

LOGO COLORS

When selecting a logo color, consider legibility and visual impact. As a default, consider one of our primary logo colors.

BLACK & WHITE POSITIVE



CHARRED WOOD POSITIVE



SMOKED ORANGE POSITIVE



BLACK & WHITE KNOCKOUT



CHARRED WOOD KNOCKOUT



SMOKED ORANGE KNOCKOUT



LOGO DON'TS

Consistent presentation of the Traeger logo is essential. These examples represent incorrect usage.

Only use the logo in approved configurations, and never recreate or alter the logo.

USE MORE THAN ONE COLOR



SCALE ANY PART OF THE LOGO



STRETCH LOGO VERTICALLY OR HORIZONTALLY



BEVEL OR EMBOSS



TILT OR ROTATE THE LOGO



USE GRADIENTS



USE DROP SHADOWS



OUTLINE THE LOGO



CROP THE LOGO



COLOR INFLUENCES

Traeger's color palette is inspired by natural beauty: the orange heat of a wood-fired flame, the charred crust of burnt wood, the smoky haze of real wood smoke, and the shimmer of a clean white plate.



COLOR USAGE & RATIOS

Use this simple color palette in order to maintain consistency across the Traeger brand. Use the Pantone color system when applicable.

SMOKED ORANGE	SOOT	CHARRED WOOD	ASH	SMOKE	PLATE
PRINT PMS 1595C C 0 M 71 Y 100 K 3	PRINT PMS 426C C 94 M 77 Y 53 K 94	PRINT PMS WARM GRAY 11 C 26 M 36 Y 38 K 68	PRINT PMS WARM GRAY 4 C 8 M 10 Y 12 K 24	PRINT PMS 427C C 0 M 24 Y 78 K 0	PRINT COM 0 Y 0 K 0
DIGITAL #D95E16 R 217 G 94 B 22	DIGITAL #25282A R 37 G 40 B 42	DIGITAL #685C53 R 241 G 190 B 72	DIGITAL #B4ACA6 R 180, G 172, B 166	DIGITAL #F1BE48 R 241 G 190 B 72	DIGITAL #FFFFFF R 255 G 255 B 255
ACCENT	PRIMARY SHADES				

LOGO CLEAR SPACE

The area immediately surrounding the logo must be kept clear of all other graphic elements. Maintaining this clear space is necessary in order to maximize its visual impact and preserve its integrity.

In all applications, surround the Traeger logo with at least the minimum amount of clear space, as defined by (G) in the diagram to the right.

As the logo is scaled up or down, the value (G) increases or decreases proportionally.



LOGO MINIMUM SIZE

To ensure legibility in print and on screen, please adhere to the minimum size requirements shown on this page.

PRINT



2 In.

DIGITAL



144 Px.