CREATURE

Version 1.0 — 2025

T&R EXPORTS

Logo Usage Guidelines



T&R NUTRITION

ESTABLISHED 1985

Primary Logo
This is our primary logo. It consists of the icon and wordmark with descriptor locked up into a single mark. This logo is the default.

Wordmark

T&R NUTRITION

ESTABLISHED 1985

Descriptor

Icon



Wordmark
The wordmark is our primary mark. It consists of the typeset characters in our name. The wordmark may only be used without the descriptor in situations where the descriptor becomes too small to be legible.

Descriptor
The descriptors function is that of a supporting device, meant to be paired with the wordmark.

Stamp
The stamps function is as a supporting device, and is meant to be locked up with the logo or used as a stamp on its own.

The specifications detailed here are meant to show elements of the logo build. These are not meant as instructions to build your own logo. Official logo files are available for all manner of applications. Please don’t build your own logo.



Wordmark

Typeface: Tobias
Weight: Regular
Tracking: 80
Case: Uppercase

Descriptor

Typeface: Sweet Sans Pro
Weight: Regular
Tracking: 190
Case: Uppercase

When used in lockup with the wordmark and descriptor, the stamp height is to match the height of the wordmark and descriptor.



The distance between the stamp and wordmark is the same as the distance between the wordmark and the descriptor

When used in lockup with the wordmark and descriptor, the distance between the stamp and wordmark is to match the distance between the wordmark and descriptor.



Stamp Height

Clearspace

100% of stamp height



Digital — 70px



Print — 20mm



Digital — 35px



Print — 10mm

The clearspace ensures legibility and impact of the logo by isolating it from competing visual elements, such as text and supporting graphics. This space should be considered as the absolute minimum safe distance, ensuring the logo has plenty of room to breathe. As a rule, the minimum clearspace around the logo is equal to the height of the stamp. If you are using the stamp instead of the logo, the same rules apply.

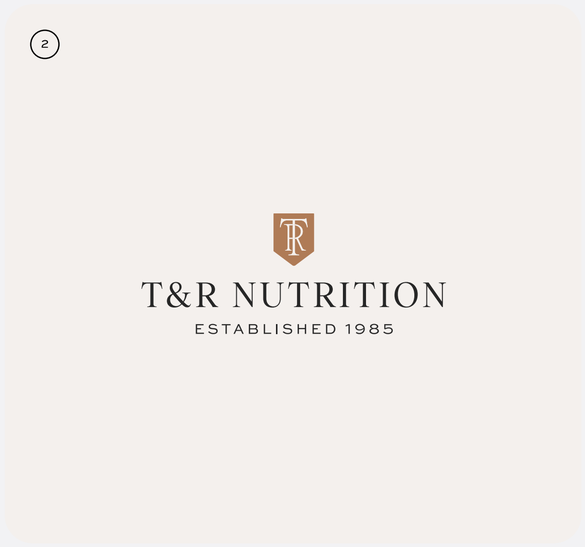
When scaling the logo, a minimum size must be adhered to so that legibility of both the descriptor and the wordmark are retained.

Colour shapes first impressions, builds recognition, and reinforces brand identity. Consistent and strategic use of colour ensures your logo remains impactful across different environments.

Our logo should always be used in the most appropriate format for the context, ensuring it stays clear, consistent, and recognisable. Do not use dark versions of the logo on dark backgrounds, or light versions on light backgrounds.

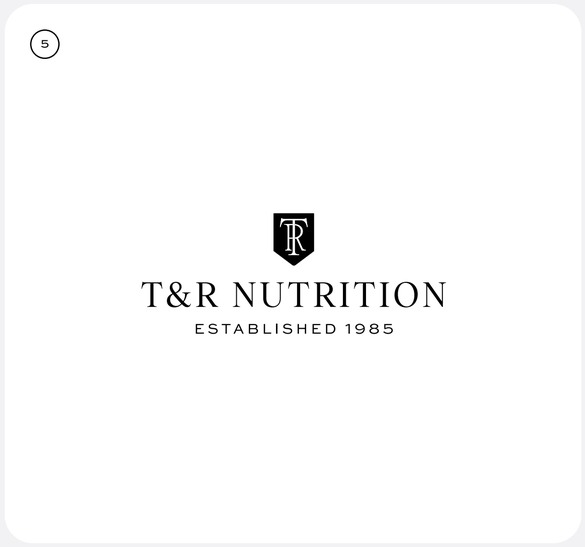
1. Two Tone Light on dark backgrounds
2. Two Tone Dark on light backgrounds
3. Two Tone light on mid-range backgrounds
4. White on black backgrounds
5. Black on white backgrounds
6. Two Tone Light or White for use on photographs

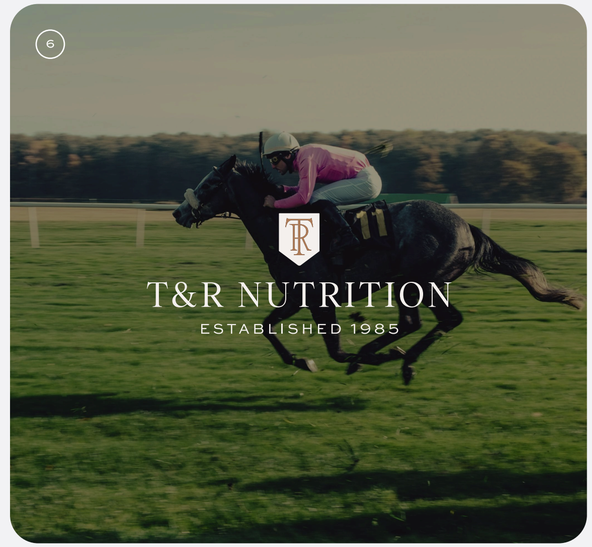












It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation and composition should remain as indicated in this document. To illustrate this point, here are some mistakes to avoid.



Don’t outline the logo



Don’t distort the logo



Don’t place the logo on an angle



Don’t add effects to the logo



Don’t change the transparency



Don’t change the alignment of the logo

Thanks!

If you have any questions please
don’t hesitate to pick the phone up.