

Visual Identity Guidelines





Logotype Combinations

- When using the logo in a black and white application, make sure that all elements of the logo are either all black, or all white. No shades of grey are permitted.
- Only these logotype combinations are permitted. Always reproduce them from approved artwork.
- A logotype is regarded as an image, not a word. It must never be used as part of a text.



The logotype must be surrounded by a free zone that is equivalent to the size of half of the small circle on the sides, top and bottom.

Horizontal and Vertical Logo

Horizontal logo should be the primary logo. When needed in a vertical application, the stacked version of the logo may be used.



(horizontal)



(vertical)

Colour Guide

COLOURS FOR PRINTING

Your colours are: blue and grey



CMYK: C/55 M/30 Y/20 K/50
Pantone: 7545C



CMYK: C/0 M/0 Y/0 K/70
Pantone: 424C

Colours for on screen viewing



RGB: R/141 G/198 B/63
WEB: HEX: #465d6c



RGB: R/113 G/51 B/11
WEB HEX: #6d6e71

Rules for logo size on the web

Never enlarge a graphic file on the web. If you intend to use a logotype that is 200 pixels wide you must use a 200 pixel file. By doing so, you will avoid a pixelated and jagged logo.

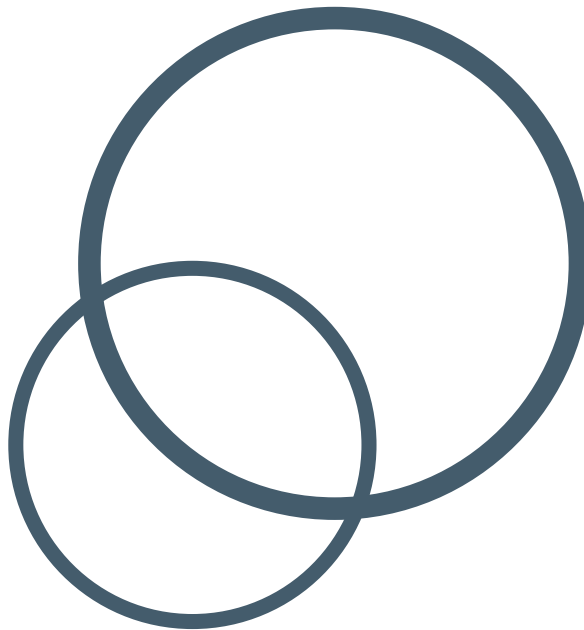
Typography Rules

The fonts used in your logo are Minion Pro and Frutiger LT. Georgia and Helvetica Neue are appropriate substitutions, if needed.

When creating letters and other large bodies of text, use Helvetica if possible.

Circle Rules

The linked circles should always be blue, or a shade of blue. See the color guide for exact color. If applying to a black and white application, circles can be all white, or all black.



- The stroke weight (thickness) of the larger circle, must always be 1.5 times the weight of the smaller circle.
- When circles are used in a manner that they bleed off of the page, at least half of the larger circle must shown.
- The circles are never to be filled in.
- Nothing is ever to be anything inside of the circles, including logos, photos, illustrations etc.
- The circles must always be at the angle shown above. They are never to be turned or reflected.

Application of Logo

All letterhead must use the format illustrated.

- The logo is positioned 0.8” from the top of the page, and 0.3” from the left side.
- The logo is 3.79” wide.
- The company address must be 0.12” directly below the logo, in 10 pt Frutiger LT 45 Light.

All business cards must use the format illustrated.

- The business card is double-sided.
- The logo and the address are to be the only elements on the front. The logo should measure 2.83” wide.
- The back of the card should be blue with reverse type.
- The employee name, title and contact information should appear on the left side of the card.



Recommended Paper:

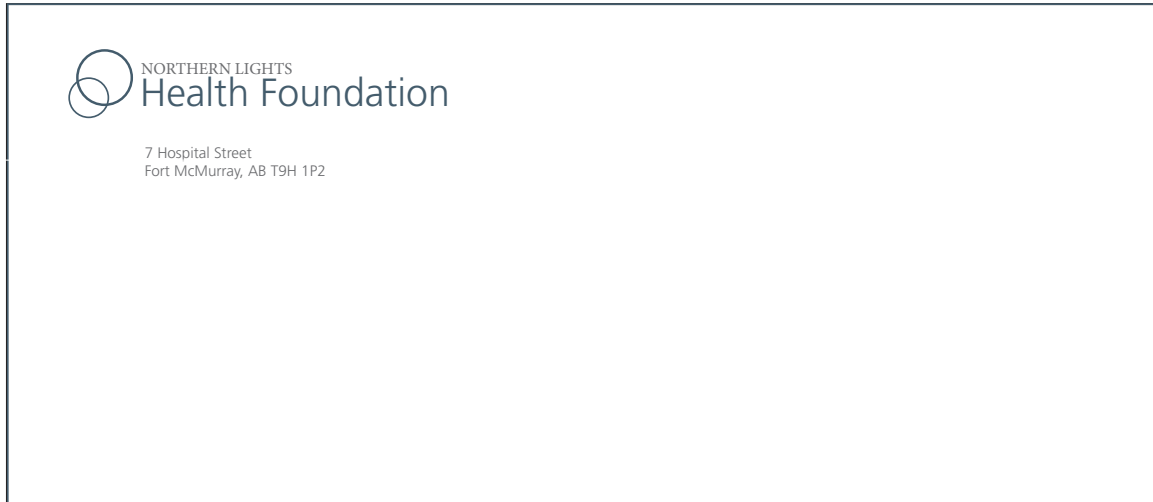
Letterhead: Cougar Super Smooth, 80lb. (or similar)

Business Card: Blazer Digital, 80lb. gloss cover (or similar)

Application of Logo

All envelopes must use the format illustrated.

- Both styles of envelope must have the logo in the top left corner.
- Logo is positioned 0.375" from top and left 0.5" from left side of envelope.
- Address is to be located directly under the logo in 9pt Frutiger LT 45 Light. .



When applying logo to clothing, vehicles, or any other product, the verticle or horizontal logo is acceptable. When applying circles separate from logo, at least half of the large circle must be showing. Circles must always be in blue, or a shade of blue. If applying to a black and white application, cirlces can be all white, or all black.

