

TSO Corporate Logo

A Symbol of Our Future

The symbol chosen to represent TSO is referred to as the corporate logo. It is a design element used to complement the corporation. Only the corporation and its operating offices are permitted to use the corporate logo.

Corporate Name

The legal name of TSO is Texas State Optical. This name and logo is a registered Trade Mark.

Corporate Tagline

We have chosen the tagline “Caring for the Eyes of Texas since 1936” to help differentiate us from the competition. The corporate tagline should only be used on printed material such as newspaper ads, brochures, stationery, point of purchase materials and forms. It accompanies the TSO name and logo as it is shown below.

Times Bold

This font should be 90% horizontal scale and print in black.
(point size varies with overall size)

Helvetica Regular

(point size varies with overall size)



Oval prints
PMS 2945 Blue

TEXAS STATE OPTICAL

Caring for the Eyes of Texas since 1936.

Times Regular

The “TSO” should always print 6pts larger than the body text and in black. *(point size varies with overall size)*

Futura Medium

Tagline should only be used on printed material. *(point size varies with overall size)*

The TSO logo should always print 2-color, PMS 2945 blue and black only. ONLY the oval prints PMS 2945. All text must print in black. At times it may be necessary to print the logo in a single color. When this is the case, the logo should be printed in black only or reversed out in white.

TSO Signage

Facility Signage

Most of the time, building signs are the first visual contact that many have with Texas State Optical. This is a very important medium of identification. Illustrations shown here cover the scope and impact that can be achieved through the use of proper corporate identity.

The only sign to appear on the exterior of our buildings should be the TSO logo with “Texas State Optical” listed. (Please see examples 1 & 2 below.) Whenever possible, the TSO logo should be produced on a white background (preferably plexiglass or metal) using the prescribed PMS 2945 blue and black color scheme. Because signs are generally an expensive, long-term investment, the layout of the sign should resemble the examples below.

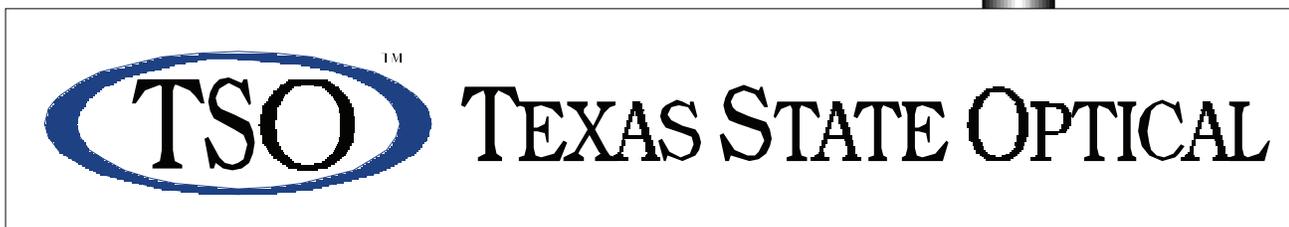
Building signs in particular should be placed for maximum visual and aesthetic effectiveness consistent with the building’s architecture. Sometimes these signs appear on pedestals or support structures in front of the building or store front.

Facility signing needs should be coordinated with a local supplier to meet the requirements of local codes. It is suggested that smaller signing stickers be made available for entrances, doors, windows, etc. to reflect the TSO identity.

Never use the oval logo alone without the “Texas State Optical” listed. Below is an example that is NOT accepted.



1. Proper usage of the logo for illuminated outdoor signage.
(point size varies with overall size but must be visible from a distance)



2. Proper usage of the logo for areas that have a significant wide and minimal depth. *(point size varies with overall size but must be visible from a distance and proportionate to the example shown)*

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