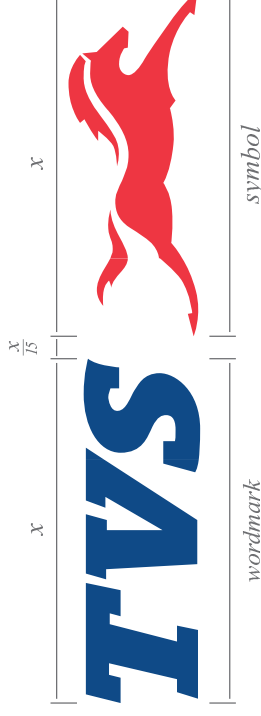


# LOGO USAGE AND BRAND GUIDELINES



# THE LOGO

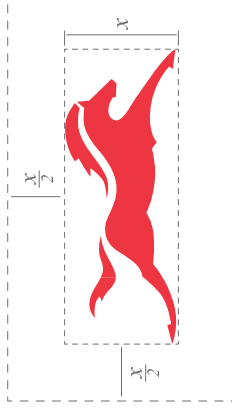
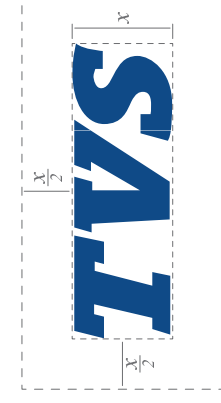
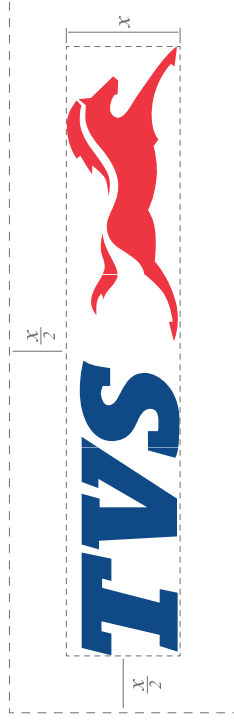
The TVS logo consists of two elements — the Horse symbol and the TVS wordmark. In the preferred version, the logo appears in TVS Blue and Red. In alternate versions, the logo is reversed out of the badge in Black and White. The TVS logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power. To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available with the Marketing Communications team.



# EXCLUSION ZONE

To preserve the TVS logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

The minimum clear space for the TVS logo is defined as half the height of the logo, on all sides. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

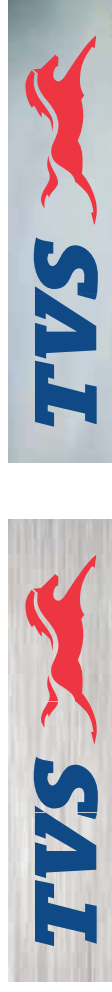


# LOGO COLOUR VARIATION

The TVS logo should be reproduced in colour whenever possible. For specific colour values to use when reproducing the logo, refer to the Colour Palette section. White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast for the logo's colour and elements.

If colour reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a colour background.

When the TVS logo is placed on an image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.



# LOGO MISUSE

To ensure accurate, consistent reproduction of the TVS logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available with the Marketing Communications team.

