



LOGO STYLE GUIDE

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VARIATIONS

Full Color –
Offset Printing



Greyscale –
Black ink only
with screens



Black + Pantone



SILKSCREEN &
EMBROIDERY



2-1/8" wide x 3/4" high
Bic Clic Stic Area – one color



COLOR SPECS

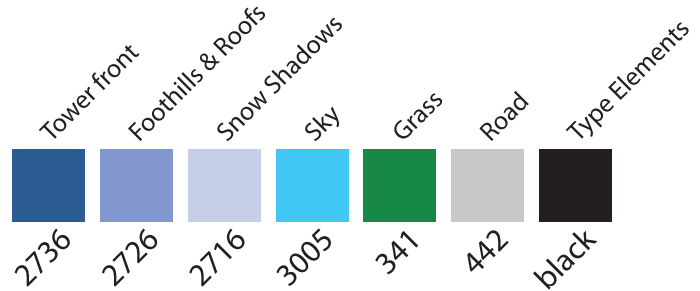


Pantone = Formula Color (Spot)

Special Case: 7 custom colors

Typically vector art

Formats: .ai, .eps, .png



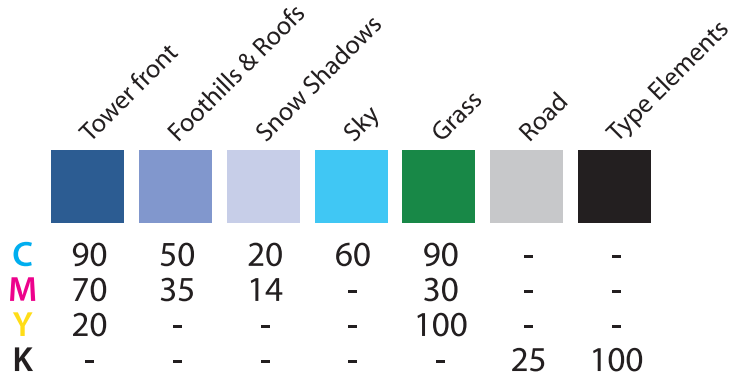
CMYK = 4-Color Process Inks

Commercial Offset Printing

Digital Printing

Typically high-resolution (300dpi)

Formats: .ai, .tif, .psd, .png

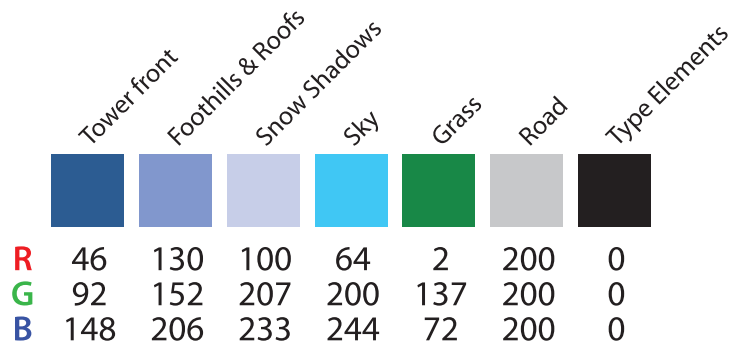


RGB = Monitor Color/Light

Web and Monitor-oriented presentations

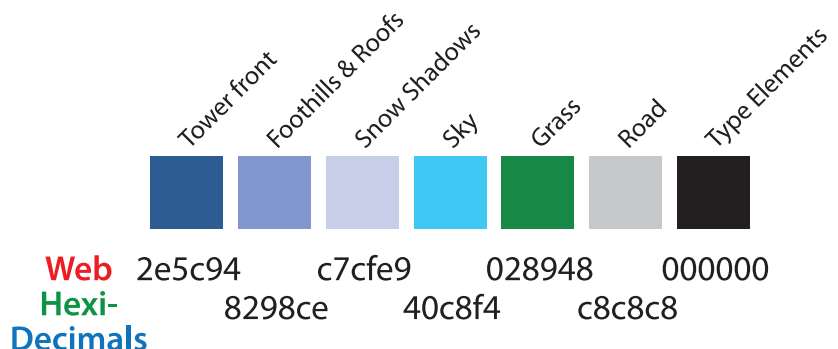
Typically web-optimized (72dpi)

Formats: .gif, .jpg, .png



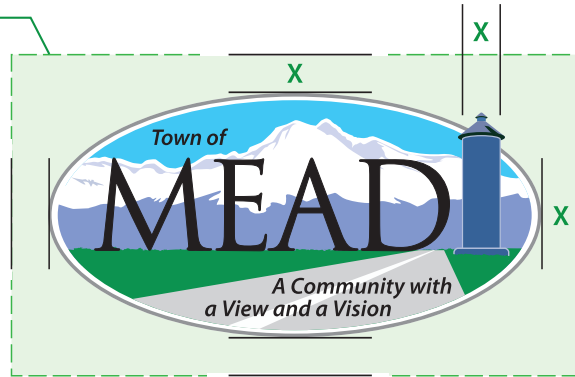
Web HexiDecimals:

