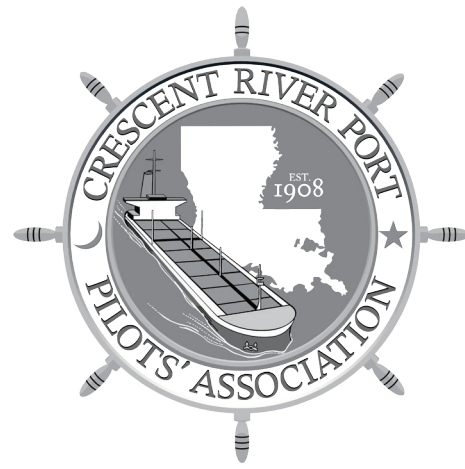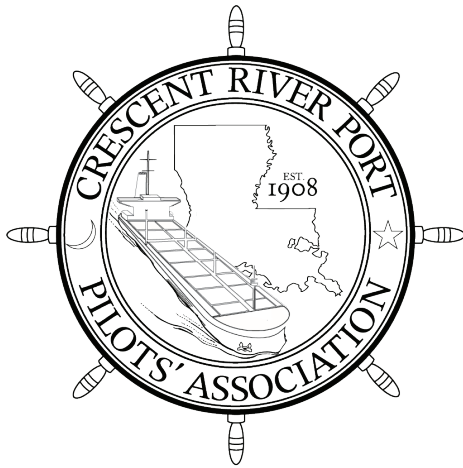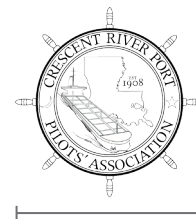Full Color Solution

PMS Greyscale

PMS Black and White

Logo Usage Notes:

Surrounding elements should NEVER
be placed closer to the logo than
the distance from bottom of logo to
bottom
of lower banner

Distance of peg of wheel

1. Do NOT add graphic elements to or alter the logo in any way.

2. Do NOT use the logo in words, headlines or sentences.

3. Do NOT use the logo as part of another logo or graphic symbol.

4. Do NOT enclose the logo in a shape.

5. Do NOT rotate, invert, spin, angle or pivot the logo.

6. Do NOT skew, bevel, fold, dimensionalize, stretch or otherwise alter the shape of the logo.

7. Do NOT break apart the logo in any way.

8. Do NOT re-create the logos by hand or computer drawing.

9. Do NOT change the colors of the logo in any way.

10. Do NOT put a drop shadow behind the logo.

Logos

A logo lets people know who is talking to them. And if they listen, it's because they care about the brand.

Branding is more than just sticking a logo on a brochure. Branding is about defining what kind of experience you want your client or customer to have. How you answer the phone can leave as strong of an impression as what you send in the mail.

A graphic identity unifies an organization. Using logos consistently results in an integrated promotion of a company – which leads to brand awareness and a perceived value of what you have to offer. By managing your logo well, you give the appearance of managing all areas well, thereby gaining respect and credibility.