TAPIS

Elevating the Passenger Experience

BRAND
STANDARDS
GUIDE

⊔ TAPIS

Elevating the Passenger Experience

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Since 1977, Tapis Corporation has been a pioneer in the development of high-performance fabrics for aircraft interiors. The company's innovative materials maximize passenger comfort, durability, weight savings, and sustainability. Tapis' products are found in the world's leading airlines and business jets. A woman-owned business, Tapis' corporate culture is defined by superior customer service and a commitment to innovation.

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This guide will help individuals and organizations who use the Tapis Corporation's logo when creating communication materials for print, web and digital media. Guidelines are provided for color usage, size restrictions, as well as "Do's and Don'ts" all with the intention of creating a clean, coherent and consistent visual brand for Tapis Corporation.

The Tapis Corporation logo is composed of three elements: the name Tapis, a stylized T icon and the tagline.

Shown below are the approved versions of the Tapis Corporation logo. The elements of the logo may not be tampered with or used in any format other than the ones shown below. The two colors representing the Tapis Corporation color logo are PMS 186 (red) and black. The logo can also be used as a solid black or a solid white (reverse) format for solid black, solid color or photographic backgrounds. Samples shown below.

Primary logo with tagline

Elevating the Passenger Experience

Full Color logo

Elevating the Passenger Experience

Black logo

Color logo uses

Full color logo on black and light colored background.

White (reverse) logo

The white logo is acceptable on any dark solid color, dark photographic or fabric (swatch) background provided there is good visible contrast between the logo elements and background.
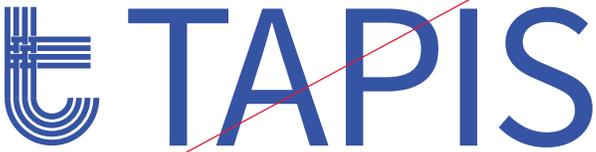
Secondary logo without tagline

For optimal readability, it is recommended the tagline not be used at certain sizes. There is a minimum size requirement for the logo with tagline in this guide.

There may be other restrictions on when to use the logo with the tagline. Please consult with your marketing director for proper usage.

Incorrect logo usage

Please do not alter, modify or recreate the Tapis Corporation logo in any way. These examples illustrate how not to use the logo, but do not include all instances of misuse.

Do not reproduce the logo in any colors other than the ones included in the color palette.

Do not reproduce the logo in any typeface other than the one included in the color palette.

Do not rearrange or reconfigure the logo.

Do not reproduce the logo on an unsuitable background.

Do not alter the tagline or its placement

Do not add other elements to the logo

Area of isolation

To maintain the integrity of the logo, a certain amount of space around the logo must be kept clear of competing visual elements. The correct space for each logo version is based on the formula shown below.

x = The width of the stroke in the stylized "T."

Minimum size usage

To ensure legibility do not use any version of the logo smaller than shown below.
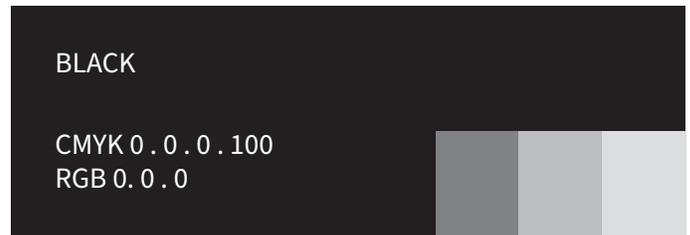
1.75"

Minimum size usage of logo with tagline.

1"

Minimum size usage of logo without tagline.

Color Palette

PMS 186

CMYK 0 . 100 . 81 . 1
RGB 27 . 24 . 55

BLACK

CMYK 0 . 0 . 0 . 100
RGB 0 . 0 . 0

Tints or lighter screen percentages of each logo color are acceptable to use when appropriate.

Typography

Source Sans Pro has been selected as the typeface for the Tapis logo. It is recommended to use Source Sans Pro whenever possible as a compliment to the logo. The Source Sans Pro family font options are indicated below. Care should be taken to ensure the typefaces are not condensed or expanded and the proper line, letter and word space is used at all times to ensure optimal readability.