Alternative Web Color Notation
Alpha-Numeric System for
mostly web color

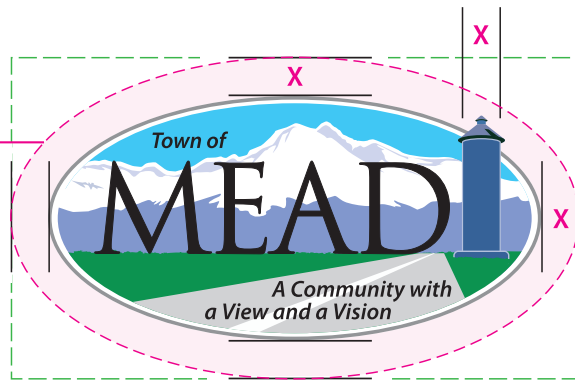


CLEAR ZONE

Normal Clear Zone Perimeter Box
(Clear zone = tower diameter = X)



Smaller Clear Zone minimum,
Ellipse-shaped for space-limited
situations like Business Cards



BUSINESS CARD EXAMPLE

Linda Martin, Economic Development Specialist

Town of Mead
441 Third Street
P.O. Box 626
Mead, CO 80542

303-476-8160 office
970-535-0831 facsimile
303-476-8160 cell
lmartin@townofmead.org



These letters are acceptable in
this space-limited scenario, but
Normally, try to keep the green
box diameter clear of conflicting
objects.

FONTS

TRAJAN (ALLCAPS)

MEAD

Trajanus Roman is an ly
identical font that also has a
lowercase alphabet

Town of Mead

Times Roman –
Best choice for compatible
serif style font

MEAD Mead *Mead*
Mead *Mead*

Tagline Font
Myriad Pro Semibold Italic

Myriad Semi Ital Myriad Semi
Myriad Regular Myriad Italic

LETTERHEAD



BUSINESS CARD LAYOUT

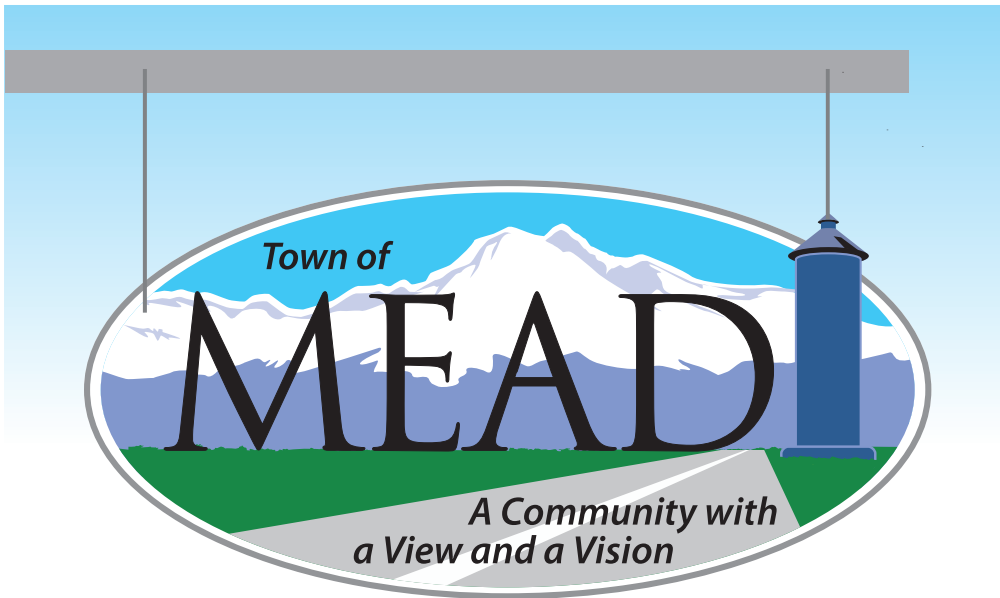
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SIGNAGE

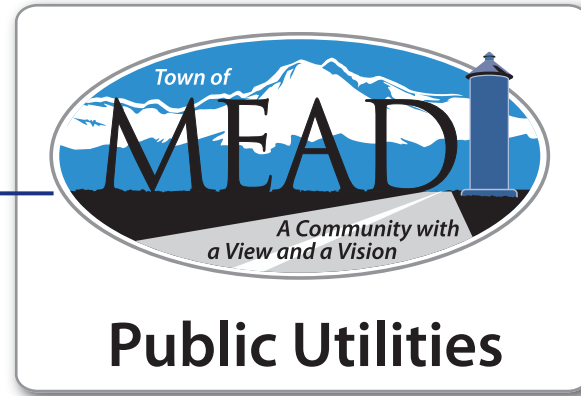
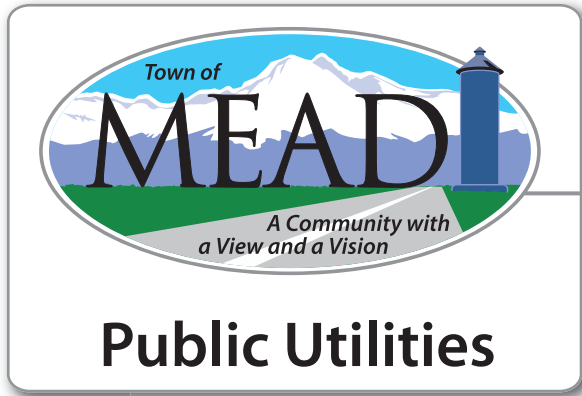


Hanging Sign

Earth Anchored Road Sign



VEHICLE



FAVICON

