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Masterbrand Logo and Usage

The Tech Data Masterbrand Logo reflects our united expertise and strength in technology distribution. Consistent use of our Masterbrand logo across all of our branding efforts reinforces our position as a global leader.

Using Our Masterbrand Logo

The Tech Data Masterbrand Logo is made up of four elements and is to be used in one of the four ways shown on this page.

Masterbrand Logo Color Versions

1. **Two-Color Tech Data Masterbrand Logo**
   This is our primary version and should be used on all digital and print marketing materials where there is sufficient contrast.

2. **Blue and White Tech Data Logo**
   This version can be used on branded color backgrounds or imagery where there is sufficient contrast.

3. **White Tech Data Logo**
   This version is for use in black and white printing or in scenarios allowing for one print color on a dark background. Use only when color printing is not available.
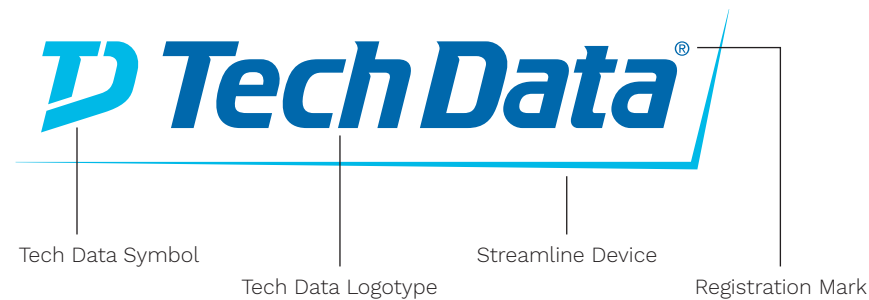
4. **Black Tech Data Logo**
   This version is for use in black and white printing or in scenarios allowing for one print color on a light background. Use only when color printing is not available.

Color Source

All color formulas are from the Pantone® Color Bridge System. Color formulas ending with "CM" indicate a custom mix.

Masterbrand Logo Elements

Tech Data Symbol   Tech Data Logotype   Streamline Device   Registration Mark

Masterbrand Logo Versions

1. Two-Color Tech Data Logo

2. Blue and White Tech Data Logo

3. White Tech Data Logo

4. Black Tech Data Logo

Using Our Masterbrand Logo

The Tech Data Masterbrand Logo carries the main responsibility of brand recognition. If it gets lost or is unrecognizable when it is used, our brand becomes diminished.

The Tech Data Masterbrand Logo should always be surrounded by a minimum of 1T (height of "T" in Tech Data). Wherever possible, allowance for more clear space is preferred.

The area of clear space ensures that text or other visual elements do not encroach upon the Masterbrand Logo. The green box surrounding the Masterbrand Logo shown here indicates this minimum clear space.

Minimum Size

To ensure proper recognition and legibility, the Masterbrand Logo must never appear smaller than 2.54 cm (1.0 inch) in width. The width is measured from length of the Streamline Device.

Clear Space

Minimum Size

2.54 cm
(1.0 Inch)
Minimum

Using Our Masterbrand Logo

It is important to maintain brand recognition and integrity across all print and digital applications. Using the Tech Data Masterbrand Logo as defined, will maintain our brand presence.

The Masterbrand logo should not be altered, adjusted or modified in any way. The examples of the Tech Data Masterbrand Logo shown on this page represent many ways the Masterbrand logo should not be used.

1. Do not alter the colors of the Masterbrand Logo.

2. Do not stretch or skew the Masterbrand Logo disproportionately.

3. Do not use the Masterbrand Logo without all four of its elements.

4. Do not place the Masterbrand Logo on an unbranded color background or on a background color that renders it illegible.

5. Do not place the Masterbrand Logo on a busy background, rendering it illegible. This also encroaches upon clear space rules.

6. Do not add to, encroach upon or generally reduce the integrity of the Masterbrand Logo. Do not alter the Masterbrand Logo in any way.

7. Do not use the stylized Tech Data symbol alone. An exception may be made for social media icons with the approval of the corporate marketing department.

8. Do not create variations of the Masterbrand Logo for any reason or purpose.

9. Do not place the Masterbrand Logo against a busy image. This again encroaches upon clear space rules.

10. Do not place the Masterbrand Logo within a container that encroaches upon the clear space rules.

Improper Masterbrand Logo Use

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