLOR

C50/M100/YO/KO
PANTONE 513C
#7D2B8B

TERTIARY
COLORS

C67/M84/YO/KO
PANTONE 2587C
#66499E

C9/M6/Y7/KO
PANTONE 7541C
#E4E4E4

GRADIENT

C86/M50/YO/KO
PANTONE 660C
#4474B8

C50/M100/YO/KO
PANTONE 513C
#7D2B8B

TYPOGRAPHY

NOVECENSTRO WIDE - BOLD

AA ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*;"'?

Headers and Headlines

GALDERGLYNN TITLING - LIGHT

AA ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*;"'?

Subheadings

Univers LT 55 - Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*;"'?

Body Text

Univers LT 55 - Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&;"'?*

Notes and Asides