Logos

Bowtie

TTP

W

Tagline
Engineering Co.

Europe

Motorsports
(Racing)

ENGINEERING COMPANY, INC.
Must be 80% of the Whelen
Bowtie Logo.
Font: Helvetica Bold
Common Misuses of Logos

For over 65 years Whelen has been working hard to brand the red Whelen Bowtie logo. It is very important that you don’t alter the shape, color or any other attribute of the logo. The logo should not be masked by any other object. There should be a reasonable space between the logo and other objects to clutter. Below are some common mistakes that could easily be made.

DO NOTs

• Change any of the colors of the red gradient.

• Change the Whelen logo to any color but the red given, black, gray or white.

• Lighten the Whelen logo or change the opacity. It should not be masked by any other layer either.

• Take away, alter or hide the register mark (®).

• Change the shape or type out a “similar” version of the logo. You may use the red given to highlight the Whelen name on a document but do not try insinuate something that isn’t the Whelen bowtie as the Whelen logo.

• Put any other objects near the Whelen bowtie to insinuate that you are affiliated with Whelen.

• Flip, rotate or distort the Whelen bowtie.

• Outline the Whelen “Bowtie”.

This was a list of a few common mistakes. The best thing to do is use the proper Whelen Logos that are given you by Whelen.
Shirts

Correct

Logo must be separated with any other logo or text besides the approved.

Incorrect

Shapes, Text and/or Logos surrounding the Whelen “Bowtie” besides the text approved in this document is discouraged. No other logos next to or bigger than the Whelen “Bowtie”.

Joe Smith & Associates

Correct

Incorrect
### Colors

#### Solids

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#### Gradient

- 55% - A
- 00% - B
- 75% - C
- 00% - D

### WEB

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### TTP

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Note:
1.) TM & ® items must appear as spelled. The font case can change to all caps or upper and lower case, if the document warrants.

2.) All ® will appear on front inside cover or rear inside cover in noted box as
A) Whelen®
B) other Mfgs. ®.
No need to mention ® in body of catalog.

3.) In Edge style lightbars, always use word “Edge”® in front. No TM’s will be used. (ie. 9M, Ultra, Freedom)

4.) Linear-LED Products: Use Linear-LED® only, do not use a number describing number of LEDs used.(ie Linear8, Linear12)

5.) For TR4 & TR6 Super-LED® products, always use full name, unless stated previously.

6.) A trademark symbol will be used only on the first appearing trademarked word.

7.) Capitalize all colors. i.e. Red, Blue, White, etc.

**TA lamp descriptions:**
LED, Halogen = lamps Linear = modules

Revised 4/6/19