

TRU-SPEC®

2017 Brand Manual

*This document is intended to provide you with the correct branding information to properly refer to and promote the **TRU-SPEC®** brand.*

The letters in **TRU-SPEC®** should always be *capital letters*, with a hyphen/dash (-) in between them. The registration trademark (®) should be within the red inside the logo itself, not outside.

When possible (such as in print copy or digital advertisements), **TRU-SPEC®** should be displayed in the “stamp” font. In other forms of social media advertisement, all capital letter plain text is sufficient.

The stamp font used in the trademarked **TRU-SPEC®** logo can be found at this link:

www.atlanco.com/files/stamp.ttf



STAMP.TTF

Incorrect versions of the **TRU-SPEC®** brand name include: *Tru Spec, Tru-Spec, Truspec, TruSpec, etc.*



The correct **TRU-SPEC®** brand logo is below. The red in the logo is Pantone 32C.



There should be no additional text inside of this logo. Incorrect, out of date logos featuring “*by Atlanco*” underneath “**TRU-SPEC®**” should not be used and needs to be replaced immediately.

There is also a “simplified” TS logo that can be seen embroidered on newer products and digitally online in black, white, or grey, depending on the background color. The “simplified” TS version of the **TRU-SPEC®** logo may only be used with permission.

The two logos below are the only versions of the **TRU-SPEC®** logo that are authorized for use by dealers. Hi-res versions of these logos can be found on our master product image CD or via the links below each image.

	
<p>www.atlanco.com/files/TRU-SPEC.jpg</p>	<p>www.atlanco.com/files/LOGO_TS-TRUSPEC.jpg</p>

All **TRU-SPEC®** products should be preceded by the brand name and accompanied by the appropriate registration symbol or trademark. Some examples include:

- TRU-SPEC®** 24-7 Series® Tactical Pants
- TRU-SPEC®** Tactical Response Uniform®
- TRU-SPEC®** TRU XTREME® Combat Shirt
- TRU-SPEC®** XFIRE Station Wear Shirt
- TRU-SPEC®** H2O PROOF Outerwear

24-7 Series® products should not be identified as “24/7 Series”. The registered product name features a hyphen (-), not a backslash (/).

Vendors found to be using incorrect branding or outdated logos may encounter issues when attempting to re-order **TRU-SPEC®** products in the future.

Proper promotion of the **TRU-SPEC®** brand helps us achieve greater brand recognition, which in turn helps *you* sell more of our products!

ATLANCO

ATLANCO® is the parent company of the **TRU-SPEC®** brand. There is no reason the company name **ATLANCO®** should ever be used in while promoting **TRU-SPEC®** products. However, when it is necessary to reference **ATLANCO®** it should also be in all capital letters due to the fact that it is an acronym for “Atlanta Army Navy Company”.

The **ATLANCO®** logo, or any version of it, should not be visually referenced when promoting **TRU-SPEC®** products.