



TASCAM Logo Use Guidelines

[This document may be distributed outside the company.]

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Design Work Section, Corporate Product Development Department

TEAC CORPORATION

V1.0.0

About TASCAM logos

Logos that identify TASCAM include the TASCAM logo, which is used on products and packaging, and the TASCAM (TEAC PROFESSIONAL) logo, which is used on printed materials, web sites and other media.

TASCAM logo

TASCAM[®]

TASCAM (TEAC PROFESSIONAL) logo

TASCAM[®]
TEAC PROFESSIONAL

Since the form of the logo mark and the spacing and proportion of its letters was designed precisely, the officially provided logo files must always be used.

About the registered trademark symbol[®]

In countries where the TASCAM logo is registered as a trademark, the registered trademark symbol[®] can be used.

- As a rule, materials prepared for use in Japan should not use this symbol. (Those for use in the USA and for use in both countries should use it.)
- The symbol is placed at the bottom left of the TASCAM logo. (It is not used next to TEAC PROFESSIONAL.)
- However, the symbol should be omitted, as a rule, if the TASCAM logo is less than 5 mm high.

TASCAM[®]
TEAC PROFESSIONAL

TASCAM[®]

TASCAM[®]
TEAC PROFESSIONAL

TASCAM[®]

5 mm  **TASCAM[®]**
TEAC PROFESSIONAL

5 mm  **TASCAM[®]**

TASCAM
TEAC PROFESSIONAL

TASCAM

TASCAM®

TEAC PROFESSIONAL

In order to maintain the clear independence of the logo from other elements, as a rule, no other element should be placed around the logo.

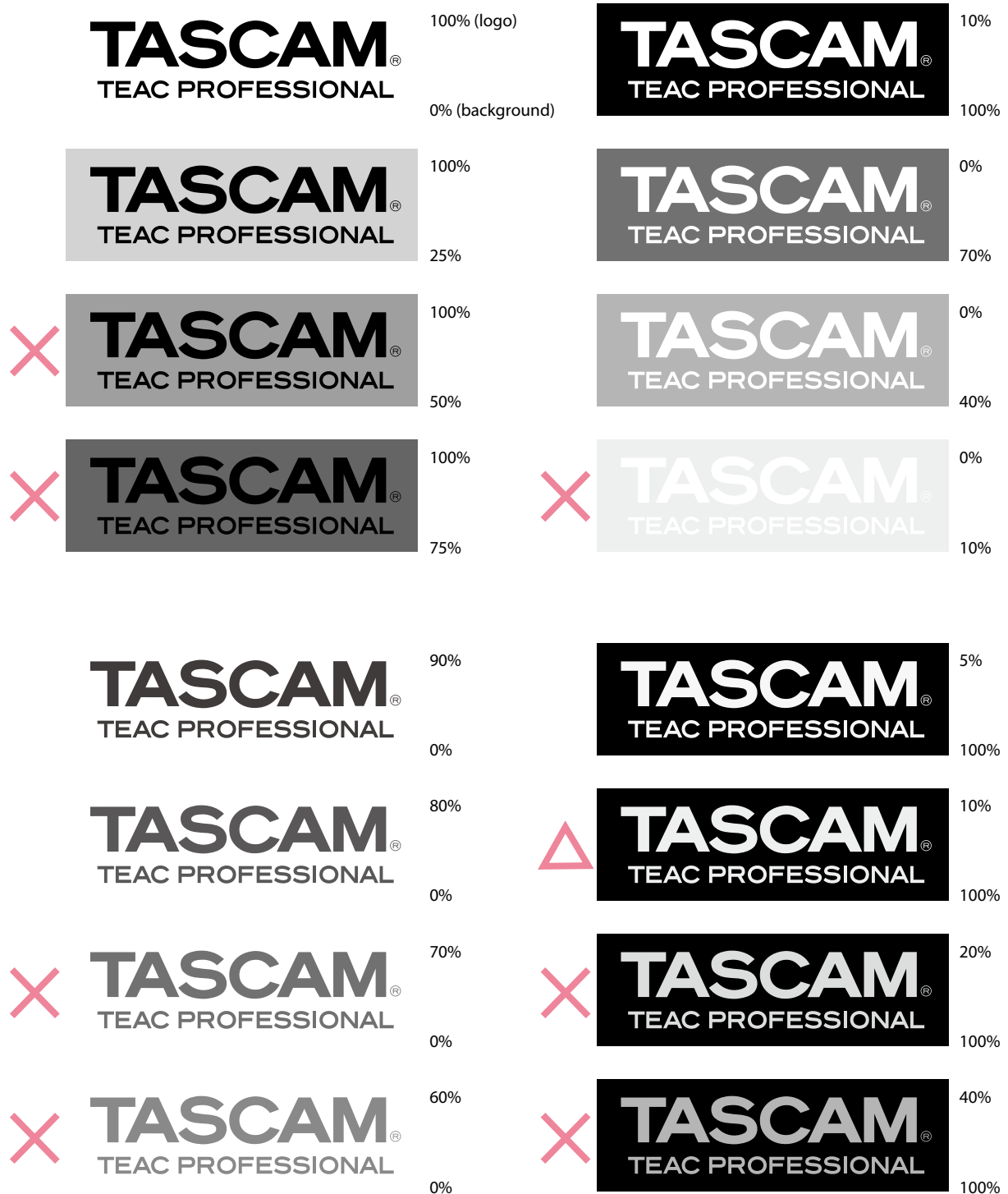


As a rule, use the color black.

On a dark background, however, white or bright grey may be used as a secondary option.

	TASCAM® TEAC PROFESSIONAL		TASCAM® TEAC PROFESSIONAL	10%
✗	TASCAM® TEAC PROFESSIONAL	✗	TASCAM® TEAC PROFESSIONAL	100%
✗	TASCAM® TEAC PROFESSIONAL	✗	TASCAM® TEAC PROFESSIONAL	0%
✗	TASCAM® TEAC PROFESSIONAL	✗	TASCAM® TEAC PROFESSIONAL	70%
✗	TASCAM® TEAC PROFESSIONAL	✗	TASCAM® TEAC PROFESSIONAL	0%
✗	TASCAM® TEAC PROFESSIONAL	✗	TASCAM® TEAC PROFESSIONAL	40%
✗	TASCAM® TEAC PROFESSIONAL	✗	TASCAM® TEAC PROFESSIONAL	0%
			TASCAM® TEAC PROFESSIONAL	10%

In order to maintain clarity, make certain that there is sufficient contrast with the background.



When using the logo on equipment

- The color of a TASCAM logo used on a product may be silver.
- Approval from the Design Group is required when using a TASCAM logo on a badge.
- The ® should not be used when the logo is placed on the main side of the equipment.
- The TASCAM (TEAC PROFESSIONAL) logo must not be used on equipment.

TASCAM®

TEAC PROFESSIONAL

In order to make certain that the logo appears in the correct format, do not allow the logo to be fragmented, faded or distorted. No changes of any kind may be made to the logo.

Moreover, to maintain the clear independence of the logo, pay careful attention to the background and other elements.

The spacing between the characters must not be changed.



The order of the letters must not be changed.



Modification of the form is prohibited.



Stripes, gradations, and outlines must not be used on the characters.



The logo must not be covered at all by anything else.



Handwritten logos are prohibited.



Other shapes must not be added.



Frames that could be mistaken for part of the logo must not be added.



Other words must not be added.

