

TSL Branding Reference

Usage

TSL members are encouraged to incorporate TSL branding elements into work or communications products relating to TSL activities. Presentations made at INFORMS Annual Meetings as part of sessions within the TSL Cluster are excellent examples. Usage of the TSL branding elements should always be consistent with the principles, objectives, and standards called out in the *INFORMS Branding Guide*.

File Types

All TSL branding elements are provided in EPS and high resolution JPEG formats. Adobe Photoshop, and any other graphics program that can work with EPS files, can be used to resize these images as needed.

JPEG files are the most common image format used for storing and transmitting photographic images, and can be manipulated by a wide array of programs.

EPS and JPEG images can be added to a word document. Here is how:

1. Download the image file onto your computer.
2. In your Word document click where you want to insert the image.
3. On the Insert menu, point to Picture, and then click From File.
4. Locate the file you want to insert.
5. Double-click the file you want to insert.





How to resize a file in a Word document

1. Click on the image.
2. Drag the sizing handle at the corner of the image to the size you want.
3. Only resize the image from the corner otherwise you will distort the image.

TSL Color Palette

The TSL color palette is based on the INFORMS primary and secondary color palette. This shows affiliation with INFORMS and a mission consistent with that of our parent organization. The TSL color palette also incorporates a maroon not present in the INFORMS palette. This symbolizes the Society's unique focus and the distinct strength the society offers to the larger INFORMS community.

The exact color specifications for the TSL branding elements appear below. Please note that coated PMS colors are slightly different than uncoated PMS colors, just as inks will also appear different on coated versus uncoated stock. Uncoated inks are used only when the stock is uncoated. The ink will look slightly duller than coated inks. The CMYK palette is specifically designed for 4-color process printing.

Color	Name	Pantone	Process
	<p>Eggplant: A maroon outside the INFORMS color palette</p>	<p>PMS 5181</p>	<p>c = 80 m = 100 y = 85 k = 25</p>
	<p>INFORMS Primary Blue</p>	<p>PMS 287</p>	<p>c = 100 m = 68 y = 0 k = 12</p>
	<p>Cinnamon: A slightly muted version of INFORMS Primary Yellow</p>	<p>PMS 154</p>	<p>c = 0 m = 46 y = 100 k = 34</p>
	<p>INFORMS Secondary Blue Appears in the extended TSL logo</p>	<p>PMS 648</p>	<p>c = 100 m = 62 y = 0 k = 52</p>