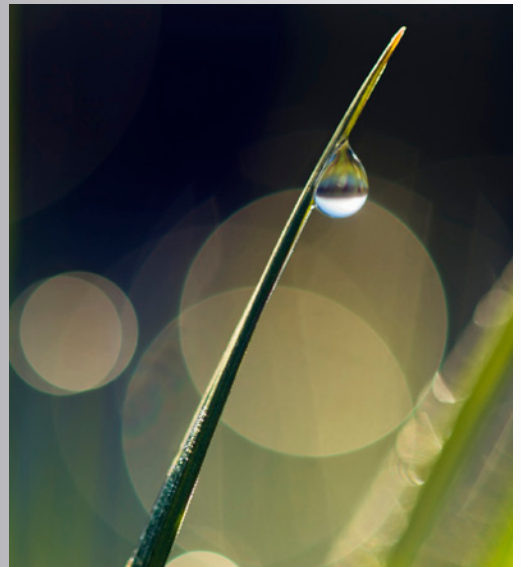


# TIMEX GROUP



## Corporate ID Style Guide

Logotype Usage

Version: 2011-11-11

## THE TIMEX GROUP LOGOTYPE

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The Timex Group logotype is symbolic of the heritage, technological innovation, and forward-thinking design of its namesake, Timex, and the global organization's continued expansion to include a family of businesses and their associated brands.

### 01 **Bold simplicity**

The logotype works well against minimal backgrounds of either white or black. *Timex* is always the opposite of the background color and *Group* is always colored in PMS Cool Gray 8.

### 02 **One exception**

The logotype can be placed against the brand identity color Cool Gray 8, when *Timex* is colored black and *Group* is colored white. This rule does not allow for any other background color combinations.

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01

**TIMEX** GROUP

**TIMEX** GROUP

02

**TIMEX** GROUP

## THE TIMEX GROUP LOGOTYPE: THE RULES

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### 01 Only one arrangement, no exceptions

The logotype must read *Timex Group* left to right on a horizontal axis. Do not rearrange, stack, disproportionately scale, or overlap the elements of the logotype.

### 02 No effects

Never apply effects such as drop shadows, glows, outlines, or beveled edges. These effects have shown to subtract from the logotype's readability and sophistication.

### 03 Color standards are crucial

Never deviate from the standard identity colors of black, white, and gray. Do not invert the colors or make the logotype one single color. Do not use gradients, patterns, and textures to color the logotype; use approved solid colors only.

### 04 Simple backgrounds

Always position the logotype over a background that is not visually busy – preferably solid white or black – which provides strong contrast for optimal readability. Do not place the logotype on any vibrant colors or grays that reduce or obscure legibility.

### 05 Gradient backgrounds

Gradient backgrounds are a strong option to introduce color in the layout in conjunction with the logotype when appropriate. Fade the gradient to either very light or dark tones (or white or black) behind the logotype ensuring strong contrast. Avoid mid-range tones running behind the logotype, as the gray-colored *Group* will become hard to see.

### 06 Textured and photographic backgrounds

Sometimes a design calls for the usage of a photo or texture that will run behind the logotype; this is acceptable providing the area appearing behind the logotype is subdued enough to follow the conventions outlined in this style guide. A suggested treatment is to use a semi-transparent bar element to contain the logotype filled with either a solid color or gradient to achieve the background conventions noted above. Whether contained in a bar element or unconfined, it is important to follow the negative spacing guidelines on the following page to maintain proper distance from other design elements, objects in the background image, and the boundaries of the bar.

01 ✓ **TIMEX GROUP** ✗ **TIMEX** GROUP  
✗ **TIMEX** GROUP ✗ **TIMEX** GROUP

02 ✗ **TIMEX GROUP** ✗ **TIMEX GROUP**

03 ✗ **TIMEX GROUP** ✗ **TIMEX GROUP**  
✗ **TIMEX GROUP** ✗ **TIMEX GROUP**

04 ✗ **TIMEX GROUP** ✗ **TIMEX GROUP**

05 ✓ **TIMEX GROUP**

✓ **TIMEX GROUP**

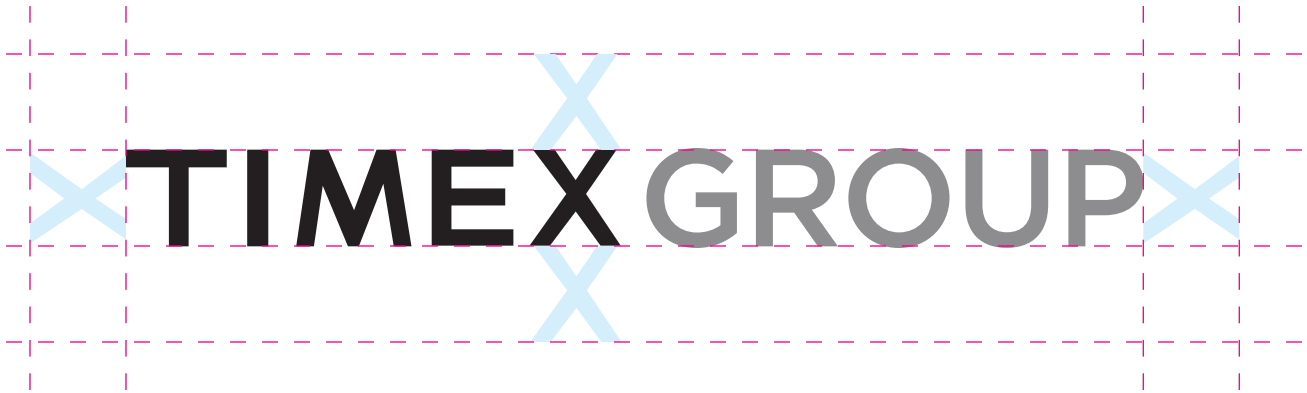
06 ✓ **TIMEX GROUP**

## THE TIMEX GROUP LOGOTYPE: SCALING, SPACING & POSITIONING

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### Negative space is key

Apply sufficient negative space around all sides of the logotype in a layout. The height of the X character equals the minimum allowed height of negative space above and below the logotype, and the width of negative space to the left and right sides. This rule applies as a minimum margin width from the edges of a page.



### Scale

The logotype must appear at equal magnitude as other companies' logos when used together in the same layout. A small logotype is suitable in understated scenarios such as company stationery or a sponsorship ad. For promotional materials, a larger, but not overbearing, size is preferred aiming to achieve a well-designed look and feel.

### Position of logotype on a page

The logotype should always be aligned using the left or right edges with a page margin in a layout. As an alternative, you may align the logotype with other branded graphical elements defined in a layout, such as a photo array. Never center-align the logotype on the page.

## FOR MORE INFORMATION

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### **Timex Group Corporate Communication**

For further questions or concerns on the usage of the Timex Group logotype and other Timex Group corporate branding matters, please contact:

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