

## Tech Talent Charter (TTC) logo guidelines

### How to use our logo

TTC Signatory organisations are free (and encouraged) to use our logo to promote the fact that they are members of the TTC.

This could include use in or on:

- Company stationery, e.g. footers in emails or print materials
- Company websites
- Social media posts
- Presentations
- Event material, e.g. banners and graphics
- Signatory-authored D&I reports (e.g. Gender Pay Reports or Action Plans)

We ask that you do not use the TTC logo in the following contexts:

- Sales/promotional materials that suggest products or services are TTC endorsed or are recommended by TTC over that of competitors
- Event promotion materials to suggest it is a TTC event (unless permission is secured in writing from the TTC)
- Proprietary online or printed content which suggests it is TTC content (unless permission is secured in writing from the TTC)

### How the logo should be used

Our logo is one of our most visible and valuable assets. Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset, or altered in any way.

The TTC logo is designed to work well in small-scale uses and has been crafted to fit comfortably within a variety of containers for digital uses.



## Primary logo

This logo is the preferred option to be used whenever possible.

The logo should be **black on white background or white on a gradient/colour block**. Our logo should always be clearly visible and legible. The minimum clear space of the logo is half the width of the logo square.

The horizontal primary logo should be no smaller than 25 mm.



The TTC logo, in various formats, can be [downloaded here](#).

## TTC Signatory logo

Signatory logos can be used on internal or external digital content or embedded in documents or assets belonging to a company that is a current and officially registered Signatory of the TTC.



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