Logo Elements and Versions
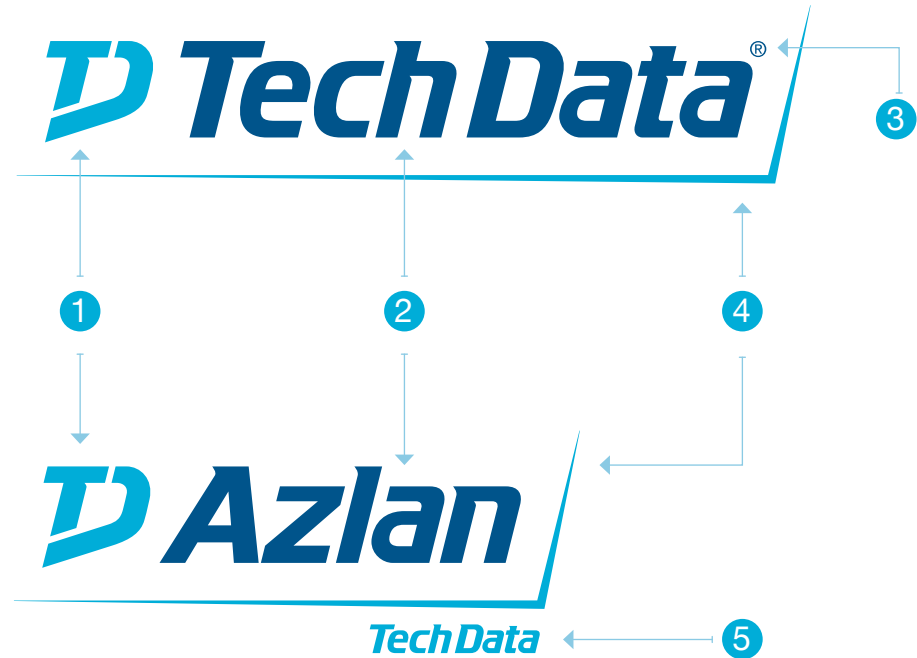
The Tech Data logo is comprised of five distinct elements:

1. The stylized Tech Data icon

2. The logotype made of custom letter forms

3. The registration mark

4. The signature streamline that encompasses the three items above

5. The Tech Data logotype on division and community logos

REVERSED LOGO
The reversed logo is for use on dark backgrounds

BLACK LOGO
The black logo is for use in black/white printing, or in scenarios allowing for only one print color on a light-colored background.

Use only when color printing scenarios are unavailable

WHITE LOGO
The white logo is for use in black/white printing, or in scenarios allowing for only one print color on a dark-colored background.

Use only when color printing scenarios are unavailable

Logo Clear Space and Size

More than anything else, creating an enduring and recognizable brandmark depends on appropriate and consistent usage.
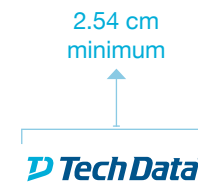
The Tech Data family of logos should always have a certain amount of clear space around them. This area must remain free from all other visual elements, such as imagery, objects or type.

The size of the clear space around the logo is the same as the capheight (height of a capitalized letter) of logotype.

Always be mindful of the scale and proportions of your logo in relation to the collateral size and its viewing distance. Scale too large and it can appear cumbersome and unsophisticated; too small and it can appear futile, or not be recognized at all.

MINIMUM SIZE
To ensure proper recognition and legibility, the logo must never appear smaller than 2.54 cm (1.0 inch) in width.

2.54 cm minimum

2.54 cm minimum

Improper
Logo Usage

To build and preserve brand recognition, it is vital to maintain the visual integrity of the logo. Consequently, the logo should not be adjusted, modified, or altered in ways other than those explained in this global branding guide.

Here are examples of unacceptable logo usage. When in doubt, please consult with a member of Marketing Services.

Do not place the logo on a colored background that inhibits readability.

Do not place the logo on a patterned background that inhibits readability.

Do not place the logo on a photo background that inhibits readability.

Do not change the color of any element of the logo.

Do not stretch or skew the logo disproportionately.

Do not encroach the integrity of the logo by placing other graphic elements over or near it.

Do not use the stylized words "Tech Data" without other logo elements.

Do not place the logo inside of a container that inhibits clear space.

Do not use the stylized Tech Data icon alone.

Rare exceptions can be made in essential cases of small format display (e.g. social media button icon)

Do not alter any part of the logo or create new logos that utilize individual logo elements.