Source Sans Pro Light
Source Sans Pro Light Italic
Source Sans Pro Regular
Source Sans Pro Italic
Source Sans Pro Semibold
Source Sans Pro Semibold Italic

Source Sans Pro Bold
Source Sans Pro Bold Italic
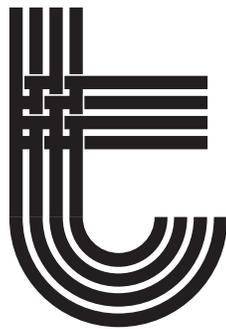**Source Sans Pro Black**
Source Sans Pro Black Italic

Logo T Icon

As part of Tapis Corporation's brand standards guide, the T icon can be used as a decorative element. It can be used in its entirety or cropped as a partial graphic element. Care should be taken not to overuse the element or change the shape or proportion.
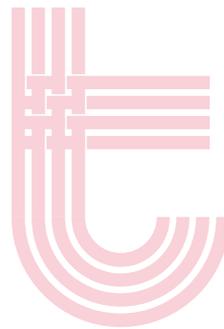
When using the logo icon as a partial element, it should always be cropped in from the bottom and/or right side (as demonstrated on the cover). The symbol graphic should never be flipped horizontally, distorted or rotated.

Color icon

Black icon

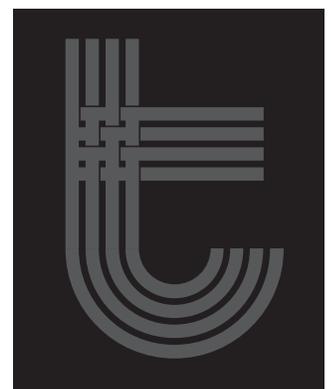Color icon (20% PMS 186)

Black icon (20% black)

White (reverse) icon
on color background

White (reverse) icon
on black

White icon (20% tint)
on color background

White icon (20% tint)
on black background

The tint versions shown are 20% tint of white. Other tint percentages can be used provided there is enough contrast between foreground and background and the T icon does not compete with other visual elements.

Logo Directory

Folder Name: Tapis Logo Tagline Production Files

Sub Folder Name
Tapis Logo Tagline Color

File Name
Tapis Logo_Tagline_Color.ai
Tapis Logo_Tagline_Color.eps
Tapis Logo_Tagline_Color.jpg
Tapis Logo_Tagline_Color.png

Sub Folder Name
Tapis Logo Tagline Black

File Name
Tapis Logo_Tagline_Black.ai
Tapis Logo_Tagline_Black.eps
Tapis Logo_Tagline_Black.jpg
Tapis Logo_Tagline_Black.png

Sub Folder Name
Tapis Logo Tagline White

File Name
Tapis Logo_Tagline_White.ai
Tapis Logo_Tagline_ White.eps
Tapis Logo_Tagline_ White.png

Folder Name: Tapis Logo Production Files

Sub Folder Name
Tapis Logo Color

File Name
Tapis Logo_Tagline_Color.ai
Tapis Logo_Tagline_Color.eps
Tapis Logo_Tagline_Color.jpg
Tapis Logo_Tagline_Color.png

Sub Folder Name
Tapis Logo Black

File Name
Tapis Logo_Tagline_Black.ai
Tapis Logo_Tagline_Black.eps
Tapis Logo_Tagline_Black.jpg
Tapis Logo_Tagline_Black.png

Sub Folder Name
Tapis Logo White

File Name
Tapis Logo_Tagline_White.ai
Tapis Logo_Tagline_ White.eps
Tapis Logo_Tagline_ White.png

Folder Name: Tapis T Icon Production Files

Sub Folder Name
Tapis T Icon Color

File Name
Tapis T Icon_Color.ai
Tapis T Icon_Color.eps

Sub Folder Name
Tapis T Icon Black

File Name
Tapis T Icon _Black.ai
Tapis T Icon_Black.eps

Sub Folder Name
Tapis T Icon White

File Name
Tapis T Icon_White.ai
Tapis T Icon_ White.eps