



Tsurumi AVANT Series Logo Design

Typeface used: *ITC Avant Garde Gothic*, to create feel of "Innovation" "Advanced"

Logo design is inspired by:

- *Avant-Garde* art era - Heavy use of lines & geometric shapes
- Water shape + strong lines represent *Tsurumi Pump = Superior Design & Advanced Technology*

Main color: Tsurumi Blue (C=100 / M=50 / Y=0 / K=0, or R:0 / G:114 / B:188, or HEX#: 0177C1)

Tsurumi Red (C=0 / M=100 / Y=90 / K=0, or R:237 / G:27 / B:47, or HEX#: FF0000)

Main Shape

With Blue & Red



Black & White



Variations

Showing AVANT only



Showing AVANT and BUILT FOR WORK®



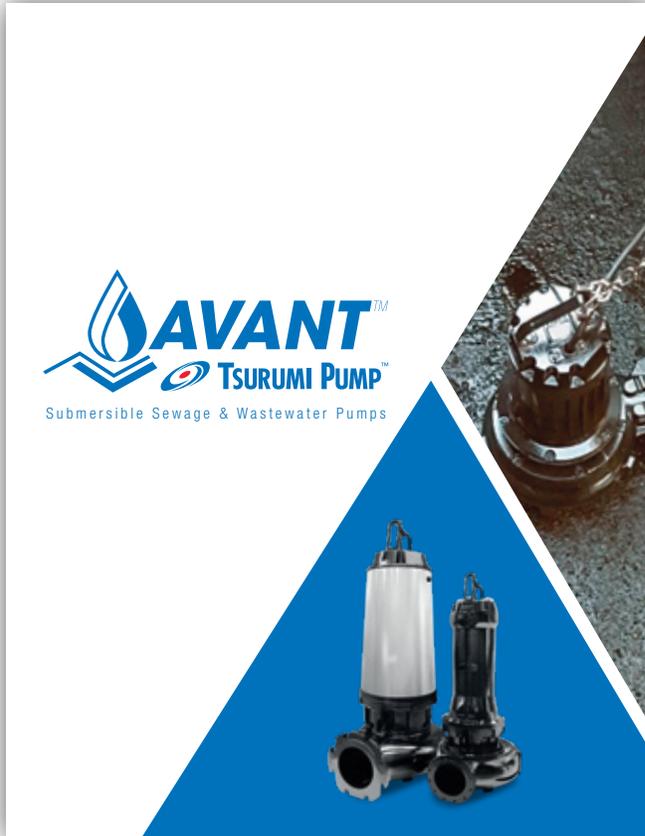
Showing AVANT, TSURUMI PUMP logo & BUILT FOR WORK®



Tsurumi AVANT Series Logo Design

AVANT Logo Applied to Marketing Materials

Product Catalog Cover



- Product Catalogs / Databooks
- Technical Information
- Powerpoint Presentations
- Press Releases
- Social Media Posts
- Website Banners
- Website Contents
- Tradeshow Booth Graphics
- Trade Publications

Powerpoint Presentation Cover